

## The Influence Of Promotion And Quality Of Tourism Products On Tourist Satisfaction Mediated By Brand Image In Banyumulek Tourism Village, West Lombok District

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**Abstract** . The purpose of this study was to analyze and explain the effect of promotion and quality of tourism products on tourist satisfaction in mediating brand image in Banyumulek Village, Kediri District, West Lombok. This research is an inferential research emphasizing the analysis of numerical data processed using statistical methods, namely examining the factors that occur and the results of the research will describe the effect of promotion and the quality of tourism products on tourist satisfaction in mediating brand image in Banyumulek Village, Kediri District, West Lombok. The sample of this study took tourists who came to visit the Banyumulek Tourism Village took 100 tourists who came to visit the Banyumulek Tourism Village. The data collection technique used a questionnaire and the data was tested and analyzed using multiple linear regression with the SPSS version 20 program. Based on the results of research data analysis it can be concluded that: (1). Positive and significant influence of promotion on brand image (2). Positive and significant influence of the quality of tourism products on brand image. (3). Positive and significant influence of promotions on satisfaction (4). Positive and significant influence of the quality of Widsata products on satisfaction. (5). Positive and significant influence of brand image on tourist satisfaction. (6). the effect of promotion on tourist satisfaction is mediated by brand image. (7). There is no influence of the quality of tourism products on tourist satisfaction mediated by brand image in Banyumulek Tourism Village.

**Keywords:** Compensation, Organizational Culture, Work Motivation and Job Satisfaction

### INTRODUCTION

The development of tourism in Indonesia has recently entered a new order with the emergence of a tourist village-based tourism model. Tourism Villages emerged because of the desire to implement sustainable community development. With the existence of a tourist village, it is hoped that sustainable tourism development will be created without destroying the cultural values of the local community. This is in line with the opinion of (Beta and Indah, 2017) stating that society is one of the potentials that needs to be considered because society is the subject and object of the development of a region or region. On the other hand, tourists who visit a tourist destination are driven, among other things, by the desire to get to know, know or study the area and culture of local people. While in a tourist destination, tourists will definitely interact with the local community, not only with those who directly serve tourists' needs but also with the wider community.

A tourist village is a village that lives independently with its potential and can precisely sell its various attractions as tourist attractions without involving investors. This is in line with empirical findings (Yolanda, 2017) that tourist attractions are a form of activities and facilities

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related to the interests of tourists or visitors interested in coming to a particular area or place. Encouraging tourists to visit a tourist spot in accordance with the wishes that attract the visitors themselves. This proves that attractiveness is indeed the most important element that must be considered to bring out the potential of tourist attractions." On the other hand, empirical findings (Aprilia, et al., 2017) state that tourist visits cannot be separated from the existence of tourist attractions that attract tourists, that tourist attractions are the main factor for tourists visiting a tourist attraction because it not only has panoramic views.

Based on this, the development of tourist villages is a realization of the regional autonomy law (UU No.22/99), so each district needs to program the development of tourist villages in order to increase regional income and explore village potential. The existence of tourist villages in the journey of tourism development in the country is so important that tourist villages are able to color a more dynamic variety of destinations in a tourism area, so that tourism is not always trapped in the mass tourism development trend. In the context of tourism, the development of tourist villages is an inseparable part of the ups and downs of tourism development. Through tourist villages, tourism proves its support for the spirit of tourism as an absorber of rural labor, as a generator of regional economic growth, and as a tool for alleviating poverty. In developing a tourist village, it is necessary to hold promotional activities to attract tourists. This is in line with the opinion of (Warnadi and Aristriyono, 2019) that promotion is a marketing activity that seeks to disseminate information, influence/persuade, and/or remind the target market of the company and its products so that they are willing to accept, buy, and be loyal to the products offered by the company. concerned.

The existing phenomenon of developing tourist villages continues to be a trend in Lombok. Village tourism is a type of business carried out by many villages in the West Lombok region, especially villages that have beautiful or rare natural potential. The enthusiasm for building a tourist village in Lombok is supported by Lombok's status as one of the super priority tourist destinations which is popular with local and foreign tourists. So, it is much easier for villages in this area to invite tourists to visit their area at any time.

Banyumulek is one of four tourist villages in West Lombok that receives assistance from the Ministry of Tourism and Creative Economy in the form of assistance for its development. Banyumulek Village is known as a very popular pottery producer and is visited by many tourists. As the largest pottery industry center on the island of Lombok, it is located in Kediri sub-district, West Lombok Regency, West Nusa Tenggara Province or about 14 km from the city of Mataram (capital city of West Nusa Tenggara). Banyumulek Village is called a pottery center because the majority of its residents work as pottery craftsmen and entrepreneurs.

Banyumulek Village has been the center of the pottery industry on Lombok Island since the 1990s. The skills of the people of Banyumulek Village in making pottery were initially learned by themselves and then taught from generation to generation. At first, the people of Banyumulek Village only made barrels or jugs or in Sasak language called "bongs", then they developed into making pottery for household utensils until now they have expanded to the need for decorations and souvenirs as souvenirs following the development of tourism in Lombok island. However, the Covid-19 pandemic has resulted in fewer tourists visiting Lombok, thus having an effect on the level of sales of pottery produced in Banyumulek Village. There is a need to increase promotion and quality of tourism products in increasing tourist visits mediated by the image of the tourist village that has been formed.

Banyumulek is not just pottery, but also tourism. Many objects in the form of pottery of artistic and artistic value, large and small, have attracted many buyers and enthusiasts. Among them are tourists who come from abroad (foreign countries) and within the country. On average, they buy Banyumulek pottery for home design purposes, both interior and exterior. Many are even used for souvenirs and collection purposes. This was a sign that they had visited Banyumulek for a shopping trip in West Lombok.

As a result of interviews conducted with the head of Banyumulek Village, the researcher explained the community's perception of visitors who come to the Banyumulek Tourism Village that the development of local community thinking is becoming increasingly rapid. Especially art shop owners, collectors and craftsmen who can play with prices. Especially buyers who come from abroad or foreign tourists. They definitely charge much higher than usual rates. This has resulted in problems, both price competition and economic inequality.

Unhealthy competition results in confusing prices for goods among art shops. There are even art shop owners who don't hesitate to give quite promising commissions to guides. This is what makes the image of Banyumulek village negative. The destination image of the Banyumulek tourist village has been established for a long time. The image in question is that the tourist village of Banyumulek is known as one of the best pottery producers in the world.

Quoted from the Journal of Responsible Tourism entitled "Training for Preparing Tour Packages for Banyumulek Tourism Village in 2022" to provide training to the community in compiling tour packages to increase tourist visits to the Banyumulek tourist village. Promotional activities have also not been implemented optimally in Banyumulek Village due to limited human resources. Thus, the existence of tourist attractions cannot encourage and increase the number of tourist visits because the tourist attractions they have have not been

promoted and packaged in tourist packages. These components still need to be recombined so that they become a complete tour package product.

## **LITERATURE**

According to (Firmansyah, 2019) promotion is a variety of company activities to communicate and introduce products to the target market. Promotion is a method carried out by companies which refers to techniques for communicating information about a product. (Alma, 2018) defines promotion as communication that informs potential customers about the existence of a product, and convinces them that the product has satisfying capabilities.

The quality of tourism products is the overall service received and felt or enjoyed by tourists from the start from their place of origin to the tourist destination they have chosen and back to their original place of origin. According to (Muljadi, 2012) in (Nurrohman, 2018), there are 3 main components of a tourism product and are described as follows. Tourist Attractions, Amenities/Facilities, and Accessibility.

Products in the tourism industry are products that are called line products in the sense that their use is carried out at the same time (Yoeti, 2013). Tourism products are all facilities or services in tangible or intangible form provided to tourists which are obtained and felt or enjoyed so that a series of trips can provide a good experience for tourists from the time they leave their place of residence to the chosen tourist destination area until they return to their place of origin ( Muljadi, 2009; Octaviany, 2016).

According to (Kotler and Keller, 2018), satisfaction is a person's feeling of joy or disappointment that arises from comparing the product's perceived performance (or results) against their expectations. If performance fails to meet expectations, customers will be dissatisfied. If performance meets expectations, customers will be satisfied. Apart from that, if performance exceeds expectations, customers will be very satisfied or happy. Meanwhile, according to (Tjiptono, 2017), customer satisfaction is a basic element in modern marketing thinking and practice. Based on the theory above, it can be concluded that customer satisfaction is a customer response in the form of feelings or assessments regarding product use where their expectations and needs are met.

According to (Nurhayati, et al, 2019) that destination image is the belief that tourists have regarding the products or services that tourists have bought or will buy. Destination image is not always formed from experience or facts, but can be formed so that it becomes a strong motivational or driving factor for tourists to travel to a tourism destination. Then according to (Muslih, et al., 2019) that destination image consists of 9 (nine) dimensions, namely: (1) travel

environment, (2) natural attractions, (3) entertainment and events, (4) historical attractions, (5) travel infrastructure, accessibility, (6) relaxation, (7) outdoor activities, (8) price, and (9) value. Meanwhile, according to (Fatimah, 2019) there are 3 (three) dimensions of destination image, namely Cognitive destination image, Unique image and Affective destination image.

## METHOD

This research design includes a quantitative research design with a descriptive approach, because there are variables whose relationships will be studied and the aim is to present an overview of the relationship between the variables studied, namely the influence of promotion and quality of tourism products on tourist satisfaction mediated by brand image. According to (Sugiyono, 2017) states that quantitative research methods can be defined as research methods that are based on the philosophy of positivism and have the aim of testing previously established hypotheses. This method is used to conduct research on a certain population or sample. In general, random sampling techniques, data collection using research instruments and data analysis are quantitative or statistical in nature. This method is called a quantitative method because the research data is in the form of numbers and analysis uses statistics.

## RESULTS AND DISCUSSION

Banyumulek Village has been the center of the pottery industry on Lombok Island since the 1990s. The pottery works produced by Banyumulek Village are very varied, including flower vases, barrels, piggy banks, lampshades, wall decorations, and so on. There is also a typical product from this village, namely Kendil Maling. Banyumulek is a tourist village located on Lombok Island, precisely in Kediri District. Travel access that can be reached is 14 km from Mataram City by vehicle. We can make the village a holiday alternative with a different atmosphere. There are many tourist attractions that we can visit in this place. The grouping of 100 respondents based on gender can be seen in the following table:

**Table 1** : Respondent Identity Based on Gender

<i>No.</i>	<i>Gender</i>	<i>Frequency</i>	<i>Percentage</i>
1	Male	53	53,0%
2	Female	47	47,0%
	<b>Total</b>	<b>100</b>	<b>100%</b>

Source: Processed Primary Data, 2023

Based on table 4.1, it can be seen that the number of male respondents was 53 respondents (53.0%) while the number of female respondents was 47 respondents (47.0%). The grouping of 100 respondents based on age groups can be seen in the following table:

**Table 2** : Respondent Identity Based on Age

No	Age	Frequency	Percentage
1	17-20 Years	15	15,0%
2	21-30 Years	61	61,0%
3	31-40 Years	24	24,0%
<b>Total</b>		<b>100</b>	<b>100%</b>

Source: Processed Primary Data, 2023

Based on the table above, it can be seen that the majority of respondents were between the ages of 17-20 years, namely 15 respondents (15.0%), 61 respondents aged 21-30 years (61.0%) and 24 respondents aged 31-40 years. respondents (24.0%). The grouping of 100 respondents based on tourist profession can be seen in the following table:

**Table 3** : Respondent Identity Based on Occupation

No	Job	Frequency	Percentage
1	Civil Servant	20	20,0%
2	Entrepreneur	23	23,0%
3	Colleger	56	56,0%
4	Students	1	1,0%
<b>Total</b>		<b>100</b>	<b>100%</b>

Source: Processed Primary Data, 2023

Based on the table above, it explains that the majority of respondents based on work profession are tourists who work as students as many as 56 respondents (56.0%), while for the entrepreneurial work profession there are 23 respondents (23.0%), and for the profession as civil servants there are 20 respondents (20 .0%) and for students there was 1 respondent (1.0%).

The calculation results show that there is a positive and significant influence of promotion on brand image. This is supported by a promotion coefficient of 0.152 with a significance level of  $0.038 < 0.05$ , this means that there is a positive and significant influence of promotion on brand image. This means that the first hypothesis is accepted. Thus, the better the promotion through advertising, sales promotion, personal sales, public relations and direct sales, the brand image of the Banyumulek tourist village will improve.

The calculation results show that there is a positive and significant influence of tourism product quality on brand image. This is supported by a regression coefficient for tourism product quality of 0.460 with a significance level of  $0.019 < 0.05$ , this means that there is a positive and significant influence of tourism product quality on brand image. This means the second hypothesis is accepted. Thus, the better the quality of tourism products in a tourist village in the form of attractions, information, public facilities, human resources, services, cleanliness and accessibility, the brand image of the tourist village will improve.

The calculation results show that there is a positive and significant influence of promotion on tourist satisfaction. This is supported by a promotion regression coefficient of

0.332 with a significance level of  $0.008 < 0.05$ , this means that there is a positive and significant influence of promotion on tourist satisfaction. This means that the third hypothesis is accepted. Thus, the better the promotion through advertising, sales promotion, public relations, sales personnel and direct marketing, the greater the tourist satisfaction.

The calculation results show that there is a positive and significant influence on the quality of green hotel visit intention tourism products. This is supported by a regression coefficient for tourism product quality of 0.202 with a significance level of  $0.018 < 0.05$ , this means that there is a positive and significant influence of tourism product quality on tourist satisfaction. This means that the fourth hypothesis is accepted. Thus, the better the quality of tourism products implemented by the tourist village through attractions, information, public facilities, human resources, services, cleanliness and accessibility, the greater the satisfaction of tourists visiting the tourist village.

The calculation results show that there is a positive and significant influence of brand image on tourist satisfaction intention. This is supported by a brand image regression coefficient of 0.283 with a significance level of  $0.023 < 0.05$ , this means that there is a positive and significant influence of brand image on tourist satisfaction. This means that the fifth hypothesis is accepted. Thus, the better the brand image of a tourist village through brand identity, brand personality, brand association, brand attitude & behavior and brand benefits & competence, the greater the satisfaction of tourists visiting the tourist village.

The research results show that there is no effect of promotion on tourist satisfaction mediated by brand image. This is confirmed by path analysis calculations which show that the indirect calculation value (0.043) < the direct calculation value (0.332). This means that the sixth hypothesis is rejected and it can be stated that there is no influence of promotion on tourist satisfaction mediated by brand image or brand image does not mediate the influence of promotion on tourist satisfaction in the Banyumulek tourist village.

The research results show that there is no influence of tourism product quality on tourist satisfaction. This is confirmed by path analysis calculations which show that the indirect calculation value (0.130) < the direct calculation value (0.202). This means that the seventh hypothesis is rejected and it can be stated that there is no influence of tourist product quality on tourist satisfaction mediated by brand image or brand image does not mediate the influence of tourist product quality on tourist satisfaction in the Banyumulek tourist village.

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