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The Effect Of Service Quality, Image, Location, And Tourist Destination Promotion On Visitor Satisfaction At Taman Wisata Iman Sitinjo In Dairi Regency

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Abstract

This study aims to determine and analyze the Influence of Service Quality, Image, Location, and Promotion of Tourist Destinations on Visitor Satisfaction at Taman Wisata Iman Sitinjo in Dairi Regency. This type of research uses quantitative research. The research sample was 300 people. The data analysis method used multiple linear regression analysis. The study's results indicate that service quality partially affects visitor satisfaction at Taman Wisata Iman Sitinjo. Image partially affects visitor satisfaction at Taman Wisata Iman Sitinjo. Location partially affects visitor satisfaction at Taman Wisata Iman Sitinjo. Tourist destination promotion partially affects visitor satisfaction at Taman Wisata Iman Sitinjo. Service quality, Image, Location, and tourist destination promotion simultaneously affect visitor satisfaction at Taman Wisata Iman Sitinjo.

Keywords: Image, Location, Service quality, Tourism Destination Promotion, visitor satisfaction.

INTRODUCTION

Tourism is everything related to travel or tourism, including tourist attractions, tourism object management, and businesses related to this field.(Rani, 2023). Marketing issues in tourism are new, as is the tourism industry itself. In Indonesia now, we see that our country is in a transition period that will soon move towards a "Market Economy" where market forces will apply. The increasing development of the tourism sector is also inseparable from the role of tourists; of course, without the participation of tourists in the sector, tourism in Indonesia will not develop rapidly(Helfio Dwi Nazela, 2024; Sari et al., 2023)

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Tourists must contemplate the benefits they get in exchange for the sacrifices made to access a certain service. Tourists incur sacrifices in the shape of various expenses and the time invested to get certain services. Two interconnected elements dictate the advantages that visitors get. The first aspect is the tourism resources in the place that attract visitors. The second aspect is tourist service, including the services and facilities available for all activities that visitors might engage in with the organization (Hestina Pura, 2020; Yandi et al., 2023).

Service quality is one-way companies meet consumer expectations.(Mamesah, 2020; Saputri, 2019). The quality of service provided by a firm influences customer satisfaction and determines whether the consumer will persist with the same service or switch to a different provider. Consumer pleasure may be attained if the firm offers amenities that enhance the service's value. Amenities are available for guests to enhance their comfort while using the service (Aldizulfikar et al., 2022; Nawwar, 2019).

Destination image has become one of the hottest topics in research, and it has the power to influence tourist visit decisions. A destination image can be said to be a tourist's general impression of a destination. The Image comes from information that forms expectations or prejudices, and the decision to visit continues with the reality tourists get after the visit. By improving the destination image, the tourist destination will be able to attract more tourists because the Image will spread to become information for other tourists planning a visit.(Tan & Wu, 2016; Wati, 2020).

The enhancement of a destination's image must be accompanied by the level of service it offers, since both the destination's quality and image should align with the expectations and wants of visitors. The quality of service is the essential factor that a tourist site must have to earn the confidence of visitors. Quality encompasses the whole of qualities and attributes of a tourism location, contingent upon its capacity to fulfill both the implicit and explicit requirements of visitors. It may be inferred that the quality of service is determined by what the tourism site provides to visitors (Gannon et al., 2017; Zhu et al., 2024).

Good service quality supports the destination's Image, can help the destination gain trust, and influences the satisfaction and decision of tourists to make repeat visits. Therefore, tourist destinations must be able to measure the level of satisfaction in order to improve the quality of their services. In addition to service quality, the Image of the destination location selection is also a separate value for the satisfaction of visitors to the Location, namely various company activities to make the products produced or sold affordable and available to the target market. A strategic location and a comfortable

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location will be profitable for the company. One strategy that business actors must carry out is choosing a location that is in a crowd and easy to reach by customers.

Besides locational characteristics, advertising significantly impacts tourist customer satisfaction. Promotion is a company's endeavor to sway prospective consumers by using all components of the marketing mix. It is used to bolster diverse marketing techniques. Promotion expedites the dissemination of marketing techniques to customers. In the absence of advertising, alternative techniques will have difficulties in reaching customers.

Visitor satisfaction is an emotional reaction that matches established expectations. If the outcomes of the product or service meet or above expectations, the consumer might be deemed pleased. Nonetheless, cultivating and sustaining visitor happiness is challenging. If the outcomes do not align with visitor expectations, visitor happiness remains unfulfilled; this feedback may serve as a basis for the organization to enhance visitor satisfaction optimization (Hossain et al., 2023).

Taman Wisata Iman Sitinjo Co, mainly abbreviated as TWI, is one of the spiritual tourist attractions in Dairi Regency. In this tourist attraction, all houses of worship of 6 religions in Indonesia are in this place. The problem is the poor quality of service, namely the lack of facilities at tourist attractions, such as toilets, which are still considered lacking, and the lack of officers at tourist attractions that confuse visitors when going around the Garden of Faith. This should be overcome by making information boards, but from the researcher's monitoring, information boards from other religions are still lacking. The location of the Garden of Faith also lacks maintenance; on average, the building paint is not maintained, and there are several statues that have been destroyed, inadequate roads, and no maps in a tourist spot this large.

Due to the above problems, Taman Wisata Iman's Image has declined. Plus, the many illegal levies around the Location certainly make tourists dissatisfied when visiting, so many tourists do not want to come back. In terms of promotion, Taman Wisata Iman has carried out promotions by installing billboards and stickers on tourist vehicles, but this is less effective because it does not reach the wider community.

Based on this background, the researcher feels it is important to conduct research titled "The Influence of Service Quality, Image, Location, and Promotion of Tourist Destinations on Visitor Satisfaction at the Sitinjo Faith Tourism Park in Dairi Regency.".

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METHODOLOGY

The research location is in Taman Wisata Iman, which is located in Sitinjo Village, Sitinjo Hills, Sitinjo District, Dairi Regency, North Sumatra Province. This study's population used was visitors to Taman Wisata Iman Sitinjo in June 2022, which was 1,200 people. The research sample used the Slovin formula of 300 people. The data collection methods used in this study were Observation, Interview, and Questionnaire. Data gathering approaches included administering written questions or statements for respondents to answer. The test was conducted to ascertain whether the dependent and independent variables were regularly distributed or approximated normality. The Multicollinearity Test assesses the correlation among the independent variables in the regression model. The Heteroscedasticity Test seeks to determine whether there is a disparity in the variance of residuals between observations in the regression model. The used analytical approach is multiple linear regression analysis, which evaluates the independent factors in relation to the dependent variables. The formula for multiple linear regression is:

Y= a + b1X1 + b2X2 + b3X3 + b4X4 e

Information:
Y : Visitor Satisfaction
X1 : Quality of Service
X2 : Image
X3 : Location
X3 : Promotion
α : Constant
b1,b2,b3,b4: Regression coefficient e : error

Continued with Partial Significance Test (t-Test) To test whether the relationship found applies to the entire population, it is necessary to test its significance using the following test format:
H0: βi ≤ 0, meaning that the independent variable does not significantly affect the dependent variable.
H1: βi > 0, meaning the independent variable has a positive and significant effect on the dependent variable.

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The simultaneous Significance Test (F Statistic Test) evaluates the connection between independent and dependent variables concurrently. The Determination Coefficient Analysis (R2) measures the extent to which the model can explain the fluctuation of the dependent variable. The coefficient of determination ranges from 0 to 1. A low R2 value indicates that the independent factors have a limited capacity to elucidate the dependent variables. A score around one indicates that the independent variables account for almost all the information required to predict the variance of the dependent variable.

RESEARCH AND RESULTS

Characteristics of Research Respondents

Table 1. Respondent Characteristics Based on Gender

Variables	Frequency	Percentage
Gender		
Man	150	50%
Woman	150	50%
Age		
17-25 years	45	15%
25-35 years	75	25%
35-45 years	85	28%
45-55 years	65	22%
>55 years	30	10%
Work		
Businessman	55	18%
Self-employed	45	15%
BUMN employees	85	28%
Private sector employee	65	22%
TNI/POLRI/PNS	50	17%
Frequency of Visits		
1 time	85	28%
2-3 Times	100	33%
> 3 Times	115	38%
Total	300	100%

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Based on the table above, the respondents willing to complete the questionnaire were 300 people in the following categories: 150 men (50%) and 150 women (50%). Then the age of respondents aged 17-25 years was 45 people (15%), 25-35 years was 75 people (25%), 35-45 years was 85 people (28%), 45-55 years was 65 people (22%), and > 55 years was 30 people (10%). Thus, most willing to complete the questionnaire were 35-45 years old. The occupation of respondents who worked as entrepreneurs were 55 people (18%), self-employed was 45 people (15%), BUMN employees were 85 people (28%), private employees were 65 people (22%), and TNI/POLRI/PNS were 50 people (22%). Thus, the majority of respondents worked as BUMN employees. The frequency of visits of respondents who visited for the first time was 85 people (28%), who had visited 2-3 times was 100 people (33%), and who had visited more than 3 times was 115 people (38%). Thus, the majority of respondents had visited more than 3 times.

Normality Test Results

Table 2. Results of Normality Test Using Kolmogorov-Smirnov TestOne-Sample Kolmogorov-Smirnov Test

Unstandardized Residual

N			300
Normal Parameters,b	Mean		.0000000
	Std. Deviation		1.81350608
Most Extreme Differences	Absolute		.041
	Positive		.041
	Negative		-.036
Test Statistics			.041
Asymp. Sig. (2-tailed)			.200c,d
Monte Carlo Sig. (2-tailed)	Sig.		.687e
	99% Confidence Interval	Lower Bound	.675
		Upper Bound	.699

Test distribution is Normal.
Calculated from data.
Source: Processed Data (2022)

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The results of the normality test using the Kolmogorov-Smirnov Test produced an Asymp. Sig. (2-tailed) of 0.200, which is greater than or above the value of 0.05, so it is concluded that the data distribution is normally distributed.

Multicollinearity Test Results

Table 3. Multicollinearity Test ResultsCoefficientsa

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Quality of Service	.645	1,549
	Image	.589	1,697
	Location	.667	1,500
	Tourism Destination Promotion	.771	1.297

Dependent Variable: Visitor Satisfaction
Source: Processed Data (2022)

Based on the table above, the VIF value of Service Quality is 1.549, Image is 1.697, Location is 1.500, and Tourism Destination Promotion is 1.297. These results indicate that the VIF value is below 10, so it can be concluded that there is no multicollinearity in this study's regression model.

Heteroscedasticity test results

Table 3. Heteroscedasticity Test Results

Coefficients

Unstandardized Coefficients				Standardized Coefficients		
Modell			Std. Error	Beta	t	Sig.
1	(Constant)	3,591	1,522		2,360	.019
	Quality of Service	-.028	.033	-.060	-.836	.404
	Image	-.066	.043	-.116	-1,557	.121
	Location	.023	.036	.045	.642	.522

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	PromotionTourist Destinations	-.035	.035	-.065	-.996	.320

a. Dependent Variable: ln_res2

The table indicates that the significance values for service quality, image, location, and tourist destination promotion are 0.404, 0.121, 0.522, and 0.320, respectively. All four independent variables exhibit significance values exceeding 0.05, thereby satisfying the criteria for the heteroscedasticity symptom test. Consequently, it may be inferred that the data from this research lacks evidence of heteroscedasticity.

Multiple Linear Regression Analysis Results

Table 5. Multiple Linear Regression Results

Coefficients

Unstandardized Coefficients				Standardized Coefficients		
Modell			Std. Error	Beta	t	Sig.
1	(Constant)	4,844	1,354		3,576	.000
	Quality of Service	.114	.029	.167	3,880	.000
	Image	.191	.038	.227	5.033	.000
	Location	.095	.032	.126	2.966	.003
	Tourism Destination Promotion	.423	.031	.531	13,485	.000

a. Dependent Variable: Visitor Satisfaction
Source: Processed Data (2021)

$$Y = 4.844 + 0.114X_1 + 0.191X_2 + 0.095X_3 + 0.423X_4$$

The equation above may be understood as follows:

1. The constant (a) is 4.844, indicating that in the absence of additional influencing variables, visitor satisfaction will continue at 4.844 units.
2. The regression coefficient for service quality (X1) is 0.114, indicating that a one-unit improvement in service quality correlates with a 0.114 unit increase in visitor satisfaction.

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3. The image regression coefficient (X2) is 0.191, indicating that a one-unit increase in Image correlates with a 0.191 unit increase in visitor happiness.
4. The location regression coefficient (X3) is 0.095, indicating that a one-unit improvement in Location may enhance visitor satisfaction by 0.095 units.
5. The tourism destination promotion coefficient (X4) is 0.423, indicating that a one-unit increase in promotion of the tourist destination may enhance visitor satisfaction by 0.423 units.

Partial Hypothesis Test Results (t-Test)

To ascertain the value from the t-table at alpha (0.05) using the formula: df = nk; df = 300-5; df = 295, the t value is 1.968. The t table value will be juxtaposed with the computed t value below to ascertain the existence of a partial impact between the independent and dependent variables.

Table 6. Results of Partial Hypothesis Testing (t-Test)

Coefficients

Unstandardized Coefficients				Standardized Coefficients		
Modell			Std. Error	Beta	t	Sig.
1	(Constant)	4,844	1,354		3,576	.000
	Quality of Service	.114	.029	.167	3,880	.000
	Image	.191	.038	.227	5.033	.000
	Location	.095	.032	.126	2.966	.003
	Destination PromotionTour	.423	.031	.531	13,485	.000

Dependent Variable: SatisfactionVisitors

Source: Processed Data (2022)

The results of the partial hypothesis test can be interpreted as follows:

1. The t-test results obtained show that the t-value calculated for the service quality is (3.880) more significant than table (1.968), and the significance value of (0.000) is smaller than alpha (0.05). Based on these results, it can be concluded that service quality positively and significantly affects visitor satisfaction.
2. The t-test results obtained show that the t-value of image count (5.033) is more significant than table (1.968), and the significance value (0.000) is smaller than

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alpha (0.05). Based on these results, it can be concluded that Image positively and significantly affects visitor satisfaction.

3. The t-test results obtained show a t-value of location count of (2.966) more significant than table (1.968) and a significance value of (0.003) smaller than alpha (0.05). Based on these results, it can be concluded that Location positively and significantly affects visitor satisfaction.
4. The t-test results obtained show that the t-value calculated for promoting tourist destinations by (13,485) is greater than table (1.968), and the significance value of (0.000) is smaller than alpha (0.05). Based on these results, it can be concluded that tourism destination promotion has a positive and significant effect on visitor satisfaction.

Simultaneous Hypothesis Test Results (F Test)

To ascertain the value of Ftable at alpha (0.05), the following calculations are performed: df1=k-1; df1=5-1; df1=4, and df2=nk; df2=300-5; df2=295, resulting in Ftable being 2.042. This Ftable value will be juxtaposed with the computed F value below to evaluate the simultaneous effect of the independent variables on the dependent variable.

Table 7. Results of Simultaneous Hypothesis Testing (F Test)ANOVA

Some of ModelSquares			df	Mean Square	F	Sig.
1	Regression	1806.648	4	451,662	135,496	.000b
	Residual	983,352	295	3.333		
	Total	2790.000	299			

Dependent Variable: Visitor Satisfaction
Predictors: (Constant), Tourism Destination Promotion, Service Quality, Location, Image
Source: Processed Data (2022)

Based on the table above, the F value obtained count (135,496) is more significant than Ftable (2.042), and the significance value (0.000) is smaller than alpha (0.05). These results suggest that the quality of service, Image, Location, and promotion of tourist destinations simultaneously positively and significantly affect visitor satisfaction.

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Determination Coefficient Results

Table 7. Results of Determination Coefficient

Modelo		R Square	Adjusted R Square	Std. Error of the Estimate
1	.805a	.648	.643	1,826

Predictors: (Constant), Tourism Destination Promotion, Service Quality, Location, Image
Dependent Variable: SatisfactionVisitors
Source: Processed Data (2022)

From the table above, the Adjusted R-Square value is 0.643 or 64.3% of the influence of service quality, Image, Location, and promotion on visitor satisfaction. In contrast, 35.7% is the influence of other variables not included in this study.

DISCUSSION

The influence of service quality on visitor satisfaction

The partial hypothesis results of the t-test obtained a t-value of calculated that the service quality of (3.880) is more excellent than the table (1.968), and the significance value of (0.000) is smaller than alpha (0.05). Based on these results, it can be concluded that service quality positively and significantly affects visitor satisfaction. The results of this study align with the results of research from(Sangkaeng et al., 2015), which states that the Quality of Tourist Object Services partially influences Tourist Satisfaction. According to "service quality can be interpreted as a measure of how well the level of service provided is able to match customer expectations". Service quality is one of the activities carried out by companies to meet consumer expectations. Therefore, the good or bad service the company can provide will affect consumer satisfaction and whether the consumer will continue to use the same service or move to another company. Consumer satisfaction can be achieved if the company provides facilities to add value to a service. As stated by (Tjiptono, 2023), "service quality can be defined as an assessment of the extent to which the provided service aligns with customer expectations." Service quality is an activity undertaken by firms to fulfill customer expectations. Consequently, the quality of service given by the firm will influence client satisfaction and determine whether the consumer will continue with the same service or transition to a different provider.

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Consumer pleasure may be attained if the firm offers amenities that enhance the value of a service.

The influence of Image on visitor satisfaction

The partial hypothesis results obtained the t-value image count of (5.033), which is more significant than table (1.968), and the significance value of (0.000) is smaller than alpha (0.05). Based on these results, it can be concluded that Image positively and significantly affects visitor satisfaction. This study's results align with research results (Tarigan, 2020), which state the influence of destination image on the decision to visit Kawung Tilu Bekasi. According to (Ardianto, 2011),"defines corporate Image is the public's impression, feeling, and picture of a company, the impression created from an object, people, and related organizations".(Kotler & Keller, 2012) reveal that "image is the impression felt by someone about an object or goods or organization as a whole which will then be stored in the consumer's memory". By improving the Image of the destination, the tourist destination will have an appeal and attract more tourists. The success of a destination's Image to be better must be followed by the quality of service that the tourist destination provides because the quality of the destination and the Image must be by or can meet the expectations and desires of tourists. Quality of service is the primary key that a tourist destination must possess to gain the trust of tourists.

The influence of Location on visitor satisfaction

The partial hypothesis results obtained t value location count of (2.966) is more significant than table (1.968), and the significance value of (0.003) is smaller than alpha (0.05). Based on these results, it can be concluded that Location positively and significantly affects visitor satisfaction. The findings of this study correspond with the research conducted by Rizmaulida Triandini and Lenny Yusrini (2018), which indicates that location has a large partial impact on customer satisfaction. Location, as defined by (Tjiptono, 2023), pertains to a range of marketing efforts aimed at accelerating and streamlining the distribution of products and services from producers to consumers. As stated by (Ujang, 2011), location is a company site that profoundly affects a consumer's inclination to visit and make purchases. Consequently, location emerges as a distinct factor influencing visitor pleasure, specifically with diverse corporate initiatives aimed at ensuring the affordability and accessibility of items for the target market. An advantageous and convenient location will provide benefits for the organization. Business entities should choose a location that is populous and easily accessible to clients.

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The influence of tourist destination promotion on visitor satisfaction

The partial hypothesis results obtained t value calculate the promotion of tourist destinations by (13,485) is more significant than table (1.968), and the significance value of (0.000) is smaller than alpha (0.05). Based on these results, it can be concluded that tourism destination promotion has a positive and significant effect on visitor satisfaction. The results of this study align with the results of research from(Sangkaeng et al., 2015), which states that Tourism Promotion has a significant influence on Tourist Satisfaction. As stated by (Gitosudarmo, 2014), , "Promotion is an activity designed to influence consumers, enabling them to become acquainted with the products offered by the company, ultimately leading to satisfaction and purchase." Consequently, promotions significantly affect tourism consumer satisfaction, as content consumers are likely to repurchase products or utilize services. Promotions represent a company's endeavor to sway potential buyers through various elements of the marketing mix. Promotion is used to bolster several marketing methods. Promotion will expedite the implementation of marketing initiatives to customers. Without promotion, other strategies will be challenging to reach consumers. Visitor satisfaction is an emotional response or response that reflects the expectations that are built. If the results achieved from the product or service can meet or exceed expectations, it can be said that the customer is satisfied. However, building and maintaining visitor satisfaction is not easy.

The influence of service quality, Image, Location, and promotion of tourist destinations on visitor satisfaction.

Based on the results of the F hypothesis test, the F value obtained (135,496) is greater than Ftable (2.042), and the significance value (0.000) is smaller than alpha (0.05). Based on these results, it can be concluded that the quality of service, Image, Location, and promotion of tourist destinations simultaneously positively and significantly affect visitor satisfaction. This study's results align with research(Sangkaeng et al., 2015), which states that simultaneously obtaining tourism promotion and quality of tourism object services have a positive effect on tourist satisfaction. According to(Sangadji & Sopiah, 2014), consumer satisfaction is defined as a condition where consumer expectations of a product are based on the reality consumers receive. If the product is far below expectations, consumers will be disappointed. Conversely, if the product meets expectations, consumers will be satisfied. Visitor pleasure is an emotional reaction that mirrors established expectations. If the results achieved from a product or service can meet or exceed expectations, it can be said that the customer is satisfied. Nonetheless,

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cultivating and sustaining visitor happiness is challenging. If the results obtained fail to satisfy visitor expectations, visitor satisfaction remains unfulfilled; this feedback may serve as a basis for the organization to enhance visitor satisfaction optimization.

The quality of service positively and significantly influences tourist satisfaction at the Sitinjo Faith Tourism Park in Dairi Regency; the image also positively and significantly affects visitor satisfaction at the same park. The location has a good and considerable impact on guests' pleasure at the Sitinjo Faith Tourism Park in Dairi Regency. The promotion of tourism sites positively and significantly influences visitor satisfaction at the Sitinjo Faith Tourism Park in Dairi Regency. The F hypothesis test findings indicate that the quality of service, image, location, and marketing of tourism attractions together have a positive and substantial influence on visitor satisfaction at the Sitinjo Faith Tourism Park in Dairi Regency.

Based on the conclusions above, it is recommended for companies and subsequent researchers, namely:

1. The researcher recommended that Taman Wisata Iman Bukit Sitinjo evaluate its park management services to enhance service quality. This necessitates that staff be attentive to visitors' requests, namely ensuring that personnel are consistently available to address customer needs promptly, minimizing wait times.
2. Taman Wisata Iman Bukit Sitinjo must augment the appeal of its tourist attractions by diversifying offerings, ensuring a comfortable environment, providing entertainment, and showcasing traditions to cultivate a favorable impression and perception of the destination, thereby alleviating any reservations potential visitors may have about visiting Taman Wisata Iman Sitinjo in Dairi Regency.
3. The Dairi Regency Government is urged to rehabilitate Taman Wisata Iman Bukit Sitinjo by repainting the structure, fixing damaged areas, and updating some interior elements to enhance its appeal. Furthermore, the Taman Wisata Iman Bukit Sitinjo site need reorganization. The existing amenities are satisfactory; nonetheless,
4. Taman Wisata Iman Bukit Sitinjo need to enhance its engagement with social media, which is increasingly recognized and used by the public, to connect with a broader audience via platforms like as Facebook, Twitter, and Instagram.

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