



IMPACT OF PROMOTION AND SERVICE QUALITY ON TOURISTS' INTENTION TO REVISIT GRAND ELTY KALIANDA BEACH

FX Satrio Wicaksono¹; Iskandar AA^{2*}

^{1,2} Faculty of Economics and Business, Bandar Lampung University
Jl. Zainal Abidin Pagar Alam No.26, Labuhan Ratu, Kedaton, 35142, Bandar Lampung, Indonesia

*Correspondent Author: iskandar@ubl.ac.id

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ABSTRACT

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KEYWORDS

Promotion, Service Quality, Tourist Interest, Repeat Visits, Beach Tourism

Purpose: This study aims to analyze the effect of promotion and service quality on the interest of returning tourists to Grand Elty Kalianda Beach, Lampung. **Methodology:** The research employs quantitative methods. The population consists of tourists who visited Grand Elty Kalianda Beach in 2018, totaling 17,183 individuals. A sample of 100 tourists was selected. Data analysis was performed using Multiple Linear Regression analysis. **Results:** The findings indicate that both promotion and service quality significantly influence the interest of tourists in returning to Grand Elty Kalianda Beach. **Findings:** Promotion and service quality are key factors driving repeat visits by tourists to Grand Elty Kalianda Beach. **Novelty:** This research highlights the importance of targeted promotion and high service quality in increasing tourist loyalty to beach destinations. **Originality:** The study provides an empirical analysis of how promotional efforts and service quality affect tourist behavior in the context of a popular beach destination. **Conclusions:** Effective promotion and superior service quality are crucial in encouraging tourists to return to Grand Elty Kalianda Beach, Lampung. **Type of Paper:** Empirical Research Article.

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INTRODUCTION

Indonesia is the largest archipelagic country in the world, stretching along the Equator. This unique geography grants Indonesia substantial natural wealth, both terrestrial and marine. Marine products include fish, pearls, and other sea-derived resources (Indonesia Strand of Manikam on the Equator, 2015).

The abundance of tourism resources in Indonesia spans the archipelago, including Lampung Province. Bandar Lampung is strategically located for tourists, accessible within 1.5 hours from Bakauheni and 30 minutes from Radin Inten Airport. Bandar Lampung offers various tourist attractions, such as beaches, cultural sites, mountains, adventure tourism in forests and rivers, diving, and fishing. Lampung Province consists of 12 districts and 2 cities, each boasting unique tourism resources.

Initially, tourists were familiar only with Way Kambas National Park and Bukit Barisan Selatan National Park, famous for elephant training. However, each tourist spot in Lampung has its unique charm. For instance, West Lampung, surrounded by the South Bukit Barisan mountains, offers cooler weather. One notable attraction in West Lampung is Grand Elty Kalianda Beach. In contrast, Kiluan Bay in South Lampung is famous for its dolphins.

Lampung Province has a coastline of over 1,100 km, featuring stunning marine attractions. Geographically, Lampung is located between 3.45' to 6.45' south latitude and 103.40' to 105.40' east longitude. Bandar Lampung is rich in natural resources, including beaches, forests, mountains, lakes, and rivers. Lampung Province also serves as a cultural melting pot, enhancing its appeal to tourists (Lampung Province Culture and Tourism Office, 2018).

Lampung Province is generally flat with high mountains such as Mount Pesagi, Tanggamus, Seminiung, Sekincau, and Raya, which are inactive volcanoes. Bandar Lampung, the capital, evolved from two separate cities,

Tanjungkarang and Teluk Betung Harbor, which merged post the Mount Krakatoa eruption. Lampung offers various types of tourism, including visiting historic villages like Sukau, Liwa, Kembahang, Batu Brak, Kenali, Ranau, and Krui West Lampung (www.indonesia.travel, 2018). Despite the significant tourism potential in Lampung, many attractions remain underdeveloped and under-promoted, limiting visitor numbers. These sites boast natural beauty comparable to well-known destinations (www.pesonalampung.com, 2018).

As Indonesia's tourism industry grows, numerous media outlets now focus on providing travel information and practical tips. Before visiting a destination, it is advisable to prepare by understanding transportation, accommodation, and other essential details. Lampung, the southernmost province on Sumatra Island, borders Bengkulu and South Sumatra. Bandar Lampung is the capital, and Raden Inten II Airport is the main airport. Since 2009, the Lampung Provincial Government has promoted tourism. Table 1 highlights marine tourism in South Lampung Regency:

Table 1. Marine Tourism in South Lampung Regency

No	Tourist attraction	Regency	Type of Tourism
1	Grand Elty Kalianda Beach	South Lampung	Marine tourism
2	Merak Belantung Beach	South Lampung	Marine tourism
3	Kedu Warna Beach	South Lampung	Marine tourism

Source: Lampung Province Tourism Office (2020)

Table 1 shows that marine tourism attracts both international and domestic tourists. Among the many beaches in Lampung Province, Grand Elty Kalianda Beach in South Lampung Regency is the most famous. It is located approximately 230 km from Raden Intan II Airport, a 6-7 hour drive, and 1 hour 25 minutes from Bakauheni port.

Grand Elty Kalianda Beach, a renowned tourist spot since the 1990s, saw significant development starting in 2008, leading to increased popularity. The beach retains its natural charm, featuring high waves due to its open-sea location facing the Indian Ocean. Despite its smaller sand expanse compared to Labuhan Jukung Beach, it is surrounded by coconut and palm trees. Tourism activities here create employment opportunities and boost related business sectors.

Grand Elty Kalianda Beach is celebrated for its white sand, clear seawater, and coral reefs. The growing number of tourists has led to the development of various facilities, including star hotels, budget hotels, bungalows, cottages, inns, villas, travel agents, and restaurants. However, observations reveal that the beach is not well-organized, and facilities are still inadequate. Table 1.2 presents the number of tourist visits to Lampung Province from 2014 to 2020.

Table 2. Number of Foreign and Domestic Tourist Visits in Lampung Province 2014-2020

No	Year	Traveler		Amount	Percentage (%)
		Abroad (people)	Domestic (people)		
1	2014	58.205	2.581.165	2.639.370	5,5
2	2015	75.590	3.392.125	3.467.715	7,3
3	2016	95.528	4.327.188	4.422.716	9,3
4	2017	114.907	5.530.803	5.645.710	11,8
5	2018	115.053	12.154.867	12.470.464	26,1
6	2019	245.372	11.395.827	11.641.199	24,4
7	2020	315.597	7.381.774	7.496.827	15,7
Rate-rate		145.750	6.680.536	6.826.286	14,3

Source: Lampung Province Tourism Office (2020)

Table 1.2 it can be seen that the number of foreign and domestic tourist visits in Lampung Province in 2012-2017 has increased from year to year. The highest number of visits was in 2018, namely 12,470,464 people. The facilities at Grand Elty Kalianda Beach can be seen in Table 3.

Table 3. Facility at Grand Elty Kalianda Beach

No	Facility	Unit
1	Parking area	2 unit
2	Prayer room	2 unit
3	Bathroom	2 unit
4	Accommodation	2 unit
5	A place to relax	4 unit
6	Surf spot	-

Source: Pantainesia (2019)

Based on Table 1.3, the facilities at Grand Elty Kalianda Beach are a parking area, prayer room, bathroom, accommodation, relaxing area and surfing area.

The number of tourist visits to Grand Elty Kalianda Beach in 2018 can be seen from Table 1.4 as follows:

Table 4. Number of Tourist Visits to Grand Elty Kalianda Beach in 2021

Moon	Number of visitors (people)	Percentage (%)
January	1.625	-
February	1.520	-6,5
March	1.452	-4,5
April	1.227	-15,5
May	1.178	-4,0
June	1.245	5,7
July	1.621	30,2
August	1.420	-12,4
September	1.235	-13,0
October	1.547	25,3
November	1.412	-8,7
December	1.701	20,5
Amount	17.183	17,0
Rate-rate	1.432	1,5

Source: *Grand Elty Kalianda Beach (processed, 2022)*

Table 1.4 shows that the number of tourist visits to Grand Elty Kalianda Beach in 2018 experienced fluctuations with an average fluctuation of 1.5%, where the lowest visits occurred in May 2021, namely 1,178 people (-0.40%), while the highest visits occurred in in December 2018, namely 1,701 people (20.5%). This research highlights the importance of targeted promotion and high service quality in increasing tourist loyalty to beach destinations. The study provides an empirical analysis of how promotional efforts and service quality affect tourist behavior in the context of a popular beach destination. This study aims to analyze the effect of promotion and service quality on the interest of returning tourists to Grand Elty Kalianda Beach, Lampung.

METHOD

This research uses quantitative research methods. According to Nazir (2010), states that a population is a collection of individuals with predetermined qualities and characteristics. Meanwhile, the definition of population according to Sekaran, Zulganef (2008), population is the entire group of people, events, or things that are interesting for researchers to study. Based on the definition above, it can be concluded that the population is all research objects that will be studied in a study. The population is tourists to Grand Elty Kalianda Beach based on 2018 data, namely 17,183 people. Determining the population must take into account the characteristics and distribution of the population in order to obtain a population that is representative or truly represents the population with a sample size of 100 respondents.

Data sources are subjects from which data can be obtained. In this research, the data used is primary data, which is a data source obtained directly from original data sources in the form of interviews, discussions with individuals or groups, or the results of observations of an object being studied. The primary data source used in this research was students at Bandar Lampung University. Secondary data sources are data sources obtained through intermediary media or indirectly, namely in the form of books, company annual reports, existing evidence, or archives, both publicly published and unpublished. In this research the secondary data used is documentation, other required documents related to the title of the research. The model used for data analysis in this research uses Multiple Linear Regression analysis.

$$Y = a + bX_1 + bX_2 + et$$

Information:

- AND = Variable interest in revisiting a
= Constant
- B = Partial regression coefficient
- X1 = Promotion variable
- X1 = Service quality variableAnd
= Variableerror (error term)

RESULTS AND DISCUSSION

Based on the results of research and data processing, the following multiple linear regression analysis data was obtained:

Table 5. Multiple Linear Regression Test Results

Model	B	Std. Error
(Constant)	6,983	3,000
Promotion	1,751	0,197
Service quality	0,702	0,231
R (Correlation)	0,855	
R Square (Determination)	0.731	

Source: Data processed in 2022

Based on Table 4.14, the results of the multiple linear regression coefficient test above show that the correlation coefficient (R) value is 0.855, meaning this shows that the level of relationship between promotion and service quality and interest in revisiting has a high level of relationship because the correlation coefficient (R) value of 0.855 is at range 0,800-1,000. The value of the coefficient of determination (*RSquare*) of 0.731, meaning that promotion and service quality can explain 73.1% of interest in returning to visit, while the remaining 36.9% is influenced by other variables.

Based on Table 4.14 above, the results of multiple linear regression calculations using the SPSS program. The results of the regression equation are obtained as follows:

$$Y = 6.983 + 1.7511 + 0,702 X2 + \text{and}$$

1. The constant value is 6.983, which means that without promotion and service quality, the interest in returning to visit is 6.983 units.

2. Promotion Coefficient

This means that there is a positive relationship between promotion and interest in returning. This means that the higher the promotion, the higher the interest in returning to visit, with other notes being considered constant or if the promotional culture is one unit, the interest in returning to visit will increase by 1,751 one unit.

3. Service Quality Coefficient

This means that there is a negative relationship between service quality and interest in returning. This means that the better the quality of service, the interest in returning to visit will increase, with other notes being considered constant or if the quality of service decreases by one unit, the interest in returning to visit will increase by 0.702 one unit.

The t test is used to show whether an independent variable individually influences the dependent variable (Ghozali, 2011). Test criteria with a significance level (α) = 0.05 are determined as follows:

If $t \text{ count} > t \text{ table}$, then H_0 is rejected and H_a is accepted. If $t \text{ count} < t \text{ table}$, then H_0 is accepted and H_a is rejected. Based on the results of research and data processing, it is obtained:

Table 5. Result T- test

Variable	Tcount	ttable	Say.
Promotion	8,905	1,660	0,000
Service quality	3,040	1,660	0,003

Source: Data processed in 2022

Based on Table 4.15 it is known that:

1. The tcount test results for the promotion variable were 8.905 ($t_{\text{count}} = 8.905 > t_{\text{table}} = 1.660$) which means that there is a positive influence of promotion on tourists' interest in returning to visit Grand Elty Kalianda Beach, Lampung.
2. The tcount test result for the service quality variable is 3.040 ($t_{\text{count}} = 3.040 > t_{\text{table}} = 1.660$) and a significant value of 0.003, which means that there is a positive influence of service quality on tourists' interest in returning to visit Grand Elty Kalianda Beach, Lampung.

4.1.1 Correlation Coefficient

Based on the results of data processing, the following results were obtained:

Table 6. Correlation Coefficient

Variable	Pearson Correlation	Sig.	Coefficient Interval	Relationship Level
Promotion-interest in visiting again	0,946	0,000	0,80 – 1,000	Very strong
Quality of service-interest in returning	0,700	0,000	0,60 – 0,799	Strong

Source: Data processed in 2022

Based on table 4.16 it is known that:

1. Results with *Pearson Correlation* The relationship between promotion and interest in visiting again was 0.946 with a significance of 0.000 and was in the interval 0.80-1.000, which means that the relationship between promotion and interest in visiting tourists again at Grand Elty Kalianda Beach, Lampung, is a very strong relationship level.
2. Results with *Pearson Correlation* The quality of service obtained with interest in returning to visit was 0.700 with a significance of 0.000 and was in the interval 0.60-0.799, which means that the quality of service and interest in visiting tourists again at Grand Elty Kalianda Beach, Lampung, included a strong relationship level.

The coefficient of determination aims to measure how far the model's ability to explain variations in the dependent variable. The coefficient of determination value is $0 < R^2 < 1$. A coefficient of determination that is close to one means that the independent variables provide almost all the information needed to predict the dependent variable. Use *R square* is a bias towards the number of independent variables included in the model. Each additional independent variable into the model, then *R square* will definitely increase no matter whether the independent variable has a significant effect or not. Unlike *R square*, mark *adjusted R square* can go up or down when there are additional independent variables into the model (Ghozali, 2011).

Table 7. Coefficient of determination of promotion and service quality on interest in returning visits

Variable	R	R Square
Promotion, service quality	0,855 ^a	0,731

Source: Data processed in 2022

Based on Table 4.17, it is known that the R value² = 0.731 x 100% = 73.1%, which means that the influence of promotions and service quality on tourists' interest in returning to visit Grand Elty Kalianda Beach, Lampung is 73.1%, while the remaining 26.9% is influenced by other factors not studied in this research.

Based on the results of the analysis that has been carried out, promotion and service quality together influence interest in returning visits (F count 13.030 > F table 3.09). From these results it can be seen that the strength and weakness of interest in returning to visit is influenced by promotion and service quality. Partially, service quality has an influence on interest in returning (sig. 0.004 < 0.05) while promotion has no effect on interest in returning (Sig. 0.086 > 0.05), but both factors still play an important role together. This is in accordance with the theory stated by Nuraeni (2014: 4) that there are several factors that influence interest in returning to visit, namely service quality, destination image, tourist attraction and promotion.

From the results of this research, it can be indicated that tourists do not only pay attention to promotions in their interest in returning. There are several possibilities for this to happen, namely:

1. Respondents are less active in opening social media so that tourists who have visited the Grand Elty Kalianda Beach tourist attraction in South Lampung do not know the latest developments in Grand Elty Kalianda Beach, South Lampung.
2. The choice of social media used for promotional media currently includes: *Facebook* and *Instagram* not quite right so that tourists who actively use other social media such as *Youtube* not aware of the promotion carried out by the manager of the Grand Elty Kalianda Beach Tourist Attraction, South Lampung.
3. Lack of promotion *event* attractive so that tourists are not aware of the promotion *event* the.

The quality of service influences the experience that tourists will have, if tourists have a pleasant experience then the tourists will come back again in the future. However, on the other hand, if tourists have an unpleasant experience, they will not come again. Tourists who have visited will tell their experiences while traveling at the Grand Elty Kalianda Beach Tourist Attraction, South Lampung, to their relatives and friends by word of mouth

(*Word of Mouth*). Tourists who are satisfied will tell their relatives and friends about their pleasant experiences, making them want to visit the Grand Elty Kalianda Beach Tourist Attraction, South Lampung. On the other hand, tourists who are dissatisfied with the services provided by the management of the Grand Elty Kalianda Beach Tourist Attraction in South Lampung will tell their relatives and friends about their unpleasant experiences, making them reluctant to visit. This is in accordance with what Nuraeni said that the impression of the quality of service received by tourists will influence the behavior of tourists who come.

CONCLUSION

Promotion and service quality together influence the interest in returning visits to Grand Elty Kalianda Beach. However, individually, promotion has no effect, while service quality does. It is recommended that tourist attraction managers conduct regular, attractive promotions and enhance service quality by providing accessible facilities, safety guarantees, and efficient services. Targeted promotions towards tourists from outside the area are also advised. Future research should explore other variables affecting return interest.

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