

The Influence of Service Quality and Promotion on Tourist Motivation to Visit

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ABSTRACT

This study aims to determine and analyze partially and simultaneously the effect of service quality (X1) promotion (X2) on tourist motivation (Y) at Masaingi Beach. This type of research is quantitative descriptive research. The population of this study are tourists who have visited beach tourist destinations. A sampling of 34 respondents using an accidental sampling method. The data analysis method in this study uses descriptive statistics. The results showed that service quality and promotion simultaneously influenced tourist motivation.

Keywords: Service Quality, Promotion, Tourist Motivation, Tourist

1. INTRODUCTION

Travellers are digital tourism, which is expected to become famous as it has developed a vital economic sector worldwide and has the potential to influence a country's economy (Hussain dkk., 2023). This highlights the dynamic nature of today's tourism industry, which consistently faces significant challenges and new business opportunities (Rodrigues dkk., 2021). Tourism is an activity where people move from one place to another to achieve goals, including fulfilling material and spiritual needs, and has evolved to find an essential socio-economic phenomenon (Rivelles & Baquero, 2020; Zhang & Wei, 2023), on the other hand, tourism is a collection of business activities such as transportation, food, transportation, accommodation, entertainment, recreation, and health care for employment (Hu dkk., 2023; L. Wang, 2022).

For someone to travel, they must be motivated to travel. Motivation is fundamental in the study of travellers and tourism because motivation is the "trigger" for the travel process (Napitupulu, 2021; Waseem dkk., 2021), and in many cases, tourism is a temporary reversal of real life, which fulfils the psychological motivation of people who want to relax and unwind (Çelik & Dedeoğlu, 2019; Yang dkk., 2023). (Hakim & Mulia, 2019; Preko dkk., 2019) concluded that a decrease in tourist motivation will increase tourist satisfaction with tourist destinations.

Perceptions of overall quality and is measured by the difference between customer expectations before using the service, about the service they receive (Liu dkk., 2020; J. Wang dkk., 2021), and perceived assessment of the service (Fang dkk., 2021; Rasoolimanesh dkk., 2021). We know that delivering high-quality service is the key to success in the service industry. Providing appropriate service with what customers expect will create satisfaction (Rombe & Ulandari, 2022). Service quality can be interpreted as the quality of a company's service to customers, providing the best service, good employee appearance, and the skills of each officer/employee in serving each customer (Sarapung & Ponirin, 2020).

Affects how viewers perceive content and destinations (Venugopal dkk., 2019). A destination can be promoted by uploading photos or videos that attract tourists. Travelers use social media to find information about tourist destinations (De Las Heras-Pedrosa dkk., 2020). Photos and videos motivate travellers and help them plan trips, and destination features enhance their appeal (Boivin & Tanguay, 2019). Photos and videos increase travelers' awareness of a destination's appeal (Kuhzady & Ghasemi, 2019). Various studies have shown that the utilization of social media promotions has the potential to increase the likelihood of repeat visits, as evidenced by the findings (Hasni dkk., 2021; Yim dkk., 2022).

The purpose of this study is to determine how service quality and promotion have an impact on tourists' desire to visit Masaingi Beach. According to (Zhao & Shen, 2024) Traveler motivation reflects inherent dynamic needs called drivers. As natural tourist destinations, these beaches have great potential to attract local and foreign tourists. Destination image is essential to explain why tourists revisit the destination and to promote it to new tourists (Yilmaz & Yilmaz, 2020). This study will investigate how service quality and promotion can influence travelers' choice to visit a destination.

2. LITERATURE REVIEW

2.1. Tourist Motivation

Activities, where tourists behave according to experience and environmental changes, and push and pull is the most motivational theory (Bichler & Peters, 2021). They travel because of an internal driving force, attracted to the external attributes of a destination and its appeal (Katsikari dkk., 2020). Motivation is considered the intention to revisit and the likelihood of recommendation (Hosany dkk., 2020). According to (Güzel dkk., 2020) Motivation is a sociopsychological phenomenon related to individuals' internal and emotional aspects, such as the desire to relax and experience adventure. Motivation is considered the most essential component of tourism decision-making (Tapia dkk., 2019).

2.2. Service Quality

Quality that is important to ecotourism guests (Joowon Ban & Sathya Rashmi Guruge, 2021). To improve customer satisfaction in the ecotourism industry is to assess and understand the service quality that are important to ecotourism guests (Mafi dkk., 2020). According to (Alshamsi dkk., 2021) Service quality improves customer retention and long-term relationships. As a result, customer loyalty will increase if service quality is improved (Nugroho dkk., 2020). With service quality, companies can provide services that meet and exceed customer expectations (Rather & Sharma, 2019). Therefore, service quality results from the customer's experience with the service received (Arifin Rahmatulloh & Melinda, 2021). Service quality is a business management method that achieves customer satisfaction and helps industries become more competitive and efficient (Queensley, A.R. Utomi Hadiza S. Abubaka, 2021).

2.3. Promotion

Tourism is a critical sector that uses social media platforms to promote and market tourism sites worldwide and reach the broadest segment of end users and customers (Gebreel, 2022). Promotion plays a role in tourism development, carried out by tourism actors and the government through social, electronic, and print media in developing tourist attractions in the location (Hecan, 2023). The tourism industry uses technology to promote destinations online and attract visitors (Pallathadka dkk., 2022; Tombeg dkk., 2024). A plan is needed to utilize various promotional events to encourage tourists to return. Active promotion is necessary to attract visitors and increase revenue (Chatterjee & Dsilva, 2021; Venugopal dkk., 2019).

3. RESEARCH METHODS

This study uses a quantitative approach: a questionnaire, descriptive analysis, and multiple linear regression analysis, sampling 34 respondents using an accidental sampling method. Accidental sampling, also known as grab or opportunity sampling, is a form of non-probability sampling that involves taking a population sample close at hand rather than carefully determining and obtaining it. Then, from the questionnaire data that has been processed, this study tests the hypothesis using multiple linear analysis and descriptive analysis, where the goal is to determine the linear relationship between the dependent and independent variables. This study hypothesises that service quality and promotion factors affect tourist motivation.

Hypothesis 1: Service Quality partially affects Tourist Motivation

Hypothesis 2: Promotion partially affects Tourist Motivation

Hypothesis 3: Service Quality and Promotion have a simultaneous impact on Tourist motivation

4. RESULTS

Table 1 shows that the Professional Ethics indicator has a mean frequency, which is in the outstanding category, namely 4.0882 and a standard deviation of 0.71213; many visitors agree that they are given services with good ethics. While the standard conformity indicator has the lowest mean frequency of 3.4118 and a standard deviation of 0.89163, this value is still in the excellent category, meaning that most visitors agree that employees look neat.

Table 1. Descriptive Statistics of Service Quality (X1)

Indicator	N	Minimum	Maximum	Mean	Std. Devisation
Professional ethics XI.6	34	3.00	5.00	4.0882	.71213
Standard conformance XI.9	34	1.00	5.00	3.4118	.89163
Valid N (listwise)	34				

Based on Table 2, it can be seen that the Infrastructure Development indicator has a mean frequency in the outstanding category of 4.3824 and a standard deviation of 0.60376; many visitors agree that road access to tourist destinations is good enough. While the Frequency of Interaction with Travel Agents indicator has the lowest mean frequency of 3.3529 and a standard deviation of 0.98110, the value is still in the excellent category, which means that the majority of visitors agree that they like to communicate directly with travel agents rather than using online platforms or travel applications.

Table 2. Descriptive Statistics of Promotion (X2)

Indicator	N	Minimum	Maximum	Mean	Std.Deviation
Infrastructure Development X2.19	34	3.00	5.00	4.3824	.60376
Frequency of Interaction with Travel Agents X2.2	34	1.00	5.00	3.3529	.98110
Valid N (listwise)	34				

Based on Table 3, it can be seen that the Escape from Daily Routine indicator has a mean frequency that is in the excellent category of 4.4118 and a standard deviation of 0.55692; this can be interpreted that many visitors agree that they feel that escaping from daily routines helps renew the spirit. While the Interaction with Locals indicator has the lowest mean frequency of 3.8824 and a standard deviation of 0.72883, the value is still in the excellent category, meaning that most visitors agree that they enjoy interacting with local residents.

Table 3. Descriptive Statistics of Tourist Motivation (Y)

Indicator	N	Minimum	Maximum	Mean	Std.Deviation
Escape from Daily Routine Y.10	34	3.00	5.00	4.4118	.55692
Interaction with Locals Y.4	34	2.00	5.00	3.8824	.72883
Valid N (listwise)	34				

Table 4. Partial Regression Test Result

Model	Untandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1. (Constant)	16.761	7.707		2.175	.037
Service Quality	.166	.122	.222	1.353	.186
Promotion	.349	.104	.535	3.262	.003

Table 4 shows the results of testing the effect of service quality variables. From this table, it is known. The significance value of service quality (X1) is 0.186 > 0.05 with a T table value of 1.353 (1.353 > 1.695), then H1 is accepted, meaning that there is an influence on tourist motivation but not significant (Y). The significance value of promotion (X2) is 0.003 < 0.05 with a T table value of 3.262 (3.262 > 1.695), then H2 is accepted, meaning that it affects tourist motivation (Y).

Table 5. Simultaneous Test Result

Model	Sum of Squares	df	Mean Square	F	Sig.
1. Regression	726.838	2	363.419	14.383	<.001 ^b
Residual	783.280	31	25.267		
Total	1510.118	33			

Based on Table 5, the F test results can be seen. The calculated F value is 14.383 > F table (4.10). With a significance level of 0.001b < 0.05. Because the significance level is less than 0.05, the H3 is accepted, so it can be said that service quality and promotion simultaneously (together) affect tourist motivation.

Based on Table 6, it is known that the R Square value is 0.481. This shows that service quality (X1) and promotion (X2) affect tourist motivation (Y) by 48.1%, while the remaining 51.9% is explained by other factors not examined in this study.

Table 6. Model Summary

Model	R	R.Square	Adjusted R Square	Std. Error of the Estimate
1.	.694 ^a	.481	.448	5.02664

5. DISCUSSIONS

The regression coefficient of service quality (X1) shows that this variable affects tourist motivation with a T table value of 1.353 (1.353 > 1.695) and a significance value of service quality (X1) of 0.186 > 0.05. The analysis test results show that service quality partially has a positive effect on tourist motivation, but not significantly. This is supported by previous research, which states that regardless of their consumption motivation, the primary concern of consumers is service quality. This means businesses in all sectors should emphasize providing high-quality services to meet customer expectations and achieve success (Koç dkk., 2019). The highest average of the service quality indicators is professional ethics XI.6, indicating that services at tourist attractions are provided reasonably well and ethically. Excellent and ethical service is essential in tourist attractions to create a satisfying experience. When visitors feel well treated and have adequate access, it signifies good service quality. However, paying attention to the ethical dimension is also essential, including fair treatment of visitors and preservation of the environment and local culture. Thus, tourist attractions that stand out in providing excellent and ethical services create a welcoming environment for visitors.

The significance value of promotion (X2) is 0.003 < 0.05 with a T table value of 3.262 (3.262 > 1.695). This means that statistically, the Promotion variable significantly affects tourist purchasing decisions. The analysis test results show that promotion partially has a positive effect on tourist motivation. This is supported by previous research, which states that promotion is the key to attracting tourists. Through practical promotional efforts, the country has increased visits

from home and abroad. This means that by strengthening this promotion, the number of tourists coming will continue to increase (Nawal Hanim Abdullah & Syed Yazeed, 2020). The highest mean of the promotion indicator is Infrastructure Development X2.19, which shows that road access to tourist destinations is good enough. This means that access to tourist destinations is accessed via reasonable and adequate roads so that visitors can reach them easily and comfortably without obstacles.

The results of the data analysis showed that service quality and promotion simultaneously affect tourist motivation. The calculated F value is $14.383 > F \text{ table } (4.10)$. With a significance level of $0.001b < 0.05$. Because the significance level is less than 0.05, the analysis test results show that service quality and promotion simultaneously positively affect tourist motivation. In the analysis study, service quality and promotion in the tourism industry mutually impact tourist motivation. This means that good service and effective promotion simultaneously increase tourists' interest and motivation to travel.

6. CONCLUSION

The conclusion is that both service quality and promotion have a partially positive impact on tourist motivation. Furthermore, the analysis test results show that service quality and promotion jointly positively affect tourist motivation. Therefore, the tourism industry needs to pay attention to and improve both service quality and promotion to increase tourists' interest and motivation to travel. From the results of the analysis test, the authors conclude:

1. Service quality partially has a positive effect on tourist motivation
2. Promotion partially has a positive effect on tourist motivation
3. Service quality and promotion simultaneously have a positive effect on tourist motivation

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