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The Analysis of Factors Influencing Visiting Decision and Satisfaction at Ekowisata Kampung Blekok Situbondo

Nabilah Rizka Estiningtyas¹, Tien Lastini², Sofiatin³

¹Institut Teknologi Bandung, Bandung, Indonesia, nabilahrizkae@gmail.com

²Institut Teknologi Bandung, Bandung, Indonesia, tien072@itb.ac.id

³Institut Teknologi Bandung, Bandung, Indonesia, sofiatin@itb.ac.id

Corresponding Author: nabilahrizkae@gmail.com¹

Abstract: The decline in visitor numbers at Ekowisata Kampung Blekok implies optimization efforts are needed. The administrator's ability to understand visitor behaviour can support these efforts, primarily related to visiting decision and satisfaction. These can be achieved by understanding the visitor's motivation as an internal factor and the destination readiness as an external factor. This research aims to analyze the factors influencing visiting decision and the visitor's satisfaction. The questionnaire with five-point likert scale was distributed to 165 visitors using a purposive sampling. Data was analyzed with structural equation modelling – partial least square using SmartPLS 3.0 application. The result shows that the visiting decision is directly influenced by service quality (consist of tangible, responsiveness, reliability, assurance, eco-activities, empathy, eco-learning, and eco-practices) and marketing mix (consist of product, promotion, price, physical evidence, place, and process). Besides, visitor satisfaction is affected directly by service quality and visiting decision.

Keyword: Marketing Mix, Motivation, Satisfaction, Service Quality, Visiting Decision

INTRODUCTION

Ekowisata Kampung Blekok is a mangrove and water bird-based conservation area that officially became an ecotourism in 2019. The main tourist attraction in Ekowisata Kampung Blekok is the direct interaction between visitors, mangroves, and water birds. Furthermore, some visitor activities include boat tours, fishing, and education-based activities (Ministry of Tourism and Creative Economy, 2022). Visitor number data shows there is a declining trend from 2019 until 2022. It is reflected by the changes in visitor numbers from 63,602 to 24,087 within the 2019-2020 period. This number has decreased again and stood at 11,571 visitors in 2021. The declining trend from 2019-2021 was due to the implication of the COVID-19 restriction policy in Indonesia. However, the number of visitors increased slightly to 14,325 in 2022 (Kampung Blekok, 2023).

On the other hand, the ecotourism status makes carrying capacity as an essential factor must be considered in ecotourism management. Carrying capacity can be interpreted as the maximal visitors which visit a destination simultaneously without effecting any physical, economic, or socio-cultural detriment to the environment (Armono et al., 2017). Ekowisata

Kampung Blekok's carrying capacity was recorded at 648 visitors daily (Insani et al., 2019). Meanwhile, the 2022 average number of visitors daily data stood only at 39 (Kampung Blekok, 2023). Thus, it showed a significant gap between the carrying capacity and the actual data. The decline trend and gap number phenomenon imply that optimization efforts are needed to increase visitor numbers within reasonable limits, considering tourism activities play an essential role in the economic movement.

Practically, the number of visits needs to be optimized by the administrator's ability to understand visitor behaviour. It is considered an essential approach for ecotourism development in the competitive tourism market era (Adam et al., 2019). Visitor behaviour is defined as consumer behaviour in the purchasing process, using and ignoring tourism services (Juvan et al., 2017). Hassan (2021) argues that visitor behaviour's primary key lies in the experience and satisfaction gathered on-site. A deep understanding of visitor behaviour allows administrators to understand visitor motives and activities. In addition, it also helps administrators to sell tourism-based products appropriately and effectively (V. Kumar & Jyoti, 2016). Based on the explanation, it is necessary to understand and investigate the visiting decision and satisfaction. Therefore, this research aims to analyze the influencing factors on visiting decision and satisfaction.

Pearce (2005) gives concept maps to help understand the complex behaviour of the visitor. It shows that managing the tourist experience during the visit is a must to increase the tourism output. However, this ability should be supported by the in-depth knowledge of visitors and destination readiness. The depth of understanding about visitors relates to the perspective of visitors as individuals and the market target. Visitors as individuals and human beings have broad characteristics. Besides, as the market target, visitors usually have different motives for coming to the tourism area. It depends on personal reasons and preferences (Pearce, 2005). This causes motivation to have often a close relationship with the decision to visit.

Although visitors have strong motives that drive them to visit, it is still unclear enough to choose the tourism destination. At this point, the destination readiness factor, especially the destination image, plays an essential role. The destination image is formed from various things related to the destination, such as the marketing mix, services, and management. The destination readiness will attract the visitor. If the visitors find the destination readiness interesting, it leads to the decision to visit the specific destination (Rakib et al., 2021).

Visitors will get the on-site experience of the impacts of social, cultural, and environmental contacts. These contacts can be related to administrator–visitor (reflected by the provided services), between visitors, local community–visitor, and visitor–nature. It is important to note that the visitors will get the experiences as they come to the location after deciding on the travel activities. The gained experience leads to the travel's evaluation, which is reflected as satisfaction or dissatisfaction. This point emphasizes that the decision to visit affects the travel activities, which leads to the travel's evaluation. In other words, it is also emphasized that the visiting decision strongly correlates to satisfaction. On the other hand, provided service quality and other administrator's efforts also strongly correlate with visitor satisfaction (Rakib et al., 2021).

METHOD

The quantitative method was carried out through an explanatory survey using a questionnaire with five-point likert scales. The questionnaire was distributed manually to Ekowisata Kampung Blekok visitors from September until December 2023. The 165 respondents were chosen by purposive sampling. The respondent criteria were being a minimum age of 18 and strolling until the end of the tourist locations.

The data was analysed using the SEM-PLS approach with SmartPLS.3.0 application. The two-stage approach was conducted in this research. The second order used as the final

construction. The analyzed value was gathered from the first order value extraction. The latent variables used in this research are internal motivation, service quality, marketing mix, visiting decision, and visitor satisfaction. Internal motivation consists of the utilitarian, social-adjustive, knowledge, ego-defensive, and value-expressive functions (Lee et al., 2014). The marketing mix variable includes product, location, physical evidence, price, process, and promotion (Saling et al., 2016). Besides, service quality consists of tangible, reliable, assured, responsiveness, empathy, eco-activities, eco-learning, and eco-friendly practices (Ban & Ramsaran, 2017). Visiting decision was measured through the sense of right choices and interested to visiting again (R. H. Saputra & Suryoko, 2018). Besides, satisfaction was measured through memorable memories, willing to recommend, and the suitability of expectation (Astono & Susilo, 2023; Jannah et al., 2019). The conceptual framework represent in

Figure 1

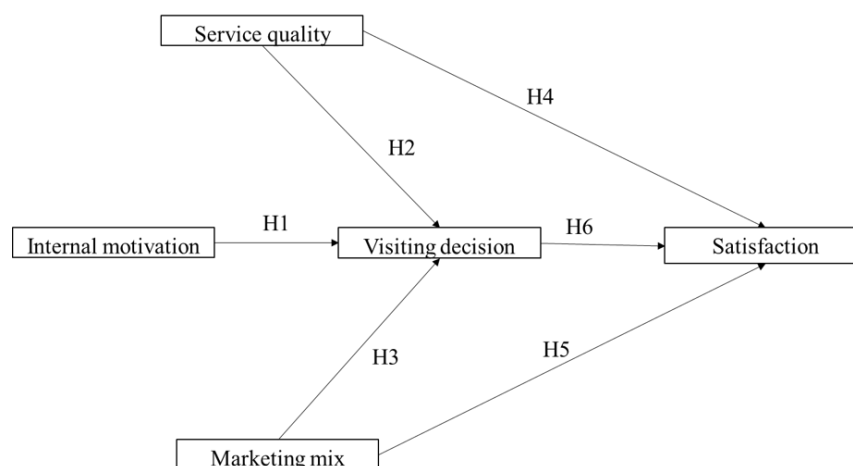


Figure 1 Conceptual framework

According to the conceptual framework, the used hypothesis are:

1. H1: internal motivation is significantly affects visiting decision
2. H2: service quality has a significant influence towards visiting decision
3. H3: marketing mix is significantly affects visiting decision
4. H4: service quality has a significant influence towards satisfaction
5. H5: marketing mix is significantly affects satisfaction
6. H6: visiting decision has a significant influence towards satisfaction

The assessment consists of measurement and structural model evaluation. Measurement model evaluation was carried out by reliability (internal consistency and indicator) and validity (convergent and discriminant) test. The structural model evaluation uses *R-square*, *Q-square*, *goodness of model fit*, *VIF*, *p-value*, and *t-value*. The detail criteria of assesment represent in Table 1

Table 1 Evaluation criteria

Evaluation type	Criteria	Cut of value
Measurement	Composite reliability	> 0.7

Evaluation type	Criteria	Cut of value
	<i>Cronbach's alpha</i>	> 0.7
	<i>Rho A</i>	> 0.7
	<i>Loading factor</i>	> 0.5
	<i>AVE</i>	> 0.5
	<i>Fornell-lacrker</i>	Each construct square root AVE have a higher value than its highest correlation with any other construct
Structural	<i>R-square</i>	0.25 (considered as weak); 0.5 (considered as moderate); 0.75 (considered as substantial)
	<i>Goodness of model fit</i>	SRMR < 0.1
	<i>P-value</i>	< 0.05
	<i>t-value</i>	> 1.96

Source: Jasrotia et al., (2021)

RESULTS AND DISCUSSION

The Respondent Profile

The socio-economic respondents' profiles were dominated by female visitors aged 17 to 25, mainly from a senior high school educational background. Furthermore, most of the monthly income is less than Rp.1.000.000 since the students dominate the respondents. Situbondo becomes the superior visitor's domicile. On the other hand, the destination-related information demonstrates that the majority of respondents visited Ekowisata Kampung Blekok as their first visit.

The respondents also know Ekowisata Kampung Blekok mostly from friends, even if social media follow it. This phenomenon illustrates that the primary sources of information about Ekowisata Kampung Blekok come from word of mouth. Wibowo & Roostika, (2019) believe a word of mouth as the information transformation medium could influence visitors' decision-making, especially visiting decisions or buying the product. It happens because visitors tend to trust since it believes that service quality can only be felt when visiting the destination. The respondent's profile details are presented in Table 2.

Table 2 The respondent profile

Criteria	Percentage (%)	Criteria	Percentage (%)
Gender		Age	
Male	38	17 – 25 years	69
Female	62	26 – 45 years	26
		46 – 56 years	5
Visiting status		Destination information sources	
First	47	Family	9
Second	19	Friends	64
Third	7	Social media	21
> Third	26	Others	7
Domicile		Monthly income	
Bondowoso	16	<Rp.1.000.000	57
Jember	9	Rp. 1.000.000 – Rp. 3.000.000	29
Situbondo	66	Rp. 3.000.000 – Rp. 5.000.000	10
Others	9	>Rp.5.000.000	4
Occupation		Educational background	
Civil servant	3	Elementary school	4
Private employee	17	High school (Junior)	16
Student	46	High school (Senior)	56
Self employed	19	Associate's degree	4
Housewife	8	Graduates	19
Unemployed	1	Postgraduates	1
Teacher	6		

Source: Data processed (2024)

Measurement Model Evaluation

The model evaluation consists of reliability and validity testing. Reliability is used to evaluate the consistency of the instrument's feasibility. Besides, the indicator reliability is used to evaluate whether the construct can explain an item and can represent the extracted variance (Hair et al., 2022). The reliability evaluation represented in Table 3. All the values of measurement model evaluation are adequate to ensure reliability both for internal consistency and indicator reliability

Table 3 The realibility evaluation

Internal Consistency				
Variable Dimention		Cronbach's alpha	Rho_A	CR
Visiting decision (DTV)		1	1	1
Motivation (M)		0.825	0.856	0.877
Marketing Mix (MM)		0.838	0.867	0.88
Service Quality (SQ)		0.926	0.932	0.941
Satisfaction (STF)		1	1	1
Indicator reliability				
Variable Dimension	Indicator	Outer loading	Indicator	Outer loading
Motivation (M)	Utilitarian function (M1)	0.884	Ego-defensive function (M4)	0.695
	social-adjustive function (M2)	0.635	Value expressive function (M5)	0.801
	Knowledge function (M3)	0.805		
Service Quality (SQ)	Tangible (SQ1)	0.867	Empathy (SQ5)	0.880
	Reliability (SQ2)	0.882	Eco-activities (SQ6)	0.788
	Responsiveness (SQ3)	0.894	Eco-learning (SQ7)	0.548
	Assurance (SQ4)	0.902	Eco-friendly practices (SQ8)	0.731
Satisfaction (STF)	Satisfaction (STF)	1		
Visiting decision (DTV)	Visiting decision (DTV)	1		

Source: Data processed (2024)

Convergent validity is used to evaluate the correlation of each measurement with the other measurement with the difference indicator within the same construct (Hair et al., 2022) The discriminant validity is used to evaluate the differences between constructs within the same model (Hair et al., 2022). The validity measurement model evaluation data is represented in Table 4. The data implies that the measures are valid and adequate to proceed with further analysis.

Table 4 The validity evaluation

Convergent Validity				
Variable Dimention	AVE	Variable Dimention	AVE	Interpretation
Visiting decision (DTV)	1	Service Quality (SQ)	0.672	Valid
Motivation (M)	0.591	Satisfaction (STF)	1	Valid
Marketing mix (MM)	0.552			Valid

Discriminant Validity – Fornell larcker criteria					
Variable Dimention	Visiting decision (DTV)	Motivation (M)	Marketing mix (MM)	Service Quality (SQ)	Satisfaction (STF)
Visiting decision (DTV)	1				
Motivation (M)	0.414	0.769			
Marketing mix (MM)	0.617	0.512	0.743		
Service Quality (SQ)	0.646	0.456	0.730	0.820	
Satisfaction (STF)	0.811	0.516	0.673	0.747	1

Source: Data processed (2024)

Structural Model Evaluation

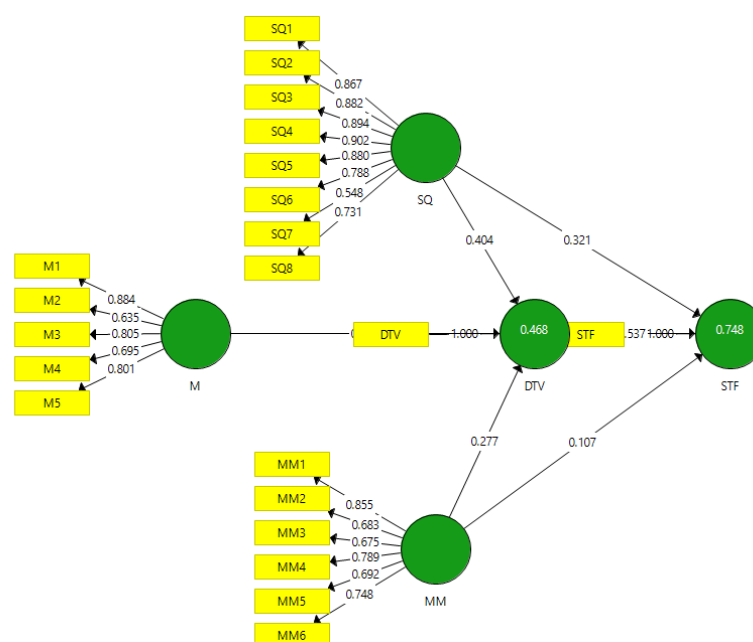
Structural model evaluation used to evaluate the construct and the relationship between the built model. The *R-square* shows the strength of predictor constructs to explain the endogenous construct variance (Hair et al., 2022). The *goodness of model fit* illustrates the model fitness within the observed data (Jasrotia et al., 2023) Hypothesis testing is used to analyse the model's relationships (Hair et al., 2022). The R-square value represent on Table 5

Table 5 R-square value

Variable	R-Square	Interpretation
Visiting decision	0,468	Moderate
Satisfaction	0,748	Moderate

Source: Data processed (2024)

The data shows that all the variables used in this research represent 46.8% of the visiting decisions. On the other hand, satisfaction can be explained by all the variables used in this research, which stood at 74.8%. The left value behind represents the other factor not included in this research. This data shows that the research conducted has a moderate level of explaining visiting decisions and satisfaction. The final model construction illustrated in Figure 2



Source: Research result
Figure 2 Final construct

The model shows a hypothesis regarding the relationship among the variables. The hypothesis was analysed through path coefficients to identify any relationship between the variables. It is classified into two groups: direct and indirect effects. The hypothesis test result is presented in Table 6

Table 6 Structural model analysis result

Variable	Original Sample	t-statistic (O/STDEV)	p-value	Test result
Internal motivation → Visiting decision	0,088	1,362	0,174	Not significant
Service quality → Visiting decision	0,404	4,589	0,000	significant
Marketing mix → Visiting decision	0,277	2,800	0,005	significant
Service quality → Visitor satisfaction	0,321	4,054	0,000	significant
Marketing mix → Visitor satisfaction	0,107	1,530	0,127	Not significant
Visiting decision → Visitor satisfaction	0,537	9,255	0,000	significant
Internal motivation → Visiting decision → Visitor satisfaction	0,047	1,295	0,196	Not significant
Service quality → Visiting decision → Visitor satisfaction	0,149	2,546	0,000	significant
Marketing mix → Visiting decision → Visitor satisfaction	0,217	4,721	0,011	significant

Source: Data processed (2024)

The data shows that internal motivation did not influence the visiting decision at Ekowisata Kampung Blekok. Usually, motivation is an influential factor in visiting decisions. However, it is not proven in this research. This happened because the motivation element used in this research was focused on internal motivation as the push factor only. It is mentioned in Setyaningsih & Murwatiningsih (2017) that internal motivation is a push factor that drives visitors to visit the destination. However, the visitor seems unclear enough to decide the exact location. This pull factor becomes essential to attract visitors and influence them to choose the location. The visitor's interview shows that internal factors did not drive the main reason the visitor came to Ekowisata Kampung Blekok. People come mainly due to the scenery, atmosphere, and natural beauty of Ekowisata Kampung Blekok. It is further belongs to the authenticity. Martaleni et al. (2021) argue that if the destination's uniqueness, authenticity, and beauty are maintained, it can affect visitor motivation. This authenticity is the external factor that becomes a pull factor to attract visitors. The result implies that the administrators should maintain the authenticity of Ekowisata Kampung Blekok. This can be achieved through regular maintenance of mangrove areas as mangrove conservation efforts.

Service quality has an essential role in visiting decisions. The result is parallel with Safitasari & Maftukhah (2017). Service quality acts as an offering variable from the Ekowisata Kampung Blekok administrators to the visitors in order to help them meet their needs. In a particular case, a visitor faces the condition of having the intention to visit due to an unpredictable situational condition. It made service quality essential information needed by the visitors in the information gathering (Saputra & Ambiyar, 2019). This implies that the administrator should maintain the service quality offered to the visitor such as training the administrator skills related to educational services

Marketing mix also becomes an essential factor that significantly influences visiting decisions. A marketing mix is a mix of tools the administrator utilizes to influence product or service demand (Saling et al., 2016). Furthermore, It also aims to give the product or service

information, which hopefully can help visitors gain satisfaction as the implication of need fulfilment (Kartika et al., 2016). The result is also parallel with related publications from Kartika et al (2016) and Saling et al., (2016). The significant influence of the marketing mix means that these variables are successful in helping the visitor to make decisions about traveling. Furthermore, it also implies the administrator should maintain the marketing mix to attract visitors. Some optimization efforts could be by providing special prices and relocating parking area & ticket counters to be closer to tourist areas

Service quality also significantly impacts visitor satisfaction. The result indicate that the provided service quality is capable of helping visitor meet their needs. It also having a parallel result with Safitasari & Maftukhah (2017), and Kumar et al (2020) research. The significant effect of service quality on satisfaction is owing to the provided service quality, which has a positive value from the visitor's perspective. Furthermore, service quality is critical in satisfaction reflected by the positive experience gathered at the site location. This happens because satisfaction can only occur as long as the visitor experiences the quality of the service provided (Kumar et al., 2020). The result has managerial implications, which recommend that administrators at least maintain service quality especially for repair the damaged facilities, maintain the area cleanliness, and maintain the facility regularly.

In contrast, the marketing mix proved not to influence visitor satisfaction. This result contradicts some research conducted by Zahara (2024). However, research conducted by Ramli et al., (2021) has the same result as this research. The insignificant influence of the marketing mix on satisfaction shows that there is an expectation of change potency from the visitor. Furthermore, it is also caused by the market trend transformation, which is beyond the standard marketing norm (Fajrin & Aprianingsih, 2024). It implies that modifying the marketing mix element is needed to complement the recent market trend and visitor needs (Zahara, 2024). Ramli et al., (2021) mention that as business development increases, consumer needs also evolve.

Moreover, it shows that companies are facing tough competition. Only a company that can compete with consumer needs can survive in the recent business world. Since consumer need is oriented toward satisfaction, the company is forced to transform relating their service quality, competitor's handling, and product innovation (Ramli et al., 2021). This data result implies that administrators should improve the marketing mix. Some suggestions include applying the promo price, expanding the market target, manufacturing innovation, and repairing facilities.

The decision to visit has proven to be the factor influencing satisfaction. Research conducted by Kristiutami (2017) and Safitasari & Maftukhah (2017) has the same result. The decision to visit is the manifestation of the buyer's decision in tourism. It means that some expenditures are made to gain satisfaction. It emphasizes that visitor satisfaction is dependent on the fulfilment of the needs. In other words, the visiting decision leads to the determination of satisfaction. It happened because, before the visiting decision, the visitors had already made up the destination location preference. Visitors believe that visiting the destination location preference can provide satisfaction (Kristiutami, 2017).

By contrast, the result shows that the visiting decision does not mediate internal motivation and satisfaction. Furthermore, it also means that internal motivation is not a factor that can increase satisfaction through visiting decisions. In other words, anything that encourages visitors to visit the destination location does not affect satisfaction even though visitors have visited. The implication of this result is that administrators do not need to pay attention to internal motivation. Administrators are recommended to pay attention to the pull factors, as explained previously.

The result also shows that visiting decisions act as a mediator for service quality and satisfaction. This means that service quality is able to fulfil the visitor's needs due to the

decision made regarding destination visitation. It implies that better-provided service quality will increase the desire of visitors to visit. Furthermore, it will encourage visitors to decide on the destination. Visitation will impact the experience, which leads to satisfaction. It explains how visiting decisions act as a mediator role (Safitasari & Maftukhah, 2017). It implies that the administrator should maintain or improve the service quality to attract continuous visitors and achieve satisfaction.

Visiting decisions act as a mediator in marketing mix towards satisfaction. It has been explained previously that the marketing mix does not significantly influence satisfaction. It is mediated by visiting decisions reflected as the indirect relationship between marketing mix and satisfaction. The result also means that although the marketing mix acts as a pull factor to attract visiting decisions. Satisfaction cannot be achieved if the visitor does not visit the destination. This result implies that the marketing mix provided by the administrator can attract visitors. Usman et al. (2022) argues that visiting decisions highly depend on external stimulation, especially the marketing mix. The marketing mix acts as the administrator's communication tool to attract visitors. If the visitor can capture the information, it leads to the visiting decision. Kartika et al., (2016) argue that satisfaction will be achieved if the visitor gains a positive experience on the site. Furthermore, Usman et al., (2022) declare that the positive experience also bring over the revisiting potential.

CONCLUSION

The data result indicate that service quality has a significant influence on visiting decisions and satisfaction. Meanwhile marketing mix is significantly influence on visiting decision directly and satisfaction indirectly. Visiting decision also proven has a significant influence towards satisfaction. These findings represent that the main factor influencing visiting decisions and satisfaction classified as the pull factor. It is recommended for the administrator to pay attention on marketing mix and service quality improvement.

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