

The Effect of Motivation, Promotion and Destination Image on Visitor Satisfaction Through Visiting Decisions as Intervening Variables at Saung Angklung Udjo Tourism Objects

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Abstract: The purpose of this study is to determine the effect of motivation, promotion, and destination image on visitor satisfaction through the decision to visit as an intervening variable at the Saung Angklung Udjo tourist attraction. The methods of analysis of this study used quantitative primary data, the test stages carried out are validity test, reliability test, and structural equation model (SEM). The data used in this study used a questionnaire instrument that was collected as many as 150 respondents. The sampling method in this study is non probability sampling with purposive sampling technique. Testing tools used SPSS and AMOS. The result of the study indicate that the motivation and destination image variables have a positive and significant effect on the decision to visit. The variables of promotion, destination image, and decision to visit have a positive and significant effect on visitor satisfaction. While the promotion variable does not have a positive and significant effect on decision to visit and the motivation variable does not have a positive and significant effect on visitor satisfaction.

Abstrak: Penelitian ini adalah untuk mengetahui pengaruh motivasi, promosi, dan citra destinasi terhadap kepuasan pengunjung melalui keputusan mengunjungi sebagai variabel intervening pada objek wisata Saung Angklung Udjo. Metode analisis pada penelitian ini menggunakan data primer kuantitatif, tahap uji yang dilakukan adalah uji validitas, uji reliabilitas, dan Structural Equation Model (SEM). Data yang digunakan dalam penelitian ini menggunakan instrumen kuesioner yang berhasil dikumpulkan sebanyak 150 responden. Metode pengambilan sampel pada penelitian ini adalah non probability sampling dengan teknik purposive sampling. Alat bantu pengujian yang digunakan adalah SPSS dan AMOS. Hasil penelitian menunjukkan bahwa variabel motivasi dan citra destinasi berpengaruh positif dan signifikan terhadap keputusan mengunjungi. Variabel promosi, citra destinasi, dan keputusan mengunjungi berpengaruh positif dan signifikan terhadap kepuasan pengunjung. Sedangkan variabel promosi tidak berpengaruh positif dan signifikan terhadap keputusan mengunjungi dan variabel motivasi tidak berpengaruh positif dan signifikan terhadap kepuasan pengunjung.



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INTRODUCTION

Tourism is one of the most important factors in improving a country's economy, where tourism is a source of foreign exchange. The development of the tourism sector will generate regional income from various sides including tourist attraction entrance tickets, hotel taxes, restaurants or the food industry, and so on. Therefore, developing tourism is one of the government's strategies to advance or increase state revenue as well as regional income and also improve the standard of living of the local community.

Cultural tourism is no less popular than nature tourism. One of the positive values of cultural tourism is that we can learn about the culture of a region while preserving the culture in Indonesia so that it does not go unnoticed by the community, especially in today's millennial generation.

One of the destinations that showcases cultural arts is located in the city of Bandung which is the capital of West Java province. This cultural tourism is called Saung Angklung Udjo (SAU) which was founded by Udjo Ngalagena (Mang Udjo) in 1996 which was originally a musical instrument development center and became an angklung performance center. Although it already has a strong image, it is not supported by appropriate data, making the image of this tourist attraction less considered as one of the success forces in its success in bringing tourists to visit Saung Angklung Udjo. The purpose of using this is to introduce or provide information to tourists who may be interested in a destination. Here are some of the glorious track records owned by Saung Angklung Udjo.

Table 1. Saung Angklung Udjo's Track Record

No.	Year	Information
1.	1982	Saung Angklung Udjo successfully held a performance in The Hague, Netherlands
2.	1985	Saung Angklung Udjo successfully held a performance in the Solomon Islands
3.	1988	Saung Angklung Udjo successfully held a performance in Riyadh

4.	1995	Saung Angklung Udjo successfully held a performance in Japan
5.	1996	Saung Angklung Udjo successfully held performance in London
6.	2000	Saung Angklung Udjo successfully held a collaboration concert with Sherina
7.	2001	Saung Angklung Udjo was invited to provide angklung training in Fukuoka, Japan
8.	2004	Heritage and Cultural Gold Award
9.	2011	Broke the Guinness World Records record for the most participants in the United States playing angklung (5,000).
10.	2016	Best ASEAN Cultural Preservation Effort dalam ASEANTA Award di Filipina
11.	2017 dan 2018	Saung Angklung Udjo successfully performed at the Indonesian Village Festival event, Stockholm, Swedia.

Saung Angklung Udjo has succeeded in developing the creativity of traditional angklung art and bringing great impact to the wider community. The existence of Saung Angklung Udjo has successfully shown motivation through empowerment activities in the form of production activities, education, performance, and has succeeded in empowering the community since its inception until now (Syafii, 2009 in Milyartini, 2012).

From year to year, Saung Angklung Udjo has never been empty of visitors from domestic and foreign tourists. However, in 2020 since the Covid-19 virus entered Indonesia, the government imposed Large-Scale Social Restrictions (PSBB). This has an

impact on tourism sites that have experienced a drastic decrease in the number of visitors.

During this pandemic Saung Angklung Udjo opened its fortune again through virtual tourism, but not many people have shown their interest in registering for this virtual tour. The purpose of this virtual tour is not only to increase the fortune of Saung Angklung Udjo, but also to educate cultural arts in the form of angklung in a contemporary and digital way so that it can be enjoyed with family at home. Every tourism business must keep visitors coming or even increase at the tourist attraction. The decision to visit on a tour is very influential on motivation, promotion, and the image of the tourist destination itself. Motivation is an important factor for tourists in making decisions about what tourist attractions to visit. Because this motivation encourages someone to take an action. This can motivate tourists to find out more about the attractions they will visit and encourage someone to visit these attractions. With this motivation, tourists can provide information for tourism managers in meeting the needs and desires of tourists in order to achieve tourist satisfaction.

Apart from motivation, promotion is one of the strategies to influence consumers in purchasing goods or services according to their wants and needs. These needs and desires are two factors that need to be considered for consumer decision making in purchasing these goods or services. Various kinds of promotions are carried out by business actors in order to increase the decision to visit to visit so as to create consumer satisfaction that they visit. After visiting, consumers will feel satisfied and loyal to the tourist attraction.

Destination image is no less important for consumers to make visiting decisions on these attractions. Destination image itself is a statement of feelings from visitor expectations which includes influencing visitor satisfaction. Before making a decision to visit, potential visitors see how good or not a destination image is on the tourist attraction they will visit. That way visitors will assess the tourist attraction which can affect visitor satisfaction or vice versa. Tourists will recommend to others if they have gotten a good impression of the tourist destinations they have visited.

Based on the background above, the researcher is interested in conducting research with the title "The Effect of Motivation, Promotion, and Destination Image on Visitor Satisfaction Through Visiting Decisions as an Intervening Variable at Saung Angklung Udjo Tourism Object".

LITERATURE REVIEW

Marketing

According to the American Marketing Association cited by Kotler and Keller (2009) marketing is an organizational function and a series of processes for creating, communicating, and delivering value to customers, as well as managing customer relationships in such a way as to benefit the organization and its stakeholders.

Marketing is an economic activity that helps create economic value. Economic value, is the determinant of the price of goods and services. The most important factors in creating this value are production, marketing, and consumption. Marketing itself is a merger between production and consumption activities (Herlambang, 2014).

Tourism

According to the United Nation Tourism Organization (UNWTO) cited by M. Liga and Vanny (2015) tourism is the activity of travel and stay of a person outside his place of residence and environment for no more than one year consecutively for travel, business, or other purposes without working in the place he visits.

According to Spillane in Wahid (2015) tourism is a journey from one place to another, temporary, carried out by individuals or groups, as an effort to seek balance or harmony and happiness with the environment in the social, cultural, natural, and scientific dimensions.

Motivation

Motivation in English is called motivation which comes from the Latin movere which means drive or move. Motivation includes biological and emotional need factors that can only be estimated from observations of human behavior (Setiadi, 2010).

Motivation can be defined as the existence of desires, needs, hopes, ideals and goals that cause internal and external encouragement in individuals to do something (Uno, 2007).

Promotion

Promotion according to Tjiptono (2008) is a form of marketing communication, namely marketing activities that try to disseminate information, influence or persuade and or remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned. According to Rambat Lupiyoadi (2013), defining the definition of promotion is an activity carried out by a company to communicate product benefits and as a tool to influence consumers in purchasing activities or using services according to their needs.

Destination Image

According to Soemirat and Ardianto (2007) defining image as a picture of reality and not necessarily in accordance with reality, image is the world according to perception.

According to Galang Jalu Tanaya, N. Rachma, Alfian Budi Primanto (2016) destination image is a comprehensive impression picture consisting of objective knowledge, prejudice, imagination, emotional thoughts or services and products about a particular destination and then a purchase or visit to that destination will be made.

Visiting Decision

Visiting decisions have the same meaning as purchasing decisions. Purchasing decisions have an important role in repeat purchases because consumers are satisfied with the products they buy (Heitman and Herman, 2007).

Visiting decisions are the result where tourists actually decide to visit a preferred tourist destination from a variety of alternative destinations (Kotler and Keller, 2016).

Visitor Satisfaction

According to Kotler and Keller (2009), expressing satisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between his impression of the

performance (results) of a product and his expectations.

According to Haryono (2016), expressing customer satisfaction is a response to consumer fulfillment, namely a consideration that the features of the goods or services themselves provide a level of fulfillment related to pleasant consumption. Consumers will feel their satisfaction if the goods or services consumed can fulfill their pleasure.

METHOD

Object and Subject of Research

In this study, the object of research is the dependent variable, namely motivation, promotion, and destination image on visitor satisfaction through visiting decisions at the Saung Angklung Udjo cultural tourist attraction.

Data and Research Variables

Primary data in this study are answers obtained from respondents by distributing questionnaires. The type of data used in this research is quantitative data.

Research Population and Sample

The population in this study were students of the Indonesian Education University who had visited the Saung Angklung Udjo tourist attraction. The sampling technique was carried out by non-probability sampling, which is a sampling technique that does not provide equal opportunities / opportunities for each element or member of the population to be selected as a sample. As for determining the sample is done by purposive sampling, where the determination of the sample is done with consideration or has certain criteria. The criteria for determining the respondents in this study were Bandung students who had visited the Saung Angklung Udjo tourist spot.

According to Hair (2010), the research sample size uses a ratio of at least 5 times the number of indicators. The number of indicators in this study were 21 and multiplied by 5 so that the minimum sample in this study was 105. The number of samples taken in this study amounted to 150 in anticipation of questionnaires that could not be used in data processing.

RESULTS AND DISCUSSION

Validity Test

In this study, the number of samples (n) used was 150 samples and can be calculated into free degrees (df) = 150 - 2 = 148. With a df value of 148 and a significant level of 0.05, it is obtained $r_{table} = 0.160$. If $r_{count} > r_{table}$ (at a significant level of 5% or 0.05) then it can be said that the questionnaire is valid

Table 2. Validity Test Results

Variabel	Item Pernyataan	r hitung	r tabel	Keterangan
Motivasi (X1)	Pernyataan 1	0,745	0,160	Valid
	Pernyataan 2	0,673	0,160	Valid
	Pernyataan 3	0,735	0,160	Valid
	Pernyataan 4	0,718	0,160	Valid
	Pernyataan 5	0,764	0,160	Valid
Promosi (X2)	Pernyataan 1	0,918	0,160	Valid
	Pernyataan 2	0,900	0,160	Valid
	Pernyataan 3	0,920	0,160	Valid
Citra Destinasi (X3)	Pernyataan 4	0,885	0,160	Valid
	Pernyataan 1	0,892	0,160	Valid
	Pernyataan 2	0,868	0,160	Valid
	Pernyataan 3	0,896	0,160	Valid
Kepuasan Pengunjung (Y)	Pernyataan 4	0,864	0,160	Valid
	Pernyataan 1	0,872	0,160	Valid
	Pernyataan 2	0,867	0,160	Valid
Keputusan Mengunjungi (Z)	Pernyataan 3	0,916	0,160	Valid
	Pernyataan 1	0,888	0,160	Valid
	Pernyataan 2	0,840	0,160	Valid

Pernyataan 3	0,890	0,160	Valid
Pernyataan 4	0,860	0,160	Valid

Based on table 2, the results of the validity test on the variables of motivation, promotion, destination image, visitor satisfaction and visiting decisions can be declared valid, because the minimum requirement to be declared valid is 0.160.

Reliability Test

Reliability test is used to measure a questionnaire which is an indicator of a variable. The reliability test in this study was carried out with the Cronbach Alpha (α) statistical test at a significant level greater than 0.70. A variable is said to be reliable if the Cronbach Alpha (α) value is > 0.70 .

Variabel	Nilai Cronbach Alpha	Keterangan
Motivasi (X1)	0,775	Reliabel
Promosi (X2)	0,927	Reliabel
Citra Destinasi (X3)	0,902	Reliabel
Kepuasan Pengunjung (Y)	0,860	Reliabel
Keputusan Mengunjungi (Z)	0,893	Reliabel

Based on table 3, it can be seen that all variables have a Cronbach Alpha value greater than 0.70. This shows that the variables of motivation, promotion, destination image, visitor satisfaction and visiting decisions in this study are reliable.

Structural Equation Model Analysis (SEM)

SEM is able to show that the relationship between variables can be described by a path diagram model. The resulting model can be used to estimate the direct effect, indirect effect, and total effect between the variables studied.

Path Diagram

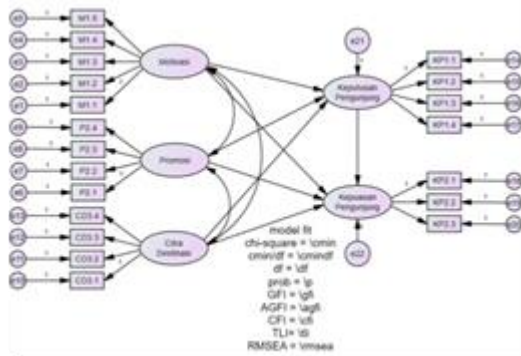


Figure 1. Path Diagram

Evaluating SEM Assumptions Sample Size Assumptions

In this study, researchers used 150 samples. According to Ghozali (2018), recommends that sample sizes between 100 and 200 should use the Maximum Likelihood Estimation method and the sample size in this study has met the minimum sample size.

Normality Test

To see whether the data is normally distributed or not, it can be seen through the assessment of normality with the criteria for the value of skewness and kurtosis - 2.58 to 2 in the AMOS version 24 software output.

Table 4. Normality Test Results

Variable	min	max	ske	c.r.	kurtosis	c.r.
KP2.3	1.00	5.00	.106	.532	-.772	1.931
KP2.2	1.00	5.00	.171	.856	-.699	1.746
KP2.1	1.00	5.00	-.086	-.429	.949	2.372
KP1.4	2.00	5.00	.000	.002	-.895	2.237
KP1.3	2.00	5.00	.225	1.127	-.655	1.637
KP1.2	2.00	5.00	.210	1.052	-.483	1.207

KP1.1	2.00	5.00	.062	.310	-.725	1.813
CD3.4	1.00	5.00	-.053	-.267	.869	2.174
CD3.3	1.00	5.00	.435	2.174	.032	9
CD3.2	1.00	5.00	.083	.413	-.283	.708
CD3.1	2.00	5.00	.008	.039	.738	1.844
P2.4	2.00	5.00	.054	.272	.663	1.657
P2.3	2.00	5.00	.069	.344	.830	2.074
P2.2	2.00	5.00	.029	.146	.825	2.064
P2.1	2.00	5.00	.029	.146	.825	2.064
M1.5	2.00	5.00	.074	2.368	.106	.265
M1.4	2.00	5.00	.084	1.920	.471	1.178
M1.3	1.00	5.00	.062	1.529	-.089	.223
M1.2	1.00	5.00	.044	1.220	.266	.665
M1.1	1.00	5.00	.076	2.381	-.057	.144
Multivariate					35.696	7.369

Based on table 4, it can be seen that the skewness and kurtosis values of the normality test are in the range of - 2.58 to 2.58. It can be concluded that the data has met the normal assumptions.

Outliers Test

Determination of cut off outliers is determined by considering the number of indicators used as many as 21 at the level of $p < 0.001$ by using the formula $=CHIINV(0.001;21)$ so that the cut off outliers are 46.797. The following are the results of the outliers test in this study.

Table 5. Outliers Test Results

Observation Number	Mahalanobis d-squared	p1	p2
50	37.594	.010	.188
76	36.863	.012	.111
150	36.285	.014	.064
41	35.528	.017	.049
16	35.489	.018	.018

Based on table 5, it can be seen that the data is the top 5 rows of the mahalanobis d-squared table in the AMOS output which has a value smaller than 46.797. It can be concluded that there are no multivariate outliers in this research data.

Goodness of Fit Model Test

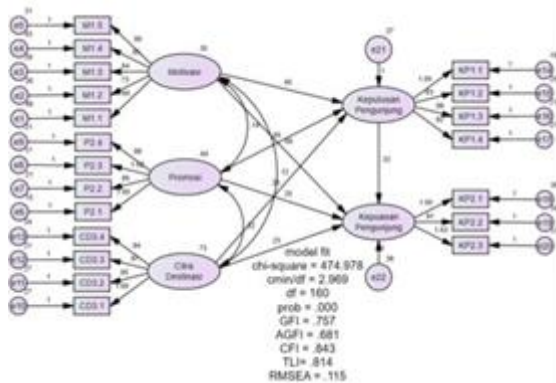


Figure 2. Model Feasibility Test Initial Goodness of Fit

Based on the path diagram above, a summary of the goodness of fit test results is obtained :

Table 6. Goodness of Fit Test Results

Kriteria	Cut off Value	Hasil Model	Keterangan
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Chi Square	< 190,51	474,97	Tidak Fit
Probability	$\geq 0,05$	0,000	Tidak Fit
CMIN/D	$\leq 2,00$	2,969	Fit
F	- 5,00		
GFI	$\geq 0,90$	0,757	Tidak Fit
AGFI	$\geq 0,90$	0,681	Tidak Fit
CFI	$\geq 0,90$	0,843	Marginal Fit
TLI	$\geq 0,95$	0,814	Marginal Fit
RMSEA	$\leq 0,08$	0,115	Tidak Fit

Based on table 6, it can be seen that of the eight criteria used to There are two criteria that are fit, namely CMIN / DF, while there are two marginal fit criteria, namely CFI and TLI. For those that do not fit, there are four criteria, namely Chi square, Probability, GFI, AGFI, and RMSEA. Thus the model cannot be accepted, which means that there is still a lack of fit between the model and the data.

Model Modification

This modification is done by eliminating indicators. From the results of this modification, the resulting goodness of fit values are as follows.

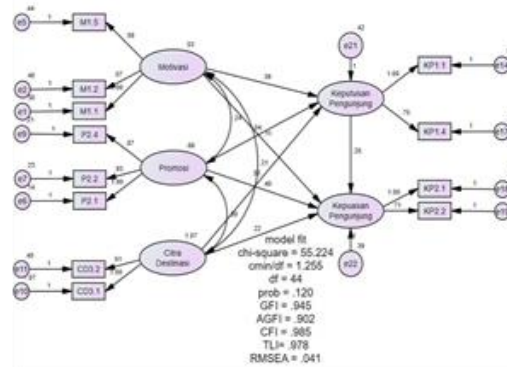


Figure 3. Modified Stage Goodness of Fit Test

Based on the results of the path diagram above, a summary of the results of the goodness of fit test after being modified can be seen in the table below.

Table 7. Modification Stage Goodness of Fit Test Results

Kriteria	Cut off Value	Hasil Model	Keterangan
Chi Square	< 60,480	55,224	Fit
Probabililit y	$\geq 0,05$	0,120	Fit
CMIN/DF	$\leq 2,00$	1,255	Fit
	- 5,00		
GFI	$\geq 0,90$	0,945	Fit
AGFI	$\geq 0,90$	0,902	Fit
CFI	$\geq 0,90$	0,985	Fit
TLI	$\geq 0,95$	0,978	Fit
RMSEA	$\leq 0,08$	0,041	Fit

Based on table 7, it can be concluded that all structural models are said to be fit. Thus the model can be accepted between the model and the data.

Hypothesis Test

Hypothesis testing is carried out to determine the effect of the independent variable on the dependent variable. This hypothesis test is carried out by looking at the critical ratio (C.R) value > 1.967 or $p < 0.05$, then the research hypothesis is accepted. The following are the results of the hypothesis test in this study.

Table 8. Hypothesis Test Results

	Estimate	S.E.	C. R	P	Label
Keputusan_Pen gunjung \rightarrow Motivasi	.396	.123	3.221	.001	par_16
Keputusan_Pen gunjung \rightarrow Promosi	.053	.086	.615	.539	par_17

Keputusan_Pen gunjung \rightarrow Citra Destinasi	.333	.083	4.005	**	par_18
Kepuasan_Pen gunjung \rightarrow Motivasi	.076	.128	.591	.54	par_19
Kepuasan_Pen gunjung \rightarrow Promosi	.249	.092	2.718	.007	par_20
Kepuasan_Pen gunjung \rightarrow Citra Destinasi	.227	.093	2.431	.015	par_21
Kepuasan_Pen gunjung \rightarrow Keputusan Pengunjung	.327	.108	3.040	.002	par_22

Based on the table above, it can be concluded :

1. H1 : Motivation has a positive and significant effect on visiting decisions

Based on the results of data processing, it can be seen that the C.R value is $3.221 > 1.967$ and the p value is $0.001 < 0.05$. These results can be concluded that H1 in this study can be accepted, which means that motivation has a positive and significant effect on visiting decisions.

2. H2 : Promotion does not have a positive and significant effect on visiting decisions

Based on the results of data processing, it can be seen that the C.R value is $0.615 < 1.967$ and the p value is $0.539 > 0.05$. These results can be concluded that H2 in this study cannot be accepted, which means that promotion has no positive and significant effect on visiting decisions.

3. H3 : Destination image has a positive and significant effect on visiting decisions

Based on the results of data processing, it can be seen that the C.R value is $4.005 > 1.967$ and the p value is $0.000 < 0.05$. These results can be concluded that H3 in this study can be accepted, which means that destination image has a positive and significant effect on visiting decisions.

4. H4 : Motivation has no significant effect on visitor satisfaction

Based on the results of data processing, it can be seen that the C.R value is $0.591 < 1.967$ and the p value is $0.554 > 0.05$. These results can be concluded that H4 in this study cannot be accepted, which means that motivation has no positive and significant effect on visitor satisfaction.

5. H5 : Promotion has a positive and significant effect on visitor satisfaction

Based on the results of data processing, it can be seen that the C.R value is $2.718 > 1.967$ and the p value is $0.007 < 0.05$. These results can be concluded that H5 in this study can be accepted, which means that promotion has a positive and significant effect on visitor satisfaction.

6. H6 : Destination image has a positive and significant effect on visitor satisfaction

Based on the results of data processing, it can be seen that the C.R value is $2.431 > 1.967$ and the p value is $0.015 < 0.05$. These results can be concluded that H6 in this study can be accepted, which means that destination image has a positive and significant effect on visitor satisfaction.

7. H7 : Visiting decisions affect visitor satisfaction

Based on the results of data processing, it can be seen that the C.R value is $3.040 > 1.967$ and the p value is $0.00 < 0.05$. These results can be concluded that H7 in this study can be accepted, which means that visiting decisions have a positive and significant effect on visitor satisfaction.

Intervening Test

In hypothesis testing, direct and indirect effects can also be tested through Standardized Direct Effect and Standardized Indirect Effect analysis. The following is an explanation of the direct and indirect effects.

Table 9. Intervening Test Results

Keterangan	Kepuasan Pengunjung	Motivasi	Promosi	Citra Destinasi	Keputusan Mengunjungi

	ng				ngi
Pengaruh Tidak Langsung	0.000	0.082	0.010	0.089	0.000
Pengaruh Langsung	0.000	0.090	0.363	0.257	0.234
Total Pengaruh	0.000	0.172	0.373	0.346	0.234

Based on table 9, it can be concluded that the motivation variable has a direct effect of 0.090 and an indirect effect of 0.082. This means that the decision to visit does not act as a mediating variable between motivation and visitor satisfaction. Meanwhile, the promotion variable has a direct effect of 0.363 and an indirect effect of 0.010, which means that the decision to visit does not act as a mediating variable between promotion and visitor satisfaction. Likewise, the destination image variable has a direct effect of 0.257 and an indirect effect of 0.089, which means that the decision to visit does not act as a mediating variable between destination image and visitor satisfaction.

Discussion

1. Influence of Motivation on Visiting Decisions

Based on the results of research conducted by researchers, it can be seen that the C.R value is $3.221 > 1.967$ and the p value is $0.001 < 0.05$, which means that the motivation variable has a positive and significant effect on visiting decisions. This can be proven if the motivation of a consumer increases, the decision to visit a place will increase, because the motivation to visit arises when someone feels bored, bored, and wants to release fatigue from their daily

routine so that someone will look for a place to eliminate the situation and in the end decide to visit the tourist attraction. The results of this study are in accordance with the research of Asri Mulyani (2018) which states that visiting motivation has a positive and significant effect on visiting decisions. Likewise, the research of Sri Setyaningsih and Murwaningtyas (2017) which states that motivation has a positive and significant effect on visitor decisions.

2. The Effect of Promotion on Visiting Decisions

Based on the results of research conducted by researchers, it can be seen that the C.R value is $0.615 < 1.967$ and the p value is $0.539 > 0.05$, which means that the promotion variable does not have a positive and significant effect on visiting decisions. This can be proven if the better the tourism promotion carried out by the manager, it will not necessarily increase the decision of tourists to visit the tourist attractions, because if the promotion does not attract public attention, the number of visitors who will visit is likely to be small because promotion has an important role in conveying product messages to consumers as a tool to influence consumers in buying or visiting activities. The results of this study contradict the research of Sri Setyaningsih and Murwaningtyas (2017) which states that promotion has a positive and significant effect on visitor decisions.

3. The Effect of Destination Image on Visiting Decisions

Based on the results of research conducted by researchers, it can be seen that the C.R value is $4.005 > 1.967$ and the p value is $0.000 < 0.05$, which means that the destination image variable has a positive and significant effect on visiting decisions. This can be proven if the better the destination image of the tourist attraction, the more visitors will decide to visit, because before making a decision to visit, tourists first have a picture of a tourist destination, tourist destinations with a positive image will further influence tourists to make a decision to visit. The results of this study are in accordance with the research of Galang Jalu Tanaya, N. Rachma, and Alfian Budi Primanto (2016) which states that destination image has a significant effect

on visiting decisions. Likewise, the research of Sri Setyaningsih and Murwaningtyas (2017) which states that destination image has a positive and significant effect on visitor decisions.

4. The Effect of Motivation on Visitor Satisfaction

Based on the results of research conducted by researchers, it can be seen that the C.R value is $0.591 < 1.967$ and the p value is $0.554 > 0.05$, which means that the motivation variable does not have a positive and significant effect on visitor satisfaction. This means that the higher the motivation of a tourist, it will not necessarily increase the satisfaction of the tourist, because if the motivation is not in accordance with the wishes or needs of the tourist, it will affect his satisfaction which causes visitors to be reluctant to visit. The results of this study contradict the research of Diana Oktarina (2018) which is stated that motivation has a direct positive effect on customer satisfaction. Likewise, the research of Sri Setyaningsih and Murwaningtyas (2017) which states that motivation has a positive and significant effect on visitor satisfaction.

5. The Effect of Promotion on Visitor Satisfaction

Based on the results of research conducted by researchers, it can be seen that the C.R value is $2.718 > 1.967$ and the p value is $0.007 < 0.05$, which means that the promotion variable has a positive and significant effect on visitor satisfaction. This means that the better the tourism promotion carried out by the manager, it will increase tourist satisfaction, because if the manager carries out a unique promotion, it will invite tourists to visit so that it will have an impact on the satisfaction of these tourists. The results of this study are in accordance with the research of Sri Setyaningsih and Murwaningtyas (2017) which states that promotion has a positive and significant effect on visitor satisfaction. Likewise, the research of Stela Sangkaeng, Lisbeth Mananeke, and Sem G. Oroh (2015) which states that tourism promotion has a significant effect on tourist satisfaction.

6. The Effect of Destination Image on Visitor Satisfaction

Based on the results of research conducted by researchers, it can be seen that the C.R value is $2.431 > 1.967$ and the p value is $0.015 < 0.05$, which means that the destination image variable has a positive and significant effect on visitor satisfaction. This means that the better the destination image of a tourist attraction, it will increase visitor satisfaction, because before making a tourist visit, the visitor will be satisfied first have a picture of a tourist destination. If the description of the tourist destination has a positive image, it will affect the tourist satisfaction. The results of this study are in accordance with the research of Sri Setyaningsih and Murwaningtyas (2017) which states that destination image has a positive and significant effect on visitor satisfaction. Likewise, the research of Cici Safitasari and Ida Maftukhah (2017) which states that destination image has a positive and significant effect on visitor satisfaction.

7. The Effect of Visiting Decisions on Visitor Satisfaction

Based on the results of research conducted by researchers, it can be seen that the C.R value is $3.040 > 1.967$ and the p value is $0.00 < 0.05$, which means that the visiting decision variable has a significant effect on visitor satisfaction. That is, the higher the decision to visit, the more it will have an impact on increasing visitor satisfaction, because after visitors make visiting decisions, it is hoped that visitors will feel that the visit is in accordance with their expectations, giving rise to a sense of visitor satisfaction. The results of this study are in accordance with the research of Diana Oktarina (2018) which states that purchasing decisions have a direct positive effect on customer satisfaction. Likewise, the research of Cici Safitasari and Ida Maftukhah (2017) states that visiting decisions have a positive and significant effect on visitor satisfaction.

CONCLUSION

From each variable consisting of motivation variables and destination image, it

affects the decision to visit the Saung Angklung Udjo tourist attraction. Angklung Udjo, while the promotion variable has no effect on the decision to visit the Saung Angklung Udjo tourist attraction.

Promotion variables, destination image, and visiting decisions affect visitor satisfaction at Saung Angklung Udjo tourist attraction, while motivation variables have no effect on visitor satisfaction at Saung Angklung Udjo tourist attraction.

Suggestion

The suggestion that can be contributed is that the tour manager must look for more interesting ideas to carry out a promotion so that visitors are motivated to visit the tourist attractions they want to visit and will later cause satisfaction for the visitors. In addition, the manager must provide facilities, a sense of comfort, and security for visitors which will later lead to a decision to visit.

For further researchers, it is hoped that they can expand the relevant research variables so that other influences besides the variables used in this study can be known with a wider sample size.

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