

## **THE INFLUENCE OF QUALITY TOURIST OBJECT AND EFFECTIVENESS OF PROMOTION TOWARD TOURIST'S LOYALTY OF GEDONG SONGO TEMPLE AT CENTRAL OF JAVA**

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### **ABSTRACT**

*Gedong Songo Temple is a culture heritage was developed as superior culture and mountainous landscape tourist object by Semarang regency government. Gedong Songo Temple complex are eight Hindu buildings temple at fresh and beautiful landscape of mountain slope Ungaran. Semarang regency government developed several facilities Gedong Songo Temple tourist object and promotion activities to build tourists loyalty. Purposes of this research are: the first to measure of quality Gedong Songo Temple tourist object, effectiveness of promotion and to tourist's loyalty. Secondly to analyse of influencing of quality Gedong Songo Temple tourist object and effectiveness of promotion toward tourist's loyalty. Questionnaire used to collect data, size of sample are 100 respondents. Results of this research are: degree of overall quality Gedong Songo Temple tourist object is quite satisfied; degree of overall effectiveness of promotion is quite effective and degree of overall tourist loyalty of Gedong Songo Temple object tourist is fair to. The quality Gedong Songo Temple tourist object has positive influence toward tourists' loyalty. Likewise, effectiveness of promotion has positive influence toward tourist's loyalty.*

**Keywords:** *Tourism, quality, effectiveness, loyalty*

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tourists' loyalty. Likewise, effectiveness of promotion has positive influence toward tourist's loyalty.

**Kata kunci:** Tourism, quality, effectiveness, loyalty

## **INTRODUCTION**

Gedong Songo area 15 ha developed districts of Semarang as superior objects of cultural tourism and mountain tourism Semarang district. Possessed great potential Gedong Songo are nine building a Hindu temple that was built by Sanjaya king of Old Mataram government about the year 927 AD. GedongSongo area on the slopes of the mountain at a height approximately Unggaran at 1300 m, presenting the nation's cultural greatness and astonishing natural beauty. Cool air, clear mountain water, the shade of a pine forest, the beauty of the mountain panorama: Merapi, Merbabu, Telomoyo, Sindoro, the silvery RawaPening lake is an exotic natural landscape, the power of a strong magnet for visitors both domestic and foreign tourists. Strategic position Tourism Object GedongSongo is only 15 km from the city Ambarawa. Ambarawa city is at a crossroads province to Semarang, Purwokerta, and Solo. This road connected the special region of Yogyakarta, West Java, and East Java. Tourist Object GedongSongo supported by resort accommodation, hotels, shopping vegetables, fruits, flowers in traditional markets Bandungan is approximately 5 km. Semarang regency government cooperating department of Antiquities Semarang Central Java, and the Department of Forestry North Kedu Unit conduct the restoration of the temple, making the track environment, build a hall, rock climbing facilities, open stage, hot tubs, children's playground, gazebo, arrangement of the house eat, toilets and mosque. Considering the characteristics of tourism industry which has a fluctuating nature of market demand (likely seasonal) and sensitive to a wide range of issues, while to build a tourist attraction requires a large investment,

then the government's strategy in developing tourist object Gedong Songo focused on building and fostering loyalty tourists. His strategy is executed by means of improving the quality of tourist object that synergized with the promotion of constructive long-term relationships (Nursanti, 2000). Tourist who are loyal have strategic value cost marketing efficiency, as well as an effective tool to lure new tourists (Tjiptono, 2000).

## **Literature Review**

### **Customer Loyalty**

Customer loyalty means a customer would return or continue to use the same product or other product of the same organization, and intentionally strong word of mouth references and publicity (Bowen.J. and Shoemaker.S 1998). Loyal customer those who are not easily swayed by price inducement from competitor Baldinger.A.L and Rubinson.J.(1996) in Al-Rusan.Et.al (2010).

### **Service Quality and Customer Loyalty**

Cronin and Taylor (1994) examined the causal relationships among service quality, customer satisfaction, and purchase intention. The results of correlation suggested that service quality had less effect on purchase intentions than did customer satisfaction. Some empirical research in Hotel industry Al-Rusan et.al (2010), Akbar.et al (2010), Saleem. H and Raja. (2014) suggested that service quality had significant impact on customer loyalty.

### **Promotion**

Moutinho (1987) in Hsiang and Vinh(2013) indicate that one of the most influential factors in the purchase tourist product (destination) is information about tourist goods and services. According to Gartner

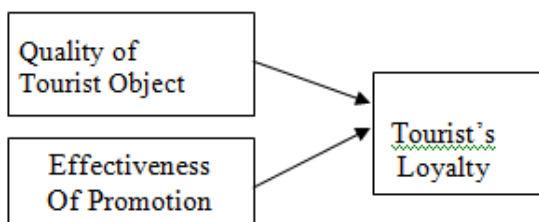
(1993) information originates in numerous diverse sources: induced information includes promotional material; self information also plays a role it is obtained in mass media; organic information come from friends and relatives. The promotion method refers to means used to implement promotional activities and includes promotional tools, information channels, and promotion programs.

**Promotion and Customer Loyalty**

The effectiveness of promotional of tourism is to measure the outcome. Results of researches Shin.et.al (2011),Hsiang.andVinh (2013) indicated promotion activities positive influence on customer loyalty.

Question research is does the implementation of improvement quality of tourism object that synergized with the promotion are able to build loyalty of tourists visiting the tourist object GedongSongo?

Picture: Framework



Objectives the research are: 1)to measure the quality tourist object; 2)to measure the effectiveness of promotions that have made the tourist object manager; 3)to measure the level of loyalty tourists; 4) Knowing the influence of the quality tourism object and effectiveness of the promotion of tourism to loyalty tourists.

**RESEARCH METHODS**

Research design, data collection techniques and data analyze are described as follows:

**Research Design**

The research was conducted in the GedongSongotourist object Semarang regency. The data required includes: quality tourist object, quality of promotion and loyalty touristsvisitedGedongSongo tourism object.The research instrument used questionnaires to obtain data required:

**Quality GedongSongoTourist Object**

Referring explanation Reamed and Hawkins in Yuti(1997) and Law no: 9, 1990 in Yuti (1997), the quality GedongSongotouristobject using eight attributes, namely: transport infrastructure towards tourism (Q1); The beautiful natural scenery (Q2); Tourist Attractions (Camping, horse riding, arts entertainment) (Q3); Security services (Q4); Public facilities (parks, toilets, mosque, parking)(Q5); Service officer (Q6); Seller services in tourist object (Q7); Food and drink provided in a tourist object(Q8)

**Effectiveness of Promotion GedongSongoTourist Object**

Effectiveness of promotion GedongSongo Tourist Object carried out consisting of attributes: ease of access to information (P1); ease of understanding the information (P2); Attractiveness of the design of information (P3); Encouraging tourists immediately make repeat visits (P4); Encouraging tourists always make repeat visit (P5); Encouraging tourists give recommendation to others to visit (P6).

**Tourist's Loyalty**

Referring, loyalty characteristics developed Aaker in Simamora (2001). Loyalty tourists consists of attributes: the interest tourists will repeat visit (L1); interest tourists will visit when there is new tourist object (L2); Interests tourists will visit when there is an increase in the price of the tourist object (L 3); Willingness to recommend a to a friend (L 4).

**Data Collection Techniques**

Data collected by survey. Respondents are intended GedongSongotourists object. Data were collected with a questionnaire, which is filled according with the perceptions of the respondents. Questionnaires were given to 120 respondents. Questionnaires completed and returned a total of 109 copies. Questionnaires were returned, after checking 100 copies were held viable for further analysis.

### Analysis Techniques

Quality tourist object, effectiveness of the promotion, and tourist's loyalty is measured based on tourist perception using a five-point Likert scale. Influence Quality tourist object and effectiveness of promotion toward tourists touristloyalty analyzed by multiple regression techniques (Mendenhall and Beaver p. 653) with the formula:

$$L = \beta_0 + \beta_1 Q + \beta_2 P + e$$

L =Tourists Loyalty

$\beta_0$  = Constant coefficient

$\beta_1$  = quality tourist object coefficient

$\beta_2$  = effectiveness of promotion coefficient

Q = quality tourist object

P = effectiveness of promotion

e = random error

The strength and direction of influence between quality the tourist object and effectiveness of promotion toward tourist loyalty measured by the correlation coefficient (R).

### Testing of Research Instruments

The instrument used for data collection tested for validity and reliability. Testing the validity of the instrument to ensure that the questionnaire was able to reveal something that will be measured. Testing the construct validity by means of bivariate correlation between the score of each attribute with the total score of the construct. Testing the reliability of the instrument is intended to ensure consistency of respondents' answers to

questionnaires filled. Reliability testing using Cronbach Alpha, with a cut-off level of  $\geq 0.60$  coefficient alpha (Nunnally, 1967, in Ghozali 2005).

### Quality of tourist Object Instruments Testing

The results of testing the validity of the instrument quality of tourist Object attributes include: transport infrastructure towards tourism ( $r = 0.596$ ), the beautiful natural scenery ( $r = 0.542$ ), tourism attraction ( $r = 0.508$ ), security services ( $r = 0.581$ ), public facilities ( $r = 0.661$ ), tourist services officers ( $r = 0.623$ ), service seller in tourist object ( $r = 0.633$ ), and food and drink provided in the tourism ( $r = 0.515$ ) at the 0.01 significance level. Meanwhile, results of reliability testing instrument quality of tourist Object with a coefficient alpha = 0.707. Instrument quality of tourist Object can be stated sights valid and reliable.

### Effectiveness of Promotion Instrument Testing

The results of testing the validity of the instrument effectiveness of promotion includes attributes: ease of access to information ( $r = 0.555$ ), ease of understanding the information ( $r = 0.611$ ), attractiveness of the design of the delivery information ( $r = 0.606$ ), encouraging tourists immediately make repeat visits ( $r = 0.727$ ), encouraging tourists always make repeat visits ( $r = 0.700$ ), encouraging tourists give recommendation to others to visit ( $r = 0.791$ ), at the 0.01 significance level. While the results of testing the effectiveness of the promotion instrument reliability with coefficient alpha = 0.725. Effectiveness of promotional instruments can be declared valid and reliable.

### Tourist's Loyalty Instrument Testing

Loyalty tourist instrument was tested for validity and reliability. The results of testing the validity of the instrument include attributes: the interest of tourists to repeat visit

( $r = 0.679$ ), interest tourists will visit when there is a new tourist object ( $r = 0.748$ ), Interest tourists will visit when there is an increase in the price of the tourist object ( $r = 0.671$ ), Willingness to recommend a to a friend ( $r = 0.666$ ). at significance level of 0.001. While, the results loyalty tourists instrument test reliability, coefficient alpha = 0.636. Loyalty tourists instrument can be declared valid and reliable.

**RESULTS AND DISCUSSION**

Results of research quality of tourist object, effectiveness of the promotion, tourists loyalty, influence the quality of tourist object and effectiveness of promotion toward tourists loyalty Gedong Songo Temple are discuss as follows :

**Quality of GedongSongoTourist Object**

The quality of a tourist object level performance to meet the expectations of the tourists. Quality of Gedong Songo Tourist Object, measured referring to tourist satisfaction. Based on concepts satisfaction developed by Kotler (1997). Tourist satisfaction is the level of tourist feeling after comparing the performance of Gedong Songo tourist object perceived compared with expectations using a Likert scale with 5 scale. Inteprestation measurement quality of Gedong Songo tourist object are as follows:

The average score	interpretation
1.00 to 1.79	very dissatisfied
1.80 to 2.59	not satisfied
2.60 to 3.39	quite satisfied
3.40 to 4.19	satisfied
4.20 to 5	very satisfied

The results of measurements quality tourist object GedongSongo are presented in Table 1

**Table 1: Quality of Gedong Songo Tourist Object**

Code	Attributer Quality	$\bar{X}$	interpretation
Q1	Transport infrastructure towards tourism	2,93	quite satisfied
Q2	The beautiful natural scenery	3,97	satisfied
Q3	Tourism attraction	3.15	quite satisfied
Q4	Security services	3,05	quite satisfied
Q5	Public facilities	2,77	quite satisfied
Q6	Tounist services officers	2,96	quite satisfied
Q7	Service seller in tourist object	2,93	quite satisfied
Q8	food and drink provided in the tourist object	3,05	quite satisfied
$X=$		3.10	quite satisfied

Source: Primary data were processed

Quality of GedongSongotourist object overall is on quite satisfied level (score = 3.10). Tourist object attributes on satisfied only one attribute that is the beautiful natural scenery (3.97). While the other seven attributes on tourists satisfactory level with the following details: transport infrastructure towards tourism is quite satisfied (score = 2.93), Tourism attraction is quite satisfied (score = 3.15) , security services (accident, loss) is quite satisfied (score = 3.05), public facilities (parks, toilets, mosque, the parking ) is quite satisfied (score = 2.77), Tourist services officers (score = 2, 96), the service seller of services in tourism (score = 2.93) as well as food and drink provided in a tourist attraction (score = 3.05).

The results of measurements of quality tourist object, illustrates that tourism managers have many opportunities to increase the number of tourists object. Increasing numbers of tourists can be done by improving the quality, especially the seven attributes quality the tourist object Gedong Songo scores below 0.320 (quite satisfied).

**Effectiveness Promotion of Gedong Songo Tourist Object**

Tourism managers Gedong Songo has conducted promotional activities aimed at community, individuals, private organizations and government institutions. Various promotion media used to promote tourism Gedong Songo consists of: brochures, newspapers, trade shows, radio broadcasts, television broadcasts, offering tourist officer directly or delivery of information by word of mouth between friends. The next step is to analyze the effectiveness of the promotion carried out by tourism managers Gedong Songo. Measurement of the effectiveness of the promotion using a Likert scale with scale figures 5. Interpretation promotion effectiveness measurement results in the following way:

The average score	Interpretation
1.00 to 1.79	not very effective
1.80 to 2.59	not effective
2.60 to 3.39	quite effective
3.40 to 4.19	effective
4.20 to 5	very effective

The result of the effectiveness promotion measurement are presented in Table 2

Table 2: Effectiveness of Promotion

Code	Promotion Attributes	$\bar{X}$	Interpretation
P 1	Ease of access to information	2,91	quite effective
P 2	Ease of understanding the information	3,07	quite effective
P 3	Attractiveness of the design of the delivery information	3,12	quite effective
P 4	Encouraging tourists immediately make repeat visit	3,46	effective
P 5	Encouraging tourists always make repeat visits	3,15	quite effective
P 6	Encouraging tourists give recommendation to others to visit	3,25	quite effective
$\bar{X} =$		3.16	quite effective

Source: Primary data were processed

The measurement results illustrate the effectiveness of promotional activities that are carried out promotional tourism managers Gedong Songo can be considered quite effective (score = 3.16). Attributes effectiveness of tourism promotion Gedong Songo highest is encouraging tourists immediately make repeat visit (3.46 = effective), followed encouraging tourists give recommendation to others to visit (3.25 = quite effective), encouraging tourists always make repeat visits (3.15 = quite effective), attractiveness of the design of the delivery information (3,12 = quite effective) , ease of understanding the information (3.07 = quite effective) and the latter ease of access to information (2.91 = quite effective). Achievement level of effectiveness of the promotion can be categorized effectively enough. This is an opportunity for tourism managers Gedong Songo to improve the effectiveness of the promotion. Increasing the effectiveness of the promotion is expected to be able to build loyalty tourists.

**Tourists' Loyalty**

Loyalty of tourists reflected a positive attitude, awareness and consistency tourists to always visit tourist object although there are competitors offering quality tourism attractions that are superior. Tourists loyalty measurement using a Likert scale scale 5. Interpretation tourists loyalty in the following way:

The average score	Interpretation
1.00 to 1.79	was not loyal
1.80 to 2.59	disloyal
2.60 to 3.39	quite loyal
3.40 to 4.19	loyal
4.20 to 5	very loyal

Tourists loyalty measurement results are presented in Table 3.

Table 3: Tourist Loyalty

Code	Tourists loyalty Attributes	$\bar{X}$	Interpretation
L 1	The interest of tourists to repeat visit	3,36	loyal
L 2	Interest tourists will visit when there is a new tourist object	3,04	quite loyal
L 3	Interest tourists will visit when there is an increase in the price of the tourist object	2,53	disloyal
L 4	Willingness to recommend a to a friend	2,85	quite loyal
$\bar{X} =$		2,95	quite loyal

Source: Primary data were processed

Tourists loyalty measurement results illustrate that the overall loyalty tourist object GedongSongo can be categorized quite loyal (score = 2.95). Attributes highest loyalty is interest of tourists to repeat visit (3.36 = loyal), interest tourists will visit when there is a new tourist object (3.04 = quite loyal), willingness to recommend a to a friend (2.85 = quite loyal), and the lowest Interest tourists

will visit when there is an increase in the price of the tourist object (2,53 = not loyal). Loyalty tourists could be categorized at this level are loyal enough, this is an opportunity for tourism managers GedongSongo to increase loyalty.

**Influence Quality Tourist Object and Effectiveness of Promotion toward Tourists Loyalty**

Understanding of the relationship between tourists loyalty with the variables that affect the tourist loyalty is very important information for the development of tourist object and its marketing strategy. The variables that predicted influence on tourist loyalty according to the formulation of the problem are quality tourist objects and variables effectiveness of promotional variables. The results of the regression equation as follow

Formula 2

$$L = 0.752 + 0.412 Q + 0.290 P$$

on significant level  $t=0.036$

$t=0.00$  and  $t=0.02$

Simultan Correlation coefficient and determinant

$$R = 0.535 \quad R^2 = 0,286$$

On significant level (F)

determination  $F=0.000$

Partial Correlation Coefficient  $rQ =$

0.35  $rP = 0.31$

on significant level  $t = 0.000$  and  $t=0.000$

L = Tourists Loyalty

Q = quality tourist object

P = effectiveness of promotion

In the regression equation indicates that the tourism object quality coefficient of 0.412 with a t-test signifikasi level of 0.02. Effectiveness of Promotion coefficient is 0.290 with a significance level of 0.000 t test. Based on the results of t-test can be stated that individually good quality and the effectiveness of the promotion of the tourist

objects has positive influence on tourist loyalty

The results of the analysis of predictor variables simultaneously obtained value of  $R = 0.535$  significance level of 0.000. Based on the results of simultaneous F test can be stated that the quality tourist object and effectiveness of promotion simultaneously positive influence on tourists loyalty. Value of the determinant  $R^2 = 0.286$  informed that the quality tourism object and effectiveness of the promotion of contributed 28.6% in tourist loyalty.

Analysis strength of the relationship of quality tourist object and effectiveness of promotion toward tourist loyalty using partial correlation. Correlation coefficients quality tourism object for tourists loyalty ( $r = 0.35$ ) at the significance level of 0.000, can be interpreted that quality tourism object considerable influence on tourist loyalty. The correlation coefficient of the promotion of the tourist loyalty ( $r = 0.31$ ) at the significance level of 0.000, can be interpreted that the effectiveness of the promotion have a strong enough relationship with the tourist loyalty.

### CONCLUSION

Natural scenery Gedong Songo tourist object has been able to satisfy tourists, while other attributes have not been satisfactory tourists. Promotional activities that have been carried out tourism managers Gedong Songo quite effective. The information presented is able to encourage tourists to visit, but tourists still difficult to access information.

Quite loyal tourists visit to Gedong Songo tourist object but sensitive to price increases. The quality tourist object and effectiveness of promotion simultaneous positive effect on loyalty tourists

### RECOMENDATION

Loyalty tourists increased in an effort to increase the number of Gedong Songo tourist object by: 1) Increasing quality Gedong

Songo tourist object prioritized improvement of public facilities, organizing events scheduled arts and environmental conservation activities; 2) the effectiveness of the promotion of the Gedong Songo tourist objects especially online media promotion and social networking with the development of people's lifestyles.

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