



Tourist Attitudes Given the Quality of Promotion and Tourist Satisfaction in the Lontar Sewu Edutourism, Gresik Regency, Indonesia

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Abstract

The attitude of tourists can be shown by feeling happy, satisfied, and comfortable with what is enjoyed at the location of a tourist attraction. This will be demonstrated by behavior in the form of actions on the level of satisfaction, comfort, and pleasure obtained. This study aimed to determine the attitude of tourists in the Lontar Sewu ecotourism area, Hendrosari Village, Menganti, and Gresik Regency. The population is 50 tourists and tourism managers. Data collection techniques using interviews, questionnaires, and observations. Data analysis techniques using a Likert scale scoring. The results showed that the quality of the promotion obtained a score of 258 in the excellent category. Meanwhile, tourist satisfaction got a score of 309, or quite satisfied. With the quality of the advertising including good (score 3) and the joy of tourists being quite happy (2), the total score obtained is 5, then the attitude of tourists when they see the promotions being carried out and feel the situation in Lontar Sewu ecotourism is included in the category of quite happy (score 2).

Keywords: *tourist attitude, promotion quality, tourist satisfaction*

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INTRODUCTION

The government has targeted 224 villages to be developed into developed-independent towns and certified sustainable tourism villages by the RPJMN from 2020 to 2024. The development and management of tourist villages need to be supported by solid institutional management, which is independent and involves many village leaders and local communities. This is intended so that the community grows a sense of belonging to the development of tourism in their village as both managers and beneficiaries (Mutaqin, A.Z., 2017).

Sarifudin. M., Sarifah, S.N, and Jalungono, G. (2019) explained that with the existence of tourist villages, the economy of the population around tourist attractions has increased, arts and culture remain sustainable, and increased mastery of foreign languages for high school graduates, as well as increased mastery of technology in society. In addition, the environment in the tourist village area will be well maintained if all parties, such as the community, managers, and tourists, can keep it.

Darmawan, D. and Fadjarajani, S. (2016) in their research have concluded that: 1) There is a positive relationship between knowledge about environmental conservation and their behavior in maintaining environmental cleanliness, 2) There is a positive relationship between attitudes in environmental preservation and their behavior in environmental protection. Maintain environmental cleanliness, and 3) There is a positive relationship between knowledge and attitudes in environmental conservation with behavior in environmental conservation.

Yanma, T.A., and Zaenuri, M. (2021) explain that potential is crucial in developing a tourist village. Seven main requirements are determined to build a tourist village. Namely, there is a management structure, a minimum number of tourist visits 3 (three) times a week; attractions are displayed, food for sale, souvenirs, meeting rooms, and parking spaces.

Edutourism Lontar Sewu is a tourist attraction developed in collaboration with Hendrosari village with the village ministry, the pilot program for incubation of local economic development village innovation (PIID-PEL) in 2019. This tourist attraction is located in Hendrosari village, Menganti, Gresik Regency, with an area of 192Ha, and opened in February 2020 by the town's minister, underdeveloped development, and transmigration. Many visitors visit this tourist

attraction because it offers beautiful natural phenomena, is close to the city, and has relatively cheap ticket prices. In addition, Lontar Sewu tourism is relatively new, with many tourist attractions, especially for children's games.

According to the results of the recapitulation of visitation data, the average number of visitors on weekends reaches 3000 people, while the average number of visitors on weekdays is 300. This number of visitors includes quite a lot with an uneven distribution in each attraction. The children's play area is the most crowded and crowded with visitors compared to other areas, such as reservoirs, flying foxes, and lontar selfie spots.

A different concentration of visitors at each attraction will affect the attitude of tourists. Attitude is a tendency to respond in a unique way to environmental stimuli. The attitude of tourists can be shown by feeling happy, satisfied, and comfortable with tourist behavior in the form of actions on the level of satisfaction, comfort, and pleasure they get.

Allport (in Murniati, 2012) explains that attitudes have three components: 1) Beliefs, ideas, and concepts towards an object. 2) Emotional life or evaluation of an object. 3) Tendency to act. These three components together form a complete attitude. The levels of philosophy are: 1) Accepting, 2) Responding, 3) Appreciating, and 4) Responsible.

Developing a promotion plan is one of the efforts to market a tourist attraction into a tourist destination for tourists. Promotion is an activity to increase sales, and specific steps are needed to achieve success. These steps include: 1). Selecting tourists, 2). Determine goals, 3). Develop a suitable message, 4). Choose the style and form of promotion; 5). Determine the cost budget, and 6). Assess the promotional activities carried out.

Social media promotion is an effective business promotion tool because anyone can access it, so the promotion network becomes wider. Social media has become an indispensable part of marketing for many companies and is one of the best ways to reach customers and clients (Setiyorini et al., 2018). According to Arhisontha (2012), social media, both Facebook, YouTube, and Instagram, influence the interest of returning tourists. Amalia & Sunarti (2019) stated that social media significantly affected the interest of visiting tourists. Especially

during a pandemic, the use of online media is essential for tourism promotion. (Lidya et al., 2020)

Various media can be used for tourism promotion, print and electronic media, public relations activities, and regional, national, or international tourism events. Ways that can be done for tourism promotion can be different strategies and forms depending on the tourist market segment being targeted. The media serves to persuade, provide information, remind, add value, and assist potential tourists about the condition of tourist objects. Therefore, one way to keep the promotion on a fixed path and then evaluate measures at each step needs to be carried out.

The application of sustainable marketing is one of the determining factors in developing the tourism image of a tourist destination. Awareness of the importance of sustainable tourism development has changed the marketing pattern in the tourism industry to become more responsible. Sustainable marketing must be able to accommodate demands for the preservation of the natural, social, and cultural environment, be able to place local communities as actors and beneficiaries in marketing activities and be able to meet market demands in the form of fulfilling and protecting the rights of tourists (Sunaryo, B., 2013).

Meanwhile, tourist satisfaction can be determined by the tour manager. Managers must realize that tourist satisfaction is essential to a tourism development commitment. Quality service support is a factor in the strength of tourism services to survive. According to Kotler and Keller (in Galang, 2019), service is an action offered by one party to another. Customers' demands cause the manager to try as much as possible to provide the best service for consumers. The quality of service at a tourist attraction can be known by understanding the customer's perception of the service received.

Based on the background of the abovementioned problems, this study aimed to determine tourist attitudes, promotion quality, and satisfaction in the Lontar Sewu ecotourism area, Hendrosari Village, Menganti Gresik Regency.

METHODS

The research location is around the Lontar Sewu Edutourism object in Hendrosari Village, Menganti, Gresik Regency. The research was conducted in and around tourist sites, especially the surrounding community. The population in this study are tourists and tourism managers. The sample of tourists was taken from as many as 50 at random at tourist sites during their visit, while the sample manager was the head of the manager or his representative.

Data is obtained through interviews, questionnaires, surveys, and documentation. Interviews with the help of questionnaires to tourists were conducted to obtain data on tourist attitudes about the quality of promotions carried out by tourism managers and tourist satisfaction after visiting Lontar Sewu ecotourism.

Data analysis was carried out descriptively using scoring. Each promotion quality, tourist satisfaction, and tourist attitude can be identified in the following way: the attitude of visiting tourists is used by scoring from the variables of promotional quality and tourist satisfaction in visiting. A score of 1 for poor promotional quality, 2 for moderate quality, and 3 for good quality, while for tourist satisfaction, a score of 1 for dissatisfied, 2 for less satisfied, and 3 for satisfied. From the combined score of the two variables, it can be obtained that the category is not happy with a score of 2, quite happy with a score of 3-5, and happy with a score of 6.

RESULTS AND DISCUSSION

Attitudes are feelings, beliefs, and behavioral tendencies that are relatively permanent, an individual's positive-negative-ambivalent evaluation of certain objects, events, people, or ideas. Attitude elements include cognition, affection, and a tendency to act. Attitudes show judgments, feelings, and actions toward an object. In this case, tourists' attitude is the opinion of tourists about the quality of promotions carried out by the manager of Lontar Sewu ecotourism and tourist satisfaction with what tourists enjoy while in the Lontar Sewu ecotourism area.

Promotion Quality

Promotion is an attempt to disseminate or offer a product or service to attract potential consumers to buy it. Promotions carried out by tourism managers are intended to inform the public of existing attractions so that people are interested in visiting them. The quality of the information conveyed is assessed by tourists who already know the existence of Lontar Sewu ecotourism through promotional media they have seen. Managers use electronic promotional media, namely websites and social media such as Instagram, YouTube, and Facebook. While the print media used were brochures, posters, billboards, pamphlets, and stickers. Both types of media aim to expand their market reach. Here are some examples of promotional media through electronic media such as YouTube, Instagram, and Facebook.

Figure 1.

Some Examples of Promotional



Source: channels from youtube

Promotion through youtube was carried out by many parties about a year ago, precisely after the inauguration of eduwisata. However, in reality, there are many more channels that promote the Lontar Sewu edutourism attraction. There are more than ten channels that provide information related to the existence of Lontar Sewu edutourism. Most people are more interested in finding information through YouTube because the content is more interesting than other social media.

Some examples of channels related to Lontar Sewu edutourism attractions look like in Figure 1.

Figure 2.

Some Examples of Promotional



Source: media from Instagram

Meanwhile, the manager specially made the promotion through Instagram or Ig under the name Edutourism Lontar Sewu. The manager tries to update information related to activities that will take place at the Lontar Sewu edutourism attraction. For example, during the birthday of a tourist attraction, the program for one month in the month of Ramadan starts from opening time until the evening with various activities such as *ngabuburit*, breaking fast, and others. Promotion through Instagram also has quite a lot of devotees because of the convenience and interesting content it has. Research by Trihayuningtyas et al. (2019) states that promotions via Instagram can increase the number of visits even though fellow Instagram users also sometimes influence each other (Lund et.al., 2018). Some examples of activities can be seen in Figure 2.

Figure 3.
Some Examples of Promotional



Source: media through Facebook

Facebook promotion media is an electronic media with the least demand compared to Instagram and YouTube. This is because the manager of the tourist attraction does not provide much exciting and up-to-date information related to the activities contained in Lontar Sewu edutourism. So that, it can be said the public, in general, and tourists in particular prefer YouTube and Instagram, which are relatively more attractive. The results of Fahlevi's research, (2018) state that the promotion strategy carried out by the Bontang district tourism office through social media Facebook, Whatsapp Messenger, Instagram, and private TV outside and within the city can increase the number of visits. Meanwhile, research from Akbar, et al (2022) states that creating a website can increase tourism promotion.

The results of interviews with 50 tourists showed that the opinion of tourists about the information conveyed by electronic media, 32 tourists said it was interesting, 16 tourists said it was less attractive, and two tourists said it was not enjoyable. Information with print media was declared interesting by 24 tourists and less attractive by 26 tourists. With a weight of 1 being unattractive, a consequence of 2 being ugly, and an importance of 3 being beautiful, the total promotional quality score is 258. With this total score, the quality of the promotion carried out by Lontar Sewu edutourism is good.

Although the quality of promotion at this tourist attraction is good, tourists who visit are actually not affected by the quality of advertisements from both electronic and print media. This is because the majority of tourists who visit come from the local area, which is not far from the Lontar Sewu edutourism area. In addition, the decision of tourists to visit for reasons close to home, with information obtained by word of mouth (people who have seen). The range of

promotions carried out by tourism managers has not been successful because there are no tourists who come from outside the Gresik regency. Indeed, increasing visits takes time, but the types of promotional media (youtube and Ig) that have been created can have a positive effect on the number of tourists (Indharti, et al., 2020). As stated by Nunkoo, et al. (2020), promotional messages have a broad reach. The results of research conducted by Permana (2021), that the products developed can be used for the promotion of their tourist villages.

Promotion is carried out continuously while developing tourism so that the market reach is more comprehensive. According to tourists, the information provided is still incomplete, which has an impact on the number of tourist visits so that they are motivated to be interested in visiting. According to Jayadi, K.E., et al. (2017), tourists are encouraged to visit tourist objects because of the beautiful scenery, which is the main attraction. Furthermore, it is said by (Ramadhan, 2016; Carlin & Nilan Karmilasari, 2012; Amalia & Sunarti, 2019, Abdullah, et al., 2019) that social media promotion has an influence on decisions to revisit.

The effectiveness of promotion in the marketing of tourism products is influenced by the presence of inhibiting and supporting factors. Edutourism Lontar Sewu has supporting factors, namely government support and easy accessibility to the location of tourist objects, so that it will potentially be able to bring in large numbers of tourists in the future. Government support is an essential factor in supporting tourism development through moral and financial support, especially in locations that are easily accessible by tourists. Manafe, J D, et al (2016) explain government support, and accessibility is the main supporting factors in attracting tourists in addition to technical support and collaboration with other parties.

According to Oktaviani (2019), the use of social media is very effective in attracting tourists. Meanwhile, according to the research results of Kusuma & Sugandi (2019), communication via Instagram and the use of public figures are effective in attracting tourists. Thus, the media can significantly influence a person's attitudes and perceptions. (Dubois, 2020). Meanwhile, Kowalczyk (2021), states that there are media promotional effects that usually contain cognitive, affective, or behavioral aspects.

Tourist Satisfaction

Tourist satisfaction that is felt in Lontar Sewu edutourism is measured through the attractions seen, services, and the situation felt at the time in the Lontar Sewu edutourism tourism area. Respondent's statements about the interests they enjoyed 20 respondents said they were satisfied, 22 respondents said they were not happy, and eight respondents said they were not happy. Regarding the service received from the manager, 18 stated they were happy, 22 stated they were not happy, and ten respondents said they were not satisfied. Regarding the situation in the edutourism area, 23 respondents said they were not satisfied, 15 respondents said they were not satisfied, and 12 respondents said they were satisfied.

With a score of 1 for a dissatisfied answer, a score of 2 for an unsatisfied answer, and a score of 3 for a satisfied answer, a classification of tourist satisfaction is made into three classes, namely dissatisfied with a score of 150 - 249, quite satisfied with a score of 250-349, and satisfied with a score of 350 - 450. Furthermore, a tourist satisfaction score can be calculated, which is 309. Thus, the satisfaction score of tourists visiting Lontar Sewu edutourism is quite satisfactory.

According to Kotler and Keller, consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance of the product thought to the expected performance. Satisfaction is a key factor for tourists to make repeat visits to tourist objects. The assessment of the satisfaction of visiting this tourist attraction is quite satisfactory due to the uneven distribution of attractions, for children's play arenas tend to be crowded and very crowded while other attractions are relatively quiet. The inequality of tourists in each attraction causes tourists to be willing to queue so that they give a fairly satisfied rating.

According to Galang (2019), customer satisfaction has a positive effect on the decision to visit the Kedung Ombo tourism object. Meanwhile, customer satisfaction is a consumer feeling in response to the goods or services that have been consumed. According to Prastiyanti (2019), to be able to increase visits by maximizing promotions on social media, collaborating with relevant agencies, communicating with district/city governments to send different participants in the

training, and coordinating and establishing harmonious relationships with the tourism agency.

The quality of service provides an impetus for visitors to establish strong ties with the manager. This strong bond allows the maintainer to understand visitors' expectations as well as their needs. Thus it can be stated that the number of tourist satisfaction increases, the decision to visit also increases. According to Philip Kotler (2000: 440) in Buchari Alma (2007:284), service quality is tangibles, reliability, responsiveness, assurance, and empathy.

Furthermore, to determine the attitude of tourists, the scores were added to promote quality and tourist satisfaction. However, to simplify the calculation, it is necessary to re-score with the provisions of a score of 1 for poor, a score of 2 for moderate, and a score of 3 good on the quality of the promotion while on tourist satisfaction, a score of 1 is given for dissatisfied, a score of 2 for moderately satisfied, and a score of 3 for satisfied. With the quality of the promotion including good (score 3) and tourist satisfaction being quite satisfied (2), the total score is 5, then the attitude of tourists when they see the promotions being carried out and feel the situation in Lontar Sewu edutourism is included in the category of being quite happy (score 2).

The satisfied attitude of tourists to what they have enjoyed is one of the driving forces for these tourists to visit. Tourists who visit the Lontar Sewu tourist area are generally somewhat satisfied with what has been enjoyed, which has an impact on the number of tourists who come is still lacking. This means that there is a relationship between existing attractions and tourist motivation, meaning that attractions are not so attractive that it will have an impact on the number of tourist visits. Prameswari, D.R., et al. (2018) explained that there was a relationship between motivation and self-satisfaction with the characteristics of a tourist village, thus recommending highlighting attractions, cultural uniqueness, and rural natural conditions to increase the number of tourists visiting.

Certain tourist attitudes will lead to certain behaviors, especially in finding, buying, using, and evaluating tourism products and services they see. The attitude of tourists who are rather happy with their visit to Lontar Sewu edutourism will have a fairly good impact on the products or services offered to tourists, and it is

possible that tourists will promote to others the products or services available in tourism so that other people decide to visit. The results of research by Pranata, N.I., Rahanatha, G.B., (2015) show that the highest factors that influence tourists' decisions to visit are promotion and service, followed by environmental and personal factors, psychological factors, price factors, product factors and reliability factors.

CONCLUSION

Based on the score about the information on the promotional media used and the satisfaction of tourists in enjoying the attractions, the attitude of tourists visiting the Lontar Sewu edutourism area is included in the rather happy category.

Then the involvement of local communities needs to be increased by displaying unique and interesting tourist attractions from local culture, and the tourism promotion content needs to be improved by increasing the information about Lontar and improving the quality and quantity of attractions.

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