

The Influence of Promotion and Service Facilities on Tourist Satisfaction on Punjabu Hill, Buntu Buangin Village, Pitu Riase District, Sidenreng Rappang Regency

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Abstract

This research aims to determine and analyze "The Influence of Promotion and service Facilities on Tourist Satisfaction at Punjabu Hil, Buntu Buangin Village, Pitu Riase District, Sidenreng Rappang Regency". The type of research used is a quantitative method. The data quw=estionnaire. The data analysis method uses are validity testing, reliability testing, classical assumption testing, multiple linear regression testing and hypothesis testing using SPSS version 26 analysis tools. Based on the results of research that has been conducted, it shows that the influence of promotions and services facilities has a positive effect on tourist satiffactio. On Punjabu Hill, Buntu Buangin Village, Pitu Riase District, Sidenreng Rappang Regency. This is indicated by the calculated t value of 4.544 which is greater than the t table of 1.659 with a determination test of 0.462 with a positive relationship.

Keyword : Promotion, Service Facilities, tourist Satisfaction.

INTRODUCTION

Indonesia is a country that has a large wealth of natural and cultural resources which provide large capital for the tourism sector. Tourism is one of the country's potential sources of foreign exchange which has a big influence in developing the economy. Tourism also has a multiplier effect, both directly, namely employment in the tourism sector and indirect impacts in the form of development of economic activities supporting tourism such as hotels, restaurants, transportation services and others.

Indonesia is one of the countries visited by many tourists, both local and foreign, because it has unique and beautiful tourist destinations that differ from region to region. Information on tourist destinations is now very easy to obtain due to the ease of accessing technology that can provide the required information. This is also an opportunity for tourist destination managers to attract visitors by actively promoting on social media. Through social media, managers can provide complete information about tourist destinations. The more active you are in promotions on social media, the further the promotion will reach and you can easily attract customers just by providing interesting content. Apart from promotions, managers of a tourist destination also need to pay attention to providing facilities to support tourists' comfort when visiting. These two things really need to be considered to maintain the sustainability of a tourist destination.

One example of a tourist destination in South Sulawesi, specifically in Sidrap Regency, is the Punjabu tourist attraction (Puncak Jambu-Jambu) which is located in Buntu Buangin Village, Pitu Riase District. Punjabu tourism is a natural tourist destination that is synonymous with mountainous nuances and is one of the tourist destinations that is much sought after by the wider community.

Punjabi tourist attractions use social media platforms for promotional activities, namely Instagram, namely @punjabu___ as an account that shares information and activities at

Punjabu Nature Tourism. Even though they use social media platforms as a means of promotion, many visitors who visit Punjab natural tourism actually find out about this tourism not from social media but from word of mouth. This shows that there is a factor that managers are less active in carrying out promotions on social media, this is proven by visits from the public which are based on word of mouth information, not because of the social media promotions carried out. Apart from promotional factors in the decision to visit, one of the important factors is facilities where there is still a lack of places to rest, toilets that are not clean and still lack water and places where rubbish is disposed of are not given enough attention. Visitors' expectations are very high because tourist locations are far away and access tends to be difficult. This is what visitors hope is that the facilities they get can be even better.

Based on the description of the problem above, the author is interested in conducting research with the title "The Influence of Promotion and Service Facilities on Tourist Satisfaction on Punjabu Hill, Belawae Village, Pitu Riase District, Sidenreng Rappang Regency".

RESEARCH METHODS

This research is quantitative research with the data sources used are primary data and secondary data. This research was conducted at the Bukit Punjabu Tourism Park, Duntu Buangin Village, Pitu Riase District, Sidenreng Rappang Regency, carried out in January - February 2024. The population in this study was all tourist visits at the Bukit Punjabu Tourism Park, Sidenreng Rappang Regency, the number of which is unknown, with a specified sample size. using the Malhotra formula is as many as 110 visitors. Data collection techniques in this research are through observation, documentation and questionnaires. The data analysis methods used are descriptive analysis, data quality testing, classical assumption testing, and multiple linear regression analysis. And to test the research hypothesis using the T test and coefficient test determinasi (R^2).

RESULTS AND DISCUSSION

1. Research Result

1.1. Validity Test

Validity testing is used to measure the validity or invalidity of a questionnaire. The requirement to be met is that if r counts $>$ r table then the result is valid.

Tabel 4.9
Hasil Uji Validitas

Variabel	Item Pernyataan	r hitung	r Tabel	Keterangan
Promosi (X1)	X1.1	0.673	0.187	Valid
	X1.2	0.676	0.187	Valid
	X1.3	0.542	0.187	Valid
	X1.4	0.198	0.187	Valid
	X1.5	0.536	0.187	Valid

Variabel	Item Pernyataan	r hitung	r Tabel	Keterangan
	X1.6	0.563	0.187	Valid
	X1.7	0.561	0.187	Valid
	X1.8	0.591	0.187	Valid
Fasilitas Layanan (X2)	X2.1	0.292	0.187	Valid
	X2.2	0.446	0.187	Valid
	X2.3	0.451	0.187	Valid
	X2.4	0.577	0.187	Valid
	X2.5	0.474	0.187	Valid
	X2.6	0.476	0.187	Valid
	X2.7	0.546	0.187	Valid
	X2.8	0.424	0.187	Valid
Kepuasan Wisatawan (Y)	Y.1	0.285	0.187	Valid
	Y.2	0.526	0.187	Valid
	Y.3	0.513	0.187	Valid
	Y.4	0.718	0.187	Valid
	Y.5	0.570	0.187	Valid
	Y.6	0.650	0.187	Valid

Based on the above data, the result is obtained that the r value counts $>$ r table, so that the data received in the field can be stated valid.

1.2. Reliability Test

The reliability test aims to determine whether the respondent's answer is reliable or not. A data can be said to be reliable when the Cronbach values are $>$ 0.60.

Tabel 4.10
Hasil Uji Reliabilitas
Reliability Statistics

Cronbach's Alpha	N of Items
.794	22

Based on the results of the analysis above, it is known that the Cronbach's alpha value of the variables is greater than 0.60 so that all variables can be declared reliable.

1.3.Normality Test

The method used in this study is by looking at the Asymp value. Sig. on the One-Sample Kolmogorov-Smirnov Test. In this test, the data is said to be abnormal if $p < 0.05$ and the data says to be normal if $p > 0.05$.

Tabel 4.11
Hasil Uji One-Sample Kolmogorov-Smirnov Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardiz edResidual
N		110
Normal Parameters ^{a,b}	Mean	.0000000
	Std.	3.35855139
	Deviation	
Most Extreme	Absolute	.069
Differences	Positive	.045
	Negative	-.069
Test Statistic		.069
Asymp. Sig. (2-tailed)		.220 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Based on the image above, the results of the Kolmogorov Smirnov Test showed an Asymp. Sig value of $0.220 > 0.05$. This indicates that the data has met the significance level requirement of > 0.05 , from which it can be concluded that data is already distributed normally.

1.4. Multicollinearity Test

The multicollinearity test aims to test whether a regression model found a correlation between free variables.

Tabel 4.12
Hasil Uji Multikolineritas
Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Promosi	0,734	1,363
2	Fasilitas Layanan	0,734	1,363
a. Dependent Variable: Kepuasan Wisatawan			

The results of the multicollinearity test show that the product diversity (X1) and service facilities (X2) VIF values are $1,363 < 10$ and the tolerance value is $0,734 > 0,1$ so the data can be said to have no multicollinearity

1.5. Heteroscedasticity Test

The heteroscedasticity test can be seen in the Glejser test. Good regression does not occur heteroscedasticity. The criteria for this test are if the Sig value is > 0.05 , then it can be said that heteroscedasticity does not occur. On the other hand, if the Sig value is < 0.05 , it can be said that there is a heteroscedasticity problem in the data.

Tabel 4.13
Hasil Uji Heteroskedastisitas
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.080	1.163		928	.355
	Promosi	.018	.040	.049	438	.663
	Fasilitas Layanan	.039	.048	.091	812	.419

a. Dependent Variable: Abs_Res

Based on the calculation of the heterocadasthenicity test above, it shows that the significance value of the independent variables is more greater than the alpha value of 0.05, so that the conclusion is that the data is homoscedastic or does not experience problems heteroscedasticity.

1.6. Double Linear Regression Test

Double linear regression analysis can measure the strength of the relationship between independent variables and dependents, as well as indicate the direction of the relation between these variables.

Tabel 4.14
Hasil Uji Regresi Linier Berganda
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.838	1.818		1.561	.121
Promosi	.287	.063	.376	4.544	.000
Fasilitas Layanan	.363	.074	.404	4.882	.000

a. Dependent Variable: Kepuasan Wisatawan

Based on the figure above, the result of the data obtained on a table of coefficients of double regression obtain the equation as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

$$Y = 2.838 + 0.287 X_1 + 0.363 X_2 + 0,05$$

Based on data processed using SPSS 26, the results obtained show that the data constant value in this research is 2.838, meaning that if Promotion (X1) and Service Facilities (X2) are 0 then the consumer satisfaction value (Y) is 2.838. The Promotion Variable (X1) has a value of 0.287 and a significance level of $0.000 < 0.05$ which states that if the product variable increases by 1 unit and other variables are considered constant then variable Y, namely Tourist Satisfaction, will experience an increase of 0.287 with a percentage of 28,7% . The Service Facilities variable (X2) has a value of 0.363 and a significance level of $0.000 < 0.05$ which states that if the service quality variable increases by 1 unit and other variables are considered constant then the Y variable Tourist Satisfaction will experience an increase of 0.363 with a percentage of 36,3%.

1.7. T Test

The T test is used to determine the effect of an independent variable on the dependent variable. In this study the number of respondents was 110 visitors with a score of $df = (110-2-1) = 1,659$. If the significance value is < 0.05 and tcount is greater than ttable then it can be said that the independent variables individually have a positive and significant influence on the dependent variable.

Based on table 4.14, it is known that:

1. Sig value. for the influence of the Promotion variable (X1) on Tourist Satisfaction (Y) of $0.000 < 0.05$ and the calculated t value $> t$ table amounting to $4,544 > 1,659$. This means

that promotion has a positive effect and significant to the satisfaction of Punjab Hill tourists. Based on these statistical results, a hypothesis is proposed declared accepted.

2. Sig value. The variable influence of Service Facilities (X2) on Tourist Satisfaction (Y) is $0.000 < 0.05$ and the calculated t value $> t$ table is $4,882 > 1,659$. This means that service facilities have a positive and significant effect on satisfaction punjabu hills tourists. Based on these statistical results, the proposed hypothesis is declared accepted.

1.8.Determination Coefficient Test (R^2)

Tabel 4.15
Hasil Uji Koefisien Determinasi (r^2)
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.680 ^a	.462	.452	3.38979

a. Predictors: (Constant), Fasilitas Layanan, Promosi

b. Dependent Variable: Kepuasan Wisatawan

Based on table 4.15, the coefficient of determination or Adjusted R Square is 0.462. This means that the model represents 46.2% of the facts. This value shows that promotion (X1) and service facilities (X2) contribute or influence tourist satisfaction (Y) by 46.2%.

2. Discussion

This research focuses on finding the influence of promotions and facilities on tourist satisfaction in Punjabi Hill. The following will present the results of the research that has been carried out:

1. The Influence of Promotion on Tourist Satisfaction on Punjabu Hills

The research results show that the sig value. The promotional variable is smaller than the critical probability value ($\alpha = 5\%$) of $0.000 < 0.05$ and the calculated t value $> t$ table of $4.544 > 1.659$. This means that promotion has a positive and significant effect on the satisfaction of Bukit Bunjabu tourists. Based on these statistical results, the proposed hypothesis is declared accepted. This test is in line with the opinion of Ananda & Winata (2023, where the research results show that promotions and service facilities have a positive and significant effect, both partially and simultaneously regarding the decision to visit. The large influence of promotion on tourist satisfaction in visiting Punjab tourist attractions is because respondents think that Promotions regarding Punjab tourism are quite interesting, easy to understand and the design is attractive.

2. The Influence of Service Quality on Tourist Satisfaction on Punjabu Hills

The research results show that the sig value. More promotional variables smaller than the critical probability value ($\alpha = 5\%$) of $0.000 < 0.05$ and the t value count $> t$ table of $4,882 > 1,659$. This means that service facilities have an effect positively and significantly on tourist satisfaction in Punjab Hill. Based on these statistical results, the proposed hypothesis is declared accepted. The results of this test are in line with the opinion of Kotler and Keller (2009: 45)

states that facilities are everything that is natural provided by service providers for use and enjoyment by consumers which aims to provide the maximum level of satisfaction. When facilities tourism can provide maximum satisfaction to tourists, will become a good basis for them to make return visits in the future future and their willingness to provide positive things to other people. Facts on the ground show that tourism in the Punjabu hills is non-stop build and provide facilities for tourists so visitors who visit in one month can reach hundreds or even thousands.

CONCLUSION & RECOMMENDATION

Conclusion

Based on research results and discussion regarding influence promotion and service facilities on the satisfaction of tourists in Punjab Hill, the following conclusions can be drawn: Results of hypothesis testing partial are as follows:

1. Promotion (X1) has a positive and significant effect on punjabu hill tourist satisfaction (Y).
2. Service facilities (X2) have a positive and significant effect on punjabu hill tourist satisfaction (Y).

Recommendation

Based on the conclusions obtained in this research, then the following suggestions were made:

1. For Tourism Managers
 - a. It is hoped that the party will increase the promotion of the place tourism either through social media or through promotions available so that in the future there will be more tourists visit Punjabu Hills.
 - b. It is hoped that the management will pay more attention cleanliness of tourist attractions, including food stalls and rest area huts as well as improving vehicle parking areas due to the distance between parking areas and tourist attractions too far so it can reduce tourist comfort while visiting Punjabu Hills. It is hoped that the punjabu hill tourism manager will be able to maintain and improve promotions and service facilities at punjabu hill tourism.
2. Future researchers should expand their research and search New variables that influence tourist satisfaction in order to research growing.

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