



Influence Promotion and Quality Service to Visitor Satisfaction Object Sukabumi Mountain Hanging Bridge Tour, West Java

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Abstract. The tourism industry develops quite rapidly every year in Indonesia because Indonesia is known for its various kinds of natural beauty and cultural diversity and as a result the number of foreign and local tourists visiting tourist attractions in Indonesia continues to increase. Having the privilege of various natural and cultural tourism, the tourism industry is able to boost the country's economic growth. Sukabumi also has a tourist destination, namely the Situ Mount Sukabumi Suspension Bridge. And this suspension bridge is one of the longest forested suspension bridges in Southeast Asia. This study aims to determine whether promotion and service quality affect visitor satisfaction in Sukabumi, West Java, either partially or simultaneously. Sampling was carried out using non-probability sampling method. Data analysis techniques used include instrument testing, classical assumption testing, multiple linear regression analysis, hypothesis testing, and the coefficient of determination using the Software Statistical Product and Service Solution (SPSS) 25 program. The results are Promotion and Service Quality have a positive and significant effect on visitor satisfaction tourist attraction suspension bridge there, Mount Sukabumi, West Java.

Keywords: Promotion · Service Quality · Visitor Satisfaction · Sukabumi

1 Introduction

Tourism industry development every year quite rapidly in Indonesian because Indonesia is known for its various kinds of natural beauty and cultural diversity and consequently numbers foreign tourists and local who visit tourist attractions in Indonesia continuously increased (Table 1).

There are several tourist attractions in West Java, one of which is Sukabumi Regency which has hidden resources that can be used for the welfare of its population, one of which is the destination area tours such as the Situ Gunung Suspension Bridge, Ciletuh Geopark, Pelabuhan Ratu Beach, and others. One of the potential tourist destinations in Sukabumi Regency is the Situ Gunung Suspension Bridge Tourism Object located in Park Situ Natural Tourism Mountain, Sukabumi, West Java.

Table 1. West Java Central Bureau of Statistics Releases Data on the Number of Tourists Visiting Tourist Attractions in 2017–2019

Regency/City	Amount Visit Traveler To Object Tour					
	Traveler foreign Country			Traveler archipelago		
	2017	2018	2019	2017	2018	2019
Regency - Sukabumi	14008	–	10500	1494205	1494205	153733
Regency – Bogor	677858	–	26264	4411967	4411967	2670203
Regency - Cianjur	287190	–	172140	3614683	901852	4312047
Regency – Bandung	578321	–	4506	3385860	161000	2485755
Regency - Arrowroot	4934	–	1275	1650983	67897	2850534

Source: Agency Statistics Center Java Province West 2018–2021

Table 2. Promotion validity test result

Promotion	Calculated r Value	Table r Value	Information
X1.1	0.695	0.1793	Valid
X1.2	0.759	0.1793	Valid
X1.3	0.660	0.1793	Valid
X1.4	0.755	0.1793	Valid
X1.5	0.711	0.1793	Valid
X1.6	0.783	0.1793	Valid
X1.7	0.658	0.1793	Valid
X1.8	0.702	0.1793	Valid

Source: Spss 25 Data Manager Results (2022)

2 Literature Review

1. Promotion

According to (Ni Nyoman Novarini1, 2017) Promotion by its essence means a form of marketing communication that has the goal of driving demand. Whereas according to (Susanto & Rahayu, 2017) promotion is a variable to attract potential tourists to destination certain as well as indulge in a variety of activities created in object tourist. **Promotion Indicators** This promotion indicator refers to Tjiptono (2008) in (Noor, 2016), the following is an explanation of the promotion indicator used in this study:

Advertising. Sale personal, Promotion sales, Connection Society.

2. Service Quality

According to (Al-Ababneh, 2013), in research conducted by (Soehardi et al., 2020) quality service take effect directly to tourist pleasures such as accessibility, means of destination tourism and the charm of the destination tour. Accessibility includes rates,

Table 3. Service quality validity test result

X2.1	0.834	0.1793	Valid
X2.2	0.860	0.1793	Valid
X2.3	0.901	0.1793	Valid
X2.4	0.866	0.1793	Valid
X2.5	0.908	0.1793	Valid
X2.6	0.879	0.1793	Valid
X2.7	0.921	0.1793	Valid
X2.8	0.879	0.1793	Valid
X2.9	0.818	0.1793	Valid
X2.10	0.795	0.1793	Valid

Source: Spss 25 Data Manager Results (2022)

speed and ease of transportation common in the target area tour. Facilities such as restaurants, cafes, and services transportation can be classified as accommodation tourist destinations, as well as souvenir shops and retails, services information and police tourist. Meanwhile, according to (Manampiring & Wenas, 2016) says that Quality Service is part of the boundary in company for retain customers. Quality Service is part of an effort to provide convenience to customers so that customers remember that they have value more than desired. According to Kotler and Armstrong (2012) in (Sustiyatik, 2020) proposes to classify service quality indicators into five dimensions of service quality, along with an explanation regarding the indicators quality service which used in this research: Tangible, Empathy, Responsiveness, Reliability, Assurance.

3. Visitor Satisfaction

According to Assauri (2014: 176) in research (Fauzi et al., 2019), satisfaction consumers are defined as parameters of the success of marketing methods inside company market products. According to Kotler and Armstrong (2015: 153) in research conducted by (Sciences, 2016), satisfaction is the joy or disappointment that a person experiences when match the perceived performance of a product with the desired performance. Indicators of Visitor Satisfaction according to Tjiptono (2015) in (Sustiyatik, 2020), the following is an explanation regarding the indicators visitor satisfaction used in research this: Conformity of Expectations, Interest Return visit, Willingness recommend.

Hypothesis Development.

1. The Effect of Promotion on visitor satisfaction

According to Nurhayati (2017) in (Noor, 2016), promotion is the provision of information to consumers with elements of persuasion to influence consumers to buy the products offered. According to Tjiptono (2008) in (Noor, 2016) the importance of promotion is seen from indicators such as promotional advertisements, personal selling, promotions, and communication with the public. Promotion is an important marketing activity and is carried out by companies to manage development and develop marketing quality. Business actors only improve their products and establish distribution platforms and

fixed price channels to increase marketing activities for their goods and/or services, but also require promotional support. . The research conducted (Yulianto, 2020) provides result that the promotion had an effect positive on customer satisfaction. Promotion product or service help when the main way to form a relationship is through customers, because everyone is looking for the best deals which is suitable for they. Based on the description above, the following hypothesis is obtained:

H₁ : Promotion has an effect positive on object visitor satisfaction tour suspension bridge there mountain Sukabumi Java West .

1. Influence service quality on visitor satisfaction

Lots researcher have investigated service quality and defined it as a comparison of service quality received with client needs (Kortoseva et al., 2018) in (Anggraini & Yana, 2022). Service quality can also be interpreted as customer responses about products or services at certain locations, even if expectations are met. Study carried out by (Setiawan et al., 2019) gave results that were of quality this service matters positive to satisfaction customer. Quality Service is part of the consumer’s perception of the service of a location, including whether it is balanced with their hopes or not. Based on the description above, the following hypothesis is obtained:

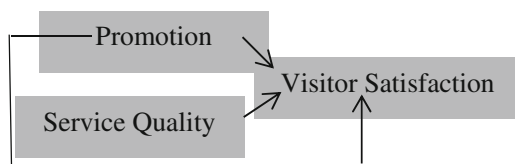
H₂ : Quality service take effect positive on visitor object satisfaction bridge tour hanging there Mountain Sukabumi Java West.

2. The influence of promotion and service quality on visitor satisfaction

Promotion and Quality Service related to visitor satisfaction due to promotions is one of several factors that prove the emergence of visitor satisfaction and service quality have a relationship with visitor satisfaction. Because promotion and service quality have a parallel relationship, but in a different form. Therefore, by being promotion shared will give satisfaction customers, because they get additional value from the proposed goods and services (Sustiyatik, 2020). Likewise with service quality will affect satisfaction level customers currently enjoy a products or services (Sustiyatik, 2020). In research that carried out by (Juniantara & Sukawati, 2018)that promotion and quality influential service positive for satisfaction customer. Another factor that determines the promotion is the promotion well and quality will have a positive influence on customer. And optimal service quality is added value to customer satisfaction. Based on description above, the hypothesis is obtained as following :

H₃ : promotion and influential service quality positive on satisfaction object visitors tour bridge hanging there Mountain Sukabumi Java West.

Research Model



3 Method

Study this use approach quantitatively by conducting a survey method. This research uses a quantitative study, which is a study systematic scientific study of phenomena and their relationships. Research using approach Quantitative is often used on an identified upper class sample from a population that is there is. Calculation of sample size is done by setting a certain formula. According to (Abdullah, 2015) Quantitative research is research which uses quantitative data that is data which is a number as well as numbers. According to (Anggraini & Yana, 2022) Research Quantitative is used to check hypotheses in order to accept a relationship or differentiate between two variables or more. According to Sugiyono (2019:23) in (Pelayanan & Pelanggan, 2021) research Quantitative is a research technique based on on philosophy positivism, used to examine the population or specific samples, collection data using instruments research, analysis data quantitative or statistics, with the intention of examining the hypotheses that have been set. According to Sugiyono (2019) in (Irmawartini, 2017) survey techniques are used to obtain data from certain areas that are natural (not imitation) but researchers do the treatment when collecting data. According to (Fitrah & others, 2018) research Surveys are used to collect data and reports on large populations using a sample relatively small.

4 Result

1. Validity Test

According to Saptutyingsih & Setyaningrum (2019: 164) in (Saptutyingsih and Setyaningrum, 2019) Validity is the accuracy of the measuring instrument used to calculate an object. Validation is used to see how well the test measures one object. A tool is said to be valid if the tool used can measure properly and precisely (Tables 2, 3, 4, 6, 9, 10, 11, and 12).

Based on the results of the validity test, it is known that all question items on the promotion, service quality, and visitor satisfaction variables are valid because the r count value for all question items is greater than the r table value, namely 0.1793.

2. Reliability Test

According to (Saptutyingsih & Setyaningrum (2019: 166) in (Saptutyingsih and Setyaningrum, 2019) Reliability is the stability of test results that are often carried out.

Table 4. Visitor satisfaction validity test result

Y.1	0.770	0.1798	Valid
Y.2	0.846	0.1793	Valid
Y.3	0.815	0.1793	Valid
Y.4	0.818	0.1793	Valid
Y.5	0.842	0.1793	Valid
Y.6	0.766	0.1793	Valid

Source: Spss 25 Data Manager Results (2022).

Table 5. Reliability test results

Variabel	Cronbach Alpha	Number of Items	Information
Promotion	0.861	8	Reliable
Service quality	0.963	10	Reliable
Visitor Satisfaction	0.895	6	Reliable

Source: Spss 25 Data Manager Results (2022)

Based on Table 5 can is known that reliability test results on promotion variable, quality service and satisfaction visitors could trusted or reliable, because have score *Cronbach’s alpha* > 0.7

3. Data Normality Test

(Digdowiseiso, 2017) According to Ghozali (2018:161) in (Saptutyingsih and Setyaningrum, 2019) Test normality is meant to check if whenever the model regression, confounding variable alias residual has a normal distribution, to find out whether the residuals are distributed normal or not namely by determining the test analysis Kolmogorov-Smirnov statistics along with analysis chart.

Based on the results of data processing using the *Kolmogorov-Smirnov test*, it was found that the significance value of *Asymp.Sig (2-tailed)* was 0.85, which means it was greater than 0.05. So it can be concluded that the data is normally distributed.

4. Multicollinearity Test

(Digdowiseiso, 2017) Multicollinearity is a condition where there is a strong correlation or relationship between the independent variables included in the formation of the regression linear.

From Table 7 it can be seen that score *tolerance* promotion and quality service namely 0.532 and VIF value of promotion and quality service i.e. 1,881. Score *tolerance and* deep VIF study this same, because in the regression model only consists from two

Table 6. Normality Test Results with *Kolmogorov-Smirnov*

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		120
Normal Parameters ^{a,b}	Means	.0000000
	std. Deviation	2.91875508
Most Extreme Differences	absolute	.076
	Positive	.063
	Negative	-.076
Test Statistics		.076
asympt. Sig. (2-tailed)		.085 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Spss 25 Data Manager Results (2022)

Table 7. Multicollinearity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.869	2.005		4.424	.000		
	Promosi	.332	.079	.422	4.230	.000	.532	1.881
	Kualitas	.138	.058	.247	2.472	.000	.532	1.881

a. Dependent Variabel: KEPUASAN PENGUNJUNG

Source: Spss 25 Data Manager Results (2022)

Table 8. Heteroscedasticity Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Betas		
1	(Constant)	-1,293	2,681		-.482	.631
	Promotion	022	059	.035	.380	.704
	Service Quality	.067	048	.130	1,411	.161

a. Dependent Variable: Abs_RES

Source: Spss 25 Data Manager Results (2022)

Table 9. Multiple linear analysis test results

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.869	2.005		4.424	.000		
	Promosi	.332	.079	.422	4.230	.000	.532	1.881
	Kualitas Pelayanan	.138	.056	.247	2.472	.015	.532	1.881

a. Dependent Variabel: KEPUASAN PENGUNJUNG

Source: Spss 25 Data Manager Results (2022)

independent variables. From the results the could pulled conclusion that no there is multicollinearity among the independent variables in study this, because VIF value of 1,881 more small of 10.00 and value *tolerance* 0.532 more big from 0.10.

Table 10. Significance Test Results Partial

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Betas		
1	(Constant)	8.869	2005		4,424	.000
	Promotion	.332	079	.422	4,230	.000
	Service Quality	.138	056	.247	2,472	.015

a. Dependent Variable: visitor satisfaction

Source: Spss 25 Data Manager Results (2022) Based on results data processing, obtained results as following:

Table 11. Significance Test Results Simultaneous

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig
1	Regression	596.338	2	298,169	36,038	.000 ^b
	Residual	968029	117	8,274		
	Total	1564.367	119			

a. Dependent Variable: VISITOR SATISFACTON

b. Predictors: (Constant), QUALITY OF SERVICE, PROMOTION

Source: Spss 25 Data Manager Results (2022)

Table 12. Coefficient Test Results Determination

Summary models					
Model	R	R Square	Adjust R Square	Std. Error of the Estimate	
1	.617 ^a	.381	.371	2,876	

a. Predictors: (Constant), QUALITY OF SERVICE, PROMOTION

Source: Spss 25 Data Manager Results (2022)

5. Heteroscedasticity Test

According to (Digdowiseiso, 2017) Heteroscedasticity is variation residuals are not the same from one view to another else, hence the variance residual is homoscedasticity is one view with that view others are the same to give more model estimation appropriate.

From Table 8 of the heteroscedasticity test results is known that Sig value. of each variable is of 0.704 for variable promotion and 0.161 for variable quality service. From the results the could concluded, that the model equation regression no experience heteroscedasticity because Sig value. More big from 0.05.

6. Multiple Linear Analysis

According to (Nofrizal, 2019) Linear regression analysis Multiples are intended to determine whether there is an influence or not itwo or more independent variables on dependent variable.

Based on results processing regression double with help spss 25, Obtained equality regression double namely: $Y = 8.869 + 0.332 X1 + 0.138 X2 + e$.

From the equation on could concluded:

The constant value (α) is positive of 8,869, that is there is influence in a manner positive on the variable promotion (X1) and quality service (X2). If, variable promotion (X1) and quality service (X2) increases then score interest buy will go up.

Coefficient value for variable promotion (X1) of 0.332 things this showing that variable promotion take effect positive to variable satisfaction visitors (Y), and if score promotion improved by 1% then will resulted increase interest buy of 0.332.

Coefficient value for variable quality service (X2) of 0.138 things this showing that variable quality service (X2) effect positive to variable satisfaction visitors (Y), and if score quality service improved by 1% then will resulted increase in satisfaction visitors of 0.138.

7. Partial Test

According to Ghozali (2018: 99) in (Saptutyningasih and Setyaningrum, 2019) The T test aims to see how good the impact of one independent variable individually is on the dependent variable.

Is known that promotion (X1) effect significant to satisfaction visitor (Y), this could seen from the results of the promotion t test which obtained t count 4,230 where more big from t table i.e. 1,980. So that from results the H1 is accepted. And got pulled conclusion variable promotion take effect significant to variable satisfaction visitor.

Is known that quality service (X2) effect significant to satisfaction visitor (Y), this could seen from quality t test results services that get t count 2,472 where more big from t table i.e. 1,980. So that from results the H2 is accepted. And got pulled conclusion that variable quality service take effect significant to variable satisfaction visitor.

8. Simultaneous Test

According to (Saptutyningasih and Setyaningrum, 2019) the F test aims to understand the significant level of impact of the independent variable on the stimulant dependent variable.

Based on Table 11 is known that score F_{count} obtained _ is of 36,038, where score the more big from F_{table} ie 3.07. So that could pulled conclusion that H3 is accepted that is promotion (X1) and quality service (X2) effect positive and significant to variable dependent that is satisfaction visitors (Y) separately simultaneous.

9. Coefficient of Determination

According to Ghozali (2018: 97) in (Saptutyningasih and Setyaningrum, 2019) The coefficient of determination aims to calculate how well the model's proficiency in meaning variation dependent variable. Score coefficient of determination between 0 and 1.

Based on results data processing obtained that R Square value (R^2) is obtained of 0.381, this showing that promotion and quality service have influence to satisfaction visitors by 38.1%. Whereas the remaining 61.9% is explained by other factors that are not researched in study this like factor price or factor facilities.

1. Discussion

1. Influence Promotion to satisfaction visitors object tour bridge hang there mountain Sukabumi West Java

The level of significance on the variable promotion is 0.000 where is more small of 0.05 and value t_{count} obtained 4.230 more _ big from t_{table} that is 1,980. Then coefficient regression promotion have score positive of 0.332. So that from results the could pulled conclusion that H_1 : promotion take effect positive and significant on satisfaction visitors object tour bridge hang there mountain Sukabumi West Java is accepted.

2. Influence Quality Service to satisfaction visitors object tour bridge hang there mountain Sukabumi West Java

The level of significance on the variable promotion is 0.015 where more small of 0.05 and value t_{count} obtained 2.472 more _ big from t_{table} that is 1,980. Then coefficient regression promotion have score positive of 0.138. So that from results the could pulled conclusion that H_2 : quality service take effect positive and significant on satisfaction visitors object tour bridge hang there mountain Sukabumi West Java is accepted.

3. Influence Promotion and Quality Service to satisfaction visitors object tour bridge hang there mountain Sukabumi West Java

Based on results testing F_{count} so could is known that level the significance obtained is 0.000 where more small of 0.05 and value F_{count} obtained 36.038 more _ big from F_{table} ie 3.07. So that from results the could pulled conclusion that H_3 : promotion and quality service take effect positive and significant on satisfaction visitors object tour bridge hang there mountain Sukabumi West Java accepted.

5 Conclusion

Based on the data that has been collected and performed testing over carry on with title study influence promotion and quality service to satisfaction visitors object tour bridge hang there mountain Sukabumi West Java with total respondents 120 visitors _ object tour bridge hang there mountain Sukabumi West Java, Researcher could interesting conclusion as following:

1. Promotion take effect positive and significant on satisfaction visitors object tour bridge hang there mountain Sukabumi West Java, proven with level the significance of the variable promotion is 0.000 where value is the more small of 0.05 and value t_{count} obtained 4.230 more _ big from t_{table} that is 1,980. Then coefficient regression promotion have score positive of 0.332.
2. Quality Service take effect positive and significant on satisfaction visitors object tour bridge hang there mountain Sukabumi West Java, proven with level the significance of the variable promotion is 0.015 where value the more small of 0.05 and value t_{count} obtained 2.472 more _ big from t_{table} that is 1,980. Then coefficient regression promotion have score positive of 0.138.
3. Promotion and Quality Service take effect positive and significant on satisfaction visitors object tour bridge hang there mountain Sukabumi West Java, Ini proven with results testing F_{count} so could is known that level the significance obtained is 0.000 where more small of 0.05 and value F_{count} obtained 36.038 more _ big

from F_{table} ie 3.07. The R Square value is obtained score by 0.381 or 38.1%, that is variable promotion (X1), and quality service (X2) effect to satisfaction visitors (Y) of 38.1% meanwhile the remaining 61.9% is influenced by other variables that are not researched in study this like factor price and factors facilities.

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