

The Effect of Tourism Service Marketing Mix, Destination Image and Tourist Motivation on Tourist Satisfaction Tourism in Bukit Khayangan Tourism Object Sungai Penuh City, Jambi Province

Relifra Relifra^{1*}, Yunia Wardi²

^{1,2} *Management Department, Faculty of Economics, Padang State University*

*Corresponding author. Email: yasmanrelifra@gmail.com

ABSTRACT

Tourism in Indonesia has a big potential and resources that doesn't fully developed yet by government and commercial sector. Development in tourism is expected to give a benefit for society, because tourism is one of development indicator in the Indonesian economics. Tourism that expected to give a quite big contribution to economics. This research was purposed to find out the influence of tourism service marketing mix, destination image and tourist motivation on tourist satisfaction tourism in Bukit Khayangan Tourism Object Sungai Penuh City, Jambi Province. This research was conducted in the Bukit Khayangan, Sungai Penuh City, Jambi with 424 respondents. Data analysis is performed using SmartPLS 3.0. The result of this study the marketing mix of tourism services (products, prices, promotions, location, process and physical evidence) has a significant effect on tourist satisfaction, but people have no significant effect on tourist satisfaction. Destination image and tourist motivation have a significant effect on tourist satisfaction. The tourism service marketing mix (products, location, people and process) has a significant effect on destination image, but the tourism services marketing mix (prices, promotions and physical evidence) has no significant effect on destination image. The tourism service marketing mix (product, people, process and physical evidence) has a significant effect on tourist motivation. The tourism service marketing mix (price, location and promotion) have not significant effect on tourist motivation. Destination image has a significant effect on tourist motivation

Keywords : *Tourism Service Marketing Mix, Destination Image, Tourist Motivation, Tourist Satisfaction*

1. INTRODUCTION

The tourism industry is a collection of companies that jointly produce the goods and services needed by tourists.[1]

Indonesian tourism is a potential driver of the national economy to spur economic development in the future. There are two things that become the main attraction of Indonesian tourism. The first is natural resources. Indonesia has beautiful nature that can compete with other countries' tourism, such as beautiful beaches, mountains, lakes and biodiversity. The second is cultural resources.

The impact of regional lockdowns and restrictions on community activities have led to a decline in global travel activities. United Nation World Tourism Organization (UNWTO) in 2020 the number of international tourists decreased between 70-75% or 1 billion people due to the covid-19 pandemic. The reduced number of international tourists is estimated to cause economic losses of US \$ 1.1 trillion to US \$ 2 trillion in

global GDP. This loss is 10 times the loss compared to 2009 due to the effect of the global economic crisis. [2]

Asia-Pacific is the region most affected by the COVID-19 pandemic in the tourism sector. In 2020, the number of foreign tourists to Asia-Pacific decreased by 82%. The Middle East region experienced a decline of 73%. Furthermore, the African and European regions experienced a decline of 69%. The Americas region decreased by 68%. So that the average decline globally is 72%. [2]

In 2020 in Indonesia the number of tourists decreased by 73.6% from 2019. In 2019 January-November the number of tourist visits was 14.73 million people, while in 2020 in January-November the number of tourist visits was 3.89 million people.

Bukit Khayangan Tourism Object has an amazing beauty that will be presented when you arrive at the top of the hill. The natural panorama is in the form of Mount Kerinci, Kerinci Lake, a stretch of Bukit Barisan, rice fields and also fields belonging to residents.

In 2017, Bukit Khayangan was officially designated as the most popular highland in the Anugerah Pesona Indonesia (API) event. Based on these two things, it becomes an attraction for tourists to visit the Bukit Khayangan tourist attraction, Sungai Penuh City.

From 2014 to 2019 there was an increase in visits. The highest increase in the number of visitors occurred in 2016 by 13.65% or an increase of 3,259 people. In 2020, the number of tourist visits to Bukit Khayangan Tourism Object experienced a drastic decline of 72.2% or decreased by 22,999 people. This was made possible due to the COVID-19 pandemic which began to spread in Indonesia on March 2, 2020 and the decline in the number of visitors was based on social restrictions or restrictions on community activities for traveling out of the house.

In this case, marketing is very important for tourism to attract tourists to visit again and restore tourist confidence is needed, amid anxiety and the need to travel during the COVID-19 pandemic. Marketing is one of the strategies carried out by the company to maintain the continuity of the company, including in the tourism industry during the current COVID-19 pandemic. One of the keys to successful destination marketing is tourist satisfaction which influences tourist decisions in choosing tourist objects and decisions to visit again.

Satisfaction is a person's feelings obtained from comparing the perceived performance of a product or service with the hope of feeling satisfied [3]. Tourists hope that before visiting the Bukit Khayangan Tourism Object, the quality of the goods and services and services obtained can satisfy tourists for the need to travel to Bukit Khayangan Tourism Object, Sungai Penuh City.

Saving the tourism industry after the Covid-19 pandemic can be achieved by implementing appropriate marketing strategies, one of which is through the management of a service marketing mix strategy whose impact on the satisfaction of tourists visiting tourist objects. The service marketing mix is a marketing strategy that is combined in order to achieve goals. The elements of the service marketing mix include the following: product (service), price, place, promotion, physical evidence (facilities), people and processes [4]. These seven elements have an important role in the marketing of services, including in the tourism industry.

In the current era of the covid-19 pandemic, the image of a good tourist attraction destination is very much needed to restore tourist confidence and tourist perceptions about the safety of being exposed to COVID-19 from traveling activities. The image of a destination is the belief

that tourists have about the products or services that tourists buy or will buy.

This easing of activity restrictions creates a desire from the community to meet travel needs. This desire is driven by the motivation to travel. Motivation is one of the important factors for prospective tourists in making decisions about tourist destinations to be visited. Explains that motivation can be associated with activities and will have an impact on the choice of goals.[3]

Currently the tourism industry is trying to rise or recover to increase the number of tourist visits. Tourist satisfaction is an important aspect that needs to be considered by tourism industry players. Various factors can affect tourist satisfaction such as good destination image, good marketing mix strategy, tourist motivation to visit tourist objects.

2. LITERATURE REVIEW

2.1 Tourist Satisfaction

Tourist satisfaction refers to the result of comparing tourist evaluations and perceived characteristics of products/services with expectations. Tourism satisfaction can be concluded as the pleasure or frustration experienced by tourists by performing tourism products or services after visiting tourist attractions. The perceived reality is in accordance with the expectations of tourists who are satisfied and vice versa. [5]

The attributes forming satisfaction consist of:

- 1.Traveler's Expectations
- 2.Interested to Come Back
- 3.Willingness to Recommend.

2.2 Service Marketing Mix

The service marketing mix is a set of tactical marketing tools that companies combine to create the desired response in their target market. [6]. Elements of the service marketing mix include products (services), prices, places, promotions, physical evidence (means), people, and processes. These seven elements have an important role in the marketing of services, including in the tourism industry.

Product indicators used are as follows: tourist attractions or rides, facilities, accessibility, uniqueness of tourist attractions, beauty and authenticity of tourist objects, air coolness and comfort in tourist objects. Pricing indicators such as affordability, quality versus price, benefit versus price, function versus price, or competitiveness are used. Promotion indicators used are as follows: Promotion Message, Promotion Media, Promotion

reach, Quality of delivery on promotion media and Quality of delivery in promotional media. The location indicators used are as follows: Spacious, comfortable, and safe parking lot, Expansion, Environment and Government regulations. The indicators of people used are as follows: Employees who treat tourists with courtesy and respect, Skills and knowledge of employees about work. The process indicators used are as follows: Initial Service, Administrative Process and Complaint Handling System. Indicators of physical evidence used are as follows: Up-to-date/latest equipment, attractive physical facilities, well-groomed employees and physical facilities according to the type of service offered.

2.3 Destination Image

Destination imagery is one of the most important things tourists have to do with regards to pre- and post-visit decisions and travel behaviors that lead to mental manifestations of the various attributes, benefits and impacts expected from the destination.. [7].

The main components in forming a destination image or destination image are identified as elements of a destination image as follows. [7]:

1. Cognitive Image

It consists of the quality of the tourism experience, the tourist attractions of the destination, the environment and infrastructure of the environment, and the entertainment and culture of the destination. [8].

2. Affective Image

Consists of pleasurable, evocative, relaxing and exciting feelings when at a destination. [8].

2.4 Tourist Motivation

Motivation is an impulse from within individuals to fulfill an unmet need that forces them to act so that someone tries to fulfill it. The motivation of tourists in making a trip to a destination because motivation is a very basic thing in the study of tourists and tourism, although this motivation is often not realized by the tourists themselves [9].

Travel motivation is influenced by two factors:

1. Internal factors (intrinsic motivation)
2. External factors (extrinsic motivation)

2.4 Conceptual Framework and Hypothesis

Suggest that the marketing mix is the elements that can be used by companies to

communicate and satisfy consumers [10]. the higher the ability of the marketing mix, the higher customer satisfaction in accordance with consumer expectations [11]. Point out that the marketing mix has a significant impact on tourist satisfaction.

H1: Effect of Products on Tourist Satisfaction

H2: Effect of Price on Tourism Satisfaction

H3: Impact of advertising on tourism satisfaction

H4: Effect of location on tourist satisfaction

H5: Influence of People on Tourist Satisfaction

H6: Impact of process on tourist satisfaction

H7: Effect of physical evidence on tourist satisfaction

Through the application of a good service marketing mix, it will be able to form a positive brand image or destination. A positive image of the company is formed by developing a marketing strategy. The application of a good service marketing mix will give a positive impression on consumers or tourists, so that consumers or tourists believe and form a brand or destination image. That promotion, people, price and physical evidence affect the image of the destination. [12]

H8: The Effect of product on destination image

H9: The Effect of price on destination image

H10: The Effect of promotion on destination image

H11: The Effect of place on destination image

H12: The Effect of people on destination image

H13: The Effect of process on destination image

H14: The Effect of physical evidence on destination image

Through the marketing mix of services, tourists who will visit tourist objects will have a lot of knowledge about tourist objects. Tourist knowledge of various marketing programs will trigger the emergence of travel needs which in turn generate motivation/encouragement for tourists to visit tourist objects. The marketing mix which includes product services, prices/tariffs, promotions, locations, employees, processes and physical evidence either simultaneously or partially is a powerful marketing tool to encourage or motivate tourists [13].

H15: The Effect of product on motivation

H16: The Effect of price on motivation

H17: The Effect of promotion on motivation

H18: The Effect of place on motivation

H19: The Effect of people on motivation

H20: The Effect of process on motivation

H21: The Effect of physical evidence on motivation

The image of a destination and its perception has an influence on satisfaction with a tourist destination. Suggested that the image of a

destination can positively affect satisfaction [14]. That the higher the destination's image capability, the higher customer satisfaction[11].

H22: Effect of tourist destination image on tourist satisfaction

Tourist motivation is defined as a driving force that creates encouragement to someone in carrying out activities, and as a cause, distributor and in acting that is integrated with all efforts to achieve satisfaction [15].

H23: The Effect of motivation on tourist satisfaction

Destination image is a belief/knowledge about a destination and what tourists feel during their trip. Visitors will decide to visit if the destination image is created positive in the minds of visitors. A positive destination image will motivate tourists to visit/tour. That directly, the destination image variable has a significant influence on the variable of motivation to visit tourists [16].

H24: The Effect of destination image on motivation

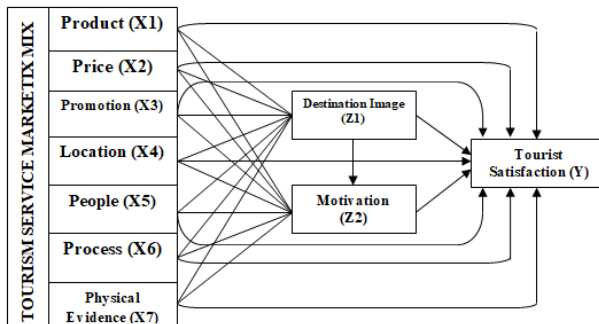


Fig 1 : Framework

3. METHOD

The research instrument is a questionnaire made using google form shared via Instagram, Whatsapp and Facebook to anyone who according to the researcher is suitable as a data source. Question items are measured using a Likert scale with points 1-5 [12]. The sample in this study was 424 respondents. The sampling technique in this study is accidental sampling. The data was processed using SmartPLS 3.0.

4. RESULTS AND DISCUSSION

4.1 Characteristic Of Respondent

The description of the respondent's characteristics is a description or identification of the respondents who filled out the questionnaire in this study. This identification includes the respondent's age, gender, education, occupation and frequency of visits.

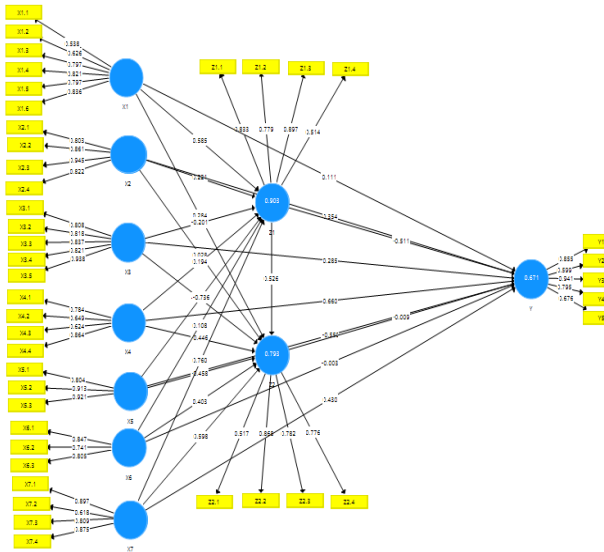
Table 1 Characteristics of Respondents

Criteria	Total	Percentage (%)
Respondents	424	100
Age :		
<20	45	10,6
21-30	306	72,2
31-40	28	6,6
41-50	41	9,7
>50	4	0,9
Gender :		
Male	231	54,5
Famale	193	45,5
Education :		
Junior High School	3	0,7
High School	187	44,1
Diploma	51	12
Bachelor	148	34,9
Postgraduate	35	8,3
Occupation :		
Student	176	41,5
ASN	34	8
Army/Police	10	2,4
Entrepreneur	71	16,7
Etc	133	31,4
Frequency of visits :		
1	29	6,8
2	53	12,5
>2	155	36,6
Often	187	44,1

4.2 Outer Model

Validity test using construct validity consisting of convergent and discriminant with a Loading Factor (LF) value between 0.5 - 0.6 is said to be valid [4].

Fig 2 Research Model



Based on Fig 2, it can be seen that the loading factor value > 0.5 means that all data in this study are valid. For the convergent validity test, it can also be seen from the AVE value.

Composite reliability value > 0.6. Reliability testing using the CR method can also be improved using Cronbach's alpha value. A variable is declared trusted if the CA value is > 0.7.

Table 2 Summary of CA, CR and AVE

Variable	CA	CR	AVE
X1	0.836	0.879	0.554
X2	0.881	0.919	0.739
X3	0.901	0.926	0.715
X4	0.709	0.824	0.543
X5	0.853	0.912	0.776
X6	0.716	0.841	0.638
X7	0.816	0.880	0.652
Y	0.835	0.885	0.613
Z1	0.756	0.849	0.593
Z2	0.726	0.831	0.559

Based on table 2, the AVE value for all of them is greater than 0.5. Thus the measurement of convergent validity is declared valid. It can be seen that the value of each variable in Cronbach's alpha and composite reliability is above 0.7. Therefore, these results show that each study variable meets the evaluation criteria, so it can be concluded that all variables are reliable.

4.3 Inner Model

The quality of fit aims to determine the effect of the independent variable on the dependent variable. Rsquare results made with SmartPLS.

Table 3 R Square & R Square Adjusted

Variabel	R Square	R Square Adjusted
Y	0.662	0.655
Z1	0.687	0.682
Z2	0.648	0.641

Based on the above, the R Square value of the tourism satisfaction variable is 0.662, which means that the influence of tourism marketing mix variables, destination image, and tourism motivation on tourism satisfaction is 66.2%. On the other hand, in this study, 33.8% were affected by other variables. The R Square of the destination image variable is 0.687, which means that the influence of the tourism marketing mix variable on the destination image is 68.7%. Meanwhile, 31.3% is influenced by other variables in this study. The R Square of tourism motive variable is 0.648, which means that tourism marketing mix and destination image variables have a 64.8% influence on tourism motive. The remaining 35.2% is influenced by variables other than the variables contained in this study.

4.4 Hypothesis Testing Result

Hypothesis testing is carried out based on the results of testing the inner model which includes parameter coefficients and t-statistics.

Table 4 Hypothesis Result

Variabel	T Statistics	P Values	Desc
X1 -> Y	5.836	0.000	accepted
X1 -> Z1	7.681	0.000	accepted
X1 -> Z2	3.988	0.000	Accepted
X2 -> Y	3.184	0.002	Accepted
X2 -> Z1	0.781	0.435	Rejected
X2 -> Z2	0.241	0.809	Rejected
X3 -> Y	2.978	0.003	accepted
X3 -> Z1	0.666	0.505	Rejected

X3 -> Z2	1.464	0.144	Rejected
X4 -> Y	6.365	0.000	accepted
X4 -> Z1	4.254	0.000	accepted
X4 -> Z2	1.622	0.105	Rejected
X5 -> Y	0.137	0.891	Rejected
X5 -> Z1	2.073	0.039	accepted
X5 -> Z2	4.470	0.000	accepted
X6 -> Y	4.028	0.000	accepted
X6 -> Z1	3.149	0.002	accepted
X6 -> Z2	3.464	0.001	accepted
X7 -> Y	5.275	0.000	accepted
X7 -> Z1	1.713	0.087	Rejected
X7 -> Z2	5.747	0.000	Accepted
Z1 -> Y	2.129	0.034	Accepted
Z1 -> Z2	2.716	0.007	Accepted
Z2 -> Y	4.021	0.000	Accepted
X1 -> Z1 -> Y	1.973	0.049	Accepted
X2 -> Z1 -> Y	0.648	0.517	Rejected
X3 -> Z1 -> Y	0.582	0.561	Rejected
X4 -> Z1 -> Y	1.842	0.066	Rejected
X5 -> Z1 -> Y	1.482	0.139	Rejected
X6 -> Z1 -> Y	1.879	0.061	Rejected
X7 -> Z1 -> Y	1.262	0.208	Rejected
X1 -> Z2 -> Y	3.028	0.003	Accepted
X2 -> Z2 -> Y	0.237	0.813	Rejected
X3 -> Z2 -> Y	1.411	0.159	Rejected
X4 -> Z2 -> Y	1.432	0.153	Rejected
X5 -> Z2 -> Y	2.715	0.007	Accepted
X6 -> Z2 -> Y	2.470	0.014	Accepted
X7 -> Z2 -> Y	3.390	0.001	Accepted
Z1 -> Z2 -> Y	2.201	0.028	Accepted

*Y=Tourist Satisfaction, Z1=Destination Image, Z2=Motivation, X1=Products, X2=Prices, X3=Promotion, X4=Location, X5=People, X6=Process, X7=Phsyical Evidence

4.5 Discussion

The results of the research show that the product or service has a significant effect on the satisfaction of tourists visiting the Bukit Khayangan Tourism Object, Sungai Penuh City, Jambi Province [17].

If the tourism products offered are in accordance with what is expected then tourists will be satisfied. If the tourism products offered are not in line with expectations, tourists are not satisfied. This means that tourism products related to beautiful scenery, good quality of public facilities, good and safe road conditions, tourist attractions that other tourist objects do not have, environmental beauty and natural authenticity as well as cool and comfortable air will form tourist satisfaction.

As a result, the price was found to have a significant effect on the satisfaction of tourists visiting Bukit Khayangan, a tourist attraction in Sungai Penuh, Jambi. The price has an effect on consumer satisfaction [18]. Price has a positive and significant impact on customer satisfaction. [19].

Price is one of the things that tourists pay attention to when purchasing services. If the price is in accordance with the capabilities and benefits felt by tourists, then tourists will be satisfied. If the price does not match the capabilities and benefits felt by tourists, then tourists are not satisfied. This means that the price related to the price of the entrance ticket offered is affordable by tourists, the price of the entrance ticket with the quality of the tourism product is in accordance with what is offered, the price of the entrance ticket is in accordance with the benefits of the tourism product obtained and the price of admission and parking offered is able to compete with other tourist attractions. will shape tourist satisfaction.

As a result, it was found that promotion had a significant effect on the satisfaction of tourists visiting Bukit Khayangan, a tourist attraction in Sungai Penuh City, Jambi. Those advertisements have a significant impact on customer satisfaction. [17].

If the promotion is carried out in accordance with what tourists expect, then tourists will be satisfied. If the promotion is not in accordance with the expectations of tourists, then tourists are not satisfied. Promotion is a form of communication that provides potential tourists with a convincing description of a destination. The purpose of the promotion is to attract, educate, remind and persuade tourists. Matters related to promotions such as providing information on compliance with implementing COVID-19 health protocols at tourist attractions, promotions through various electronic media (social media, television,

etc.) and print media (brochures, billboards, etc.), promotions have a broad reach, creative and interesting promotions so that they are interested in visiting and information through promotional media is accurate and clear. This is as a form of tourist satisfaction which is influenced by promotion.

That there was a significant influence of location/place on the satisfaction of tourists traveling in Bukit Khayangan Tourism Object, Sungai Penuh City, Jambi Province. That there is a significant influence of location/place on consumer satisfaction [17].

Steps that can be taken to attract tourist satisfaction can be done by prioritizing the location. One of the company's strategies so that tourists are satisfied with the location is choosing a strategic location so that tourists can be satisfied with an easily accessible location. Things related to the location of tourist objects are one of the important factors that tourists pay attention to such as spacious and safe parking lots, the availability of a large area for expansion, a safe environment from COVID-19 and implementing COVID-19 health protocols according to government directions or policies. This location indicator is a form of tourist satisfaction when traveling in Bukit Khayangan Tourism Object, Sungai Penuh City, Jambi Province.

That there was no significant influence of people/employees on the satisfaction of tourists traveling in Bukit Khayangan Tourism Object, Sungai Penuh City, Jambi Province. That people affect tourist satisfaction [17].

For tourists visiting the Bukit Khayangan Tourism Object, Sungai Penuh City, Jambi Province, the presence of tourism service providers at the Bukit Khayangan Tourism Object does not play a role in the tourism process carried out by tourists. Therefore, the influence of people does not become so important for tourists who travel to Bukit Khayangan Tourism Object, Sungai Penuh City, Jambi Province. Matters relating to people/employees such as employees serving tourists politely and friendly, employees serving tourists professionally and responsibly and employees being able to provide clear and complete information on tourism products have not been running well.

That there was a significant effect of the process on the satisfaction of tourists traveling in Bukit Khayangan Tourism Object, Sungai Penuh City, Jambi Province. That there is a significant influence of the process on consumer satisfaction [17].

Several things related to the process such as the ease of procedures for entry and employees directing tourists to the parking lot, the process of paying for entrance tickets and parking is easy and

fast and the process of handling complaints from tourists is easy and fast. Tourist satisfaction is created from the indicators of the process.

That there was a significant effect of the process on the satisfaction of tourists traveling in Bukit Khayangan Tourism Object, Sungai Penuh City, Jambi Province. That physical evidence has a positive and significant effect on consumer satisfaction [20].

Physical evidence is the physical environment of the attraction in which the service is created and in which the attraction's provider and tourists interact. This shows that good or bad physical evidence at Bukit Khayangan Tourism Object will affect tourist satisfaction. Matters related to physical evidence such as having COVID-19 health protocol equipment (temperature gauges, hand washing facilities, etc.), Having attractive/instagrammable facilities, employees having uniforms and a neat appearance and facilities in accordance with the services offered. This physical evidence indicator as a form of tourist satisfaction traveling in Bukit Khayangan Tourism Object, Sungai Penuh City, Jambi Province.

That there was a significant influence between the product on the image of the destination. This means that the better or higher the product, the image of the destination of Bukit Khayangan Tourism Object, Sungai Penuh City, Jambi Province will be good or increase. It can be said that tourism products are important elements that are considered by tourists in the travel process. Creating a positive image for tourism objects is the added value of a product or service so that visitors will decide to visit the Bukit Khayangan tourist attraction, Sungai Penuh City.

That the price did not affect the image of the tourist destination of Bukit Khayangan, Sungai Penuh City, Jambi Province. This shows that the higher the price of admission and parking, the lower the image of the Bukit Khayangan tourist attraction, Sungai Penuh City, Jambi Province.

That the promotion did not affect the image of the tourist destination of Bukit Khayangan, Sungai Penuh City, Jambi Province. This shows that the worse the promotion, the lower the image of the Bukit Khayangan tourist attraction, Sungai Penuh City, Jambi Province.

That the location/place of the destination image had a significant effect. This means that the better the location/place, the image of the destination of Bukit Khayangan Tourism Object, Sungai Penuh City, Jambi Province will be good or increase. Location or place also does not only represent an convenience that will be obtained by consumers, the location or place must also be able to market or promote itself.

People who function as service providers greatly affect the quality of services provided. This means that the quality of services provided by people/employees of a tourist attraction affects the image of the destination. This means that if the service provided by employees is good, it will improve the image of a positive destination for the Bukit Khayangan tourist attraction, Sungai Penuh City, Jambi Province.

That there is significant influence between the process on the image of the destination. This means that if the process is carried out quickly and accurately, it will create a positive image of the tourist destination of Bukit Khayangan, Sungai Penuh City, Jambi Province. Meanwhile, if the process is slow and inaccurate, it creates a negative image of the destination for the Bukit Khayangan tourist attraction, Sungai Penuh City, Jambi Province.

That there was no influence between physical evidence on the image of the tourist destination of Bukit Khayangan, Sungai Penuh City, Jambi Province. This shows that the worse the physical evidence, the lower the image of the tourist destination of Bukit Khayangan, Sungai Penuh City, Jambi Province.

The results of the study indicate that the motivation is influenced by the product. This means that beautiful scenery, good quality of public facilities, good and safe road conditions, tourist attractions that are not owned by other tourist objects, environmental beauty and natural authenticity as well as cool and comfortable air will increase the motivation to Bukit Khayangan, Sungai Penuh City, Jambi Province.

That there was no effect of price on motivation. The price is not in accordance with the capabilities and benefits felt by tourists, the price of admission tickets offered is not affordable by tourists, the price of admission tickets with the quality of tourism products does not match those offered, the price of admission tickets does not match the benefits of the tourism products obtained. and the price of admission and parking offered is not able to compete with other tourist objects, it will reduce the motivation to visit the Bukit Khayangan, Sungai Penuh City, Jambi Province.

That there was no effect of promotion on tourist motivation. This means that it does not provide information about compliance with implementing the COVID-19 health protocol in tourist attractions, lack of promotion through various electronic media (social media, television, etc.) extensive, less creative and interesting promotions and information through promotional media is less accurate and clear, it will reduce the motivation of tourists to travel to the Bukit

Khayangan tourist attraction, Sungai Penuh City, Jambi Province.

That there was no influence between location/place on the motivation to visit the Bukit Khayangan, Sungai Penuh City, Jambi Province. This means, inadequate and unsafe parking lots, unavailability of a large area for expansion, an environment that is less safe from COVID-19 and not implementing the COVID-19 health protocol according to government directives or policies, will reduce the motivation of tourists to travel to the object.

That people/employees has a direct effect on motivation. Employees serve tourists politely and friendly, employees serve tourists professionally and responsibly and employees are able to provide clear and complete information on tourism products, it will increase the motivation to Bukit Khayangan, Sungai Penuh City, Jambi Province.

That there was an effect of the process on the motivation. This means that the ease of procedures for entry and employees directing tourists to the parking lot, the process of paying for entrance tickets and parking is easy and fast and the process of handling complaints from tourists is easy and fast, it will increase tourist motivation.

That there was an effect of physical evidence on motivation. If the physical evidence is not good this can reduce the motivation to visit the Bukit Khayangan, Sungai Penuh City. In other words, having COVID-19 health protocol equipment (temperature gauges, hand washing facilities, etc.), having attractive/instagrammable facilities, employees having uniforms and having a neat appearance and facilities in accordance with the services offered, will increase tourist motivation.

That there was a significant effect of destination image on tourist satisfaction. This means that it has a natural and diverse tourist attraction, has a good reputation and is known to many people, a pleasant tourist attraction and a cool, clean and comfortable atmosphere suitable as a place to relax. This destination image indicator as a factor forming tourist satisfaction traveling in the Bukit Khayangan tourist attraction, Sungai Penuh City, Jambi Province. The image and perception of the destination influence the satisfaction with the destination.

A study found that motivation had a significant effect on tourism satisfaction. Visiting for self-relaxation after the restrictions on activities due to COVID-19, visiting for photos that will be uploaded on social media, visiting tourist objects that have been visited by friends or relatives, and visiting to enjoy holidays with family. This tourist motivation indicator as a factor forming tourist

satisfaction traveling in the Bukit Khayangan tourist attraction, Sungai Penuh City.

That there was an influence between the image of the destination on the motivation of tourists. The better the image of the destination, the more motivated tourists are to visit Bukit Khayangan, a tourist attraction in Sungai Penuh City, Jambi. On the other hand, a poor image of the destination will reduce the motivation of tourists to visit the Bukit Khayangan attractions in Sungai Penuh, Jambi. A positive image of the destination motivates tourists to visit/excursion. The destination image variable itself has a significant impact on tourism motives. [20].

It is said that products using the image of a travel destination had a significant effect on tourism satisfaction. This means that the better the image of the destination, the higher the relationship between product and tourism satisfaction. The image of tourist destinations is built from the beliefs and impressions of tourists on the tourism products offered so as to form tourist satisfaction when traveling at Bukit Khayangan Tourism Object, Sungai Penuh City, Jambi Province.

The destination image mediated by price does not significantly affect tourism satisfaction. This means that there is no influence between the image of the destination accompanied by the price on the satisfaction of tourists traveling at Bukit Khayangan Tourism Object, Sungai Penuh City. This means that the image of the destination as a mediation is not able to increase tourist satisfaction accompanied by price.

Promotions using the image of tourist destinations do not significantly affect the satisfaction of tourists. This means that there is no influence between the image of the destination which is accompanied by a promotion on the satisfaction of tourists traveling in Bukit Khayangan Tourism Object, Sungai Penuh City. This means that the image of the destination as a mediation is not able to increase tourist satisfaction accompanied by promotion.

The location/location mediated by the image of the destination does not significantly affect tourism satisfaction. This means that there is no influence between the image of the destination accompanied by the location/place on the satisfaction of tourists traveling to Bukit Khayangan Tourism Object, Sungai Penuh City. This means that the image of the destination as a mediation is not able to increase tourist satisfaction accompanied by location/place.

The destination image created by people/staff does not significantly affect the satisfaction of tourists. This means that there is no influence between the image of the destination accompanied by people/employees on the

satisfaction of tourists traveling to Bukit Khayangan Tourism Object, Sungai Penuh City. This means that the image of the destination as a mediation is not able to increase tourist satisfaction accompanied by people/employees.

The process mediated by the image of the destination does not significantly affect the satisfaction of tourists. This means that there is no influence between the image of the destination accompanied by the process on the satisfaction of tourists traveling in Bukit Khayangan Tourism Object, Sungai Penuh City. This means that the image of the destination as a mediation is not able to increase tourist satisfaction accompanied by a process.

The image of the destination mediated by physical evidence does not significantly affect the satisfaction of tourists. This means that there is no influence between the image of the destination accompanied by physical evidence on the satisfaction of tourists traveling at Bukit Khayangan Tourism Object, Sungai Penuh City. This means that the image of the destination as a mediation is not able to increase tourist satisfaction accompanied by physical evidence.

Tourism incentives have a significant impact on tourism satisfaction. In other words, the higher the motivation of the tourist, the higher the relationship between the product and the satisfaction of the tourist. According to the results of this study, the higher the motivation of tourists accompanied by good products, the more satisfied they were with the tourist attractions in Bukit Khayangan Sungai Penuh City.

Price-mediated tourism motives do not significantly affect tourism satisfaction. This means that there is no influence between the motivation of tourists accompanied by price on the satisfaction of tourists traveling at Bukit Khayangan Tourism Object, Sungai Penuh City. This means that the motivation of tourists as a mediation is not able to increase tourist satisfaction accompanied by prices.

Promotional mediated tourism motivation does not have a significant effect on tourism satisfaction. This means that there is no influence between the motivation of tourists accompanied by promotions on the satisfaction of tourists traveling in Bukit Khayangan Tourism Object, Sungai Penuh City. This means that tourist motivation as a mediation is not able to increase tourist satisfaction accompanied by promotion.

Location/place mediated by tourism motivation does not significantly affect tourism satisfaction. This means that there is no influence between the motivation of tourists accompanied by location/place on the satisfaction of tourists traveling in Bukit Khayangan Tourism Object, Sungai Penuh City. This means that tourist

motivation as a mediation is not able to increase tourist satisfaction accompanied by location/place.

People/employees who mediate tourism motives have a significant impact on tourism satisfaction. In other words, the higher the motivation of the tourist, the higher the relationship between the product and the satisfaction of the tourist. According to the results of this study, the higher the motivation of tourists accompanied by a good person/staff serving, the higher the tourist satisfaction with the tourist attractions in Bukit Khayangan Sungai Penuh City.

The process mediated by tourism motivation has a significant impact on tourism satisfaction. This means that the higher the motivation of the tourists, the higher the relationship between the process and the satisfaction of the tourists. With the results of this study that the higher the motivation of tourists accompanied by a fast and precise process, the tourists are satisfied with the Bukit Khayangan tourist attraction, Sungai Penuh City.

Physical evidence mediated by tourism motivation has a significant impact on tourism satisfaction. In other words, the higher the tourist's motivation, the greater the relationship between physical evidence and tourist satisfaction will be. With the results of this study that the higher the motivation of tourists accompanied by good physical evidence, the tourists are satisfied with the Bukit Khayangan tourist attraction, Sungai Penuh City.

Destination image mediated by tourism motivation has a significant effect on tourism satisfaction. This means that the higher the tourist's motivation, the higher the relationship between the image of the destination and the satisfaction of the tourists. With the results of this study that the higher the motivation of tourists accompanied by a good image of the destination, the tourists are satisfied with the Bukit Khayangan tourist attraction, Sungai Penuh City. This means that if the image of a tourist destination is good, tourism motive as a proxy variable can increase tourism satisfaction.

5. CONCLUSION AND SUGGESTIONS

5.1 Conclusion

Based on data analysis and discussion, this study can draw the following conclusions:

Results of this study: The marketing mix of tourism services (products, prices, promotion, locations, processes, and physical evidence) has a significant impact on tourist satisfaction, but people have a significant impact on tourist satisfaction. Does not affect.

Destination image and tourist motivation have a significant effect on tourist satisfaction. The tourism marketing mix (products, locations, people, processes) has a significant impact on the destination image, while the tourism marketing mix (price, promotions and physical evidence) does not significantly affect the destination image. The tourism service marketing mix (product, people, process and physical evidence) has a significant effect on tourist motivation. The marketing mix of tourism services (price, location, advertising) does not significantly affect tourist motivation. The image of the destination has a great influence on the motivation of tourists.

The results showed that the product mediated by the image of the destination had an effect on tourist satisfaction. Service Marketing mix (price, promotion, location, people, process and physical evidence) mediated by destination image does not affect the satisfaction of tourists traveling to Bukit Khayangan Tourism Object, Sungai Penuh City, Jambi Province. The results showed that the service marketing mix (products, people, processes and physical evidence) mediated by tourist motivation had an effect on tourist satisfaction. The results show that the marketing mix of services (price, promotion, location) mediated by tourist motives does not affect tourist satisfaction. It is said that the image of the destination mediated by the motives of the tourists affects the satisfaction of the tourists.

5.2 Suggestion

A good tourism service marketing mix strategy will create a good destination image, increase tourist motivation and tourists will be satisfied when traveling at the Bukit Khayangan tourist attraction, Sungai Penuh City, Jambi Province.

To academics and further researchers, Conduct research with other variables that can affect tourist satisfaction to further expand the topic of further research so as to create more in-depth research writings.

REFERENCES

- [1] A. Buchari, *Manajemen Pemasaran dan Pemasaran Jasa*, Edisi Revi. Bandung: Alfabeta, 2018.
- [2] UNWTO, "2020 : Worst Year In Tourism History With 1 Billion Fewer International Arrivals," *unwto.org*, 2020. <https://www.unwto.org/statistics>.
- [3] K. Philip and Keller, *Marketing Management*, Global Edi. England: Pearson Education Limited, 2016.

- [4] R. A. Fernandes and Solimun, "The mediation effect of customer satisfaction in relationship between service quality, service orientation and marketing mix strategy to customer loyalty," *J. Manag. Dev.*, 2018, doi: <https://doi.org/10.1108/JMD-12-2016-0315>.
- [5] A. Sangpikul, "Article information : The effects of travel experience dimensions on tourist satisfaction and destination loyalty : the case of an island destination," *Int. J. Cult. Tour. Hosp. Res. Emerald Publ. Ltd.*, 2017, doi: <https://doi.org/10.1108/IJCTHR-06-2017-0067>.
- [6] P. Kotler and G. Armstrong, *Principles of Marketing*, Edisi 12. Jakarta: Erlangga, 2014.
- [7] W. Chiu, S. Zeng, and P. S. Cheng, "The influence of destination image and tourist satisfaction on tourist loyalty : a case study of Chinese tourists in Korea," *Int. J. Cult. Tour. Hosp. Res. Emerald Insight*, vol. Vol. 10, no. Issue: 2, 2016, doi: [10.1108/IJCTHR-07-2015-0080](https://doi.org/10.1108/IJCTHR-07-2015-0080).
- [8] N. H. Alcocer, V. Raúl, and L. Ruiz, "The role of destination image in tourist satisfaction : the case of a heritage site," *Econ. Res. Istra 34 Ivanja*, vol. 0, no. 0, pp. 1–18, 2019, doi: [10.1080/1331677X.2019.1654399](https://doi.org/10.1080/1331677X.2019.1654399).
- [9] S. IG and Kanuk, *Consumer Behavior*, 8th Editio. New Jersey: Prentice Hall, 2013.
- [10] V. A. Zeithaml, M. J. Bitner, and D. D. Gremler, *Service Marketing: Integrating Customer Focus the Firm*, 7th Editio. New York, USA: McGraw-Hill, 2017.
- [11] T. Teviana, P. Ginting, A. N. Lubis, and P. Gultom, "Antecedents of Tourism Destination Image and Customer Satisfaction in Tourism Industry," *Eur. Res. Stud. J.*, vol. XX, no. 3, pp. 435–445, 2017.
- [12] S. Esmaili, N. Rezaei, R. Abbasi, and S. Eskandari, "The Impact of Marketing Mix on Perceived Value , Destination Image and Loyalty of Tourists (Case Study : Khalkhal City , Iran)," *Mod. Appl. Sci. Can. Cent. Sci. Educ.*, vol. 11, no. 11, 2017, doi: [10.5539/mas.v11n11p96](https://doi.org/10.5539/mas.v11n11p96).
- [13] Y. Wardi, "Pengaruh Bauran Pemasaran Jasa Terhadap Motivasi dan Keputusan Wisatawan Menginap Di hotel Berbintang di Daerah Tujuan Wisata Jawa Barat," *J. Ekon. J. Ilm. Kwart.*, 2006.
- [14] Assaker and et.al, "Validating a structural model of destination image, satisfaction, and loyalty across gender and age: Multigroup analysis with PLS-SEM," *Tour. Anal.*, vol. 20, no. 6, 2015.
- [15] N. J. Setiadi, *Perilaku Konsumen: Konsep dan Implikasi untuk. Strategi dan Penelitian Pemasaran*. Jakarta: Prenada Media, 2003.
- [16] H. Tantamo and I. Eka Putra, "PENGARUH DESTINATION IMAGE TERHADAP MOTIVASI BERKUNJUNG DAN KEPUASAN KONSUMEN Hario Tamtomo Universitas Muhammadiyah Jambi Iwan Eka Putra Universitas Muhammadiyah Jambi PENDAHULUAN Pariwisata adalah industri penting yang memberikan kontribusi signifikan t," *Iltizam J. Syariah Econ. Res.*, vol. 4, no. 1, pp. 39–55, 2020.
- [17] B. A. Othman and A. Harun, "The effects on customer satisfaction and customer loyalty by integrating marketing communication and after sale service into the traditional marketing mix model of Umrah travel services in Malaysia," *J. Islam. Mark. Emerald Publ. Ltd.*, 2020, doi: [10.1108/JIMA-09-2019-0198](https://doi.org/10.1108/JIMA-09-2019-0198).
- [18] Sudari and et.al, "Retracted: Measuring the critical effect of marketing mix on customer loyalty through customer satisfaction in food and beverage product," *Manag. Sci. Lett. Licens. Grow. Sci. Canada*, 2019.
- [19] Y. Verma, "MARKETING MIX , CUSTOMER SATISFACTION AND LOYALTY : AN EMPIRICAL STUDY OF TELECOM SECTOR IN BHUTAN," *Indian J. Commer. Manag. Stud.*, vol. VIII, no. 2, pp. 121–129, 2017, doi: [10.18843/ijcms/v8i2/17](https://doi.org/10.18843/ijcms/v8i2/17).
- [20] J. J. Khatab, E. S. Esmaeel, and B. Othman, "Dimensions of Service Marketing Mix and its Effects on Customer Satisfaction : A Case Study of International Kurdistan Bankin Erbil City-Iraq," *TEST Eng. Manag.*, no. 4846, pp. 4846–4855, 2019.