

ANTECEDENTS OF TRAVELLER IDENTIFICATION AND SATISFACTION AS A CONSEQUENCE OF TRAVELLER DECISIONS

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Abstract:

Background: This research is motivated by the North Luwu Regional Government's concerns that in order to increase and attract visitor interest in the Rinding Allo Tourism Village, Rongkong District, North Luwu Regency, tourist attraction managers must develop the potential of tourist attractions and maximize promotional activities for tourism potential to consumers, so as to foster desire. make visits with the hope of creating tourist satisfaction.

Purpose: This research aims to see the extent of the influence of tourist attractions and promotions on tourist satisfaction through tourists' visiting decisions.

Methodology: This research is quantitative research with an associative approach with data collection instruments using questionnaires. The sample consisted of 100 respondents, with using the margin of error (MOE) formula. The data that has been collected will be subjected to verification and descriptive analysis with statistical tool SmartPLS.

Finding: The research results show that the attractiveness of tourist attractions and promotions has a positive and significant effect on the decision to visit. The decision to visit has a positive and significant effect on tourist satisfaction. The attractiveness of tourist attractions and promotions has a positive and significant effect on tourist satisfaction. The attractiveness of tourist attractions and promotions has a positive and significant effect on tourist satisfaction through the decision to visit.

Conclusion: Increasing infrastructure and supporting facilities can increase tourism potential and wider use of promotional media such as social media promotions can increase the reach of promotions carried out.

Originality/Value (State of The Art): Research on the Rinding Allo Tourism Village is the first research conducted using tourist attraction and promotion variables to highlight local wisdom and regional culture in attracting tourists and increasing tourist satisfaction.

Keywords: attraction, tourist attractions, promotion, tourist visiting decisions, tourist satisfaction

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INTRODUCTION

Tourism is an important economic sector in Indonesia. The tourism industry is one of the largest creative industry sectors and is the service sector with the fastest growth rate in the world today. A tourist attraction is a service product offered by a company/agency at a tourist attraction with the hope that consumers will come to visit and enjoy the tourist attraction on offer (Zaitul et al. 2022).

Rinding Allo Tourism Village in North Luwu Regency has become one of the tourist destinations that attracts the attention of local and foreign tourists. The uniqueness of the tourist attractions offered, such as natural beauty, local culture, and relatively easy accessibility, are the main strengths of this tourist village. However, along with increasing competition in the tourism sector, the challenge of maintaining and increasing the level of visits and tourist satisfaction is increasingly apparent. In this case, tourist attractions and promotions play an important role in shaping visiting decisions and, ultimately, tourist satisfaction.

This study was motivated by the uncertainty regarding the extent to which tourist attractions and promotions influence tourists' visiting decisions, which in turn have an impact on their level of satisfaction. Effective promotion can be a strategic tool to educate potential tourists about the potential and attractions of Rinding Allo Tourism Village, but it is necessary to understand whether the promotion really influences tourists' decisions to visit, and whether the tourist attractions offered are able to meet their expectations and increase their satisfaction.

Tourist attractions and promotions play an important role in influencing visiting decisions and tourist satisfaction. A tourist destination should have its own attraction that can make visitors want to visit it. Tourist attractions play a very important role in bringing visitors to a tourist destination, whatever the type of destination. A visitor wants to visit a destination because he wants to see something at the destination in question. Thus, it can be said that the presence of tourist attractions can influence the intention to visit a destination (Gumay & Siahaan, 2022).

According to Štreimikienė et al. (2021) promotion social media is many choose way to promote tourism. Promotion via social media and digital platforms has

a wide reach and can attract the attention of many potential tourists. Interesting content, such as photos and videos of tourist destinations, can increase interest in visiting. Holding tourism events or exhibitions can attract direct interest from potential tourists. Participation in international events can also introduce tourist destinations to the global market.

For example, research by Kong et al. (2022) revealed that natural tourist attractions play an important role in increasing interest in visiting, but weak promotion is often an obstacle to increasing the number of tourists. On the other hand, research by Armal et al. (2023) highlighted that digital promotion strategies can significantly influence tourist decisions in choosing tourist destinations, especially among the younger generation.

However, this study places itself in a more specific context, namely examining how tourist attractions and promotions in Rinding Allo Tourism Village interact to shape visiting decisions that ultimately affect tourist satisfaction. This study also tries to reveal the role of visiting decisions as a mediating variable, which has not been discussed in depth in previous studies. Therefore, this study is expected to fill the theoretical gap by providing a more comprehensive understanding of the factors that holistically influence tourist satisfaction in rural tourist destinations.

As a tourist destination, Rinding Allo tourist village in North Luwu district needs to focus on providing tourist attractions that can attract tourists visit and increase tourist satisfaction (Kotler & Armstrong, 2023). Supporting facilities have been prepared such as meeting places, public bathrooms, prayer rooms close to the parking area, homestays, Instagrammable photo spots to attract tourist visits, etc. This is expected to increase the amount of tourist while still paying attention comfort while travelling.

In this case, prioritizing increasing customer satisfaction by implementing tourist attractions and increasing tourism promotion using various means, as well as increasing tourist visits by providing added value to tourist villages. Tourism must also prioritize how satisfied tourists feel, one of which is by making minimal improvements to facilities and support rather than just focusing on attraction and accessibility. If tourist expectations are met according to what is promoted, the image of the tourist attraction

will be good, thus creating a desire to return and will encourage other potential tourists to come because tourist satisfaction has been met (Dinitri & Diarestha, 2022).

Filling the gap in existing research is the aim of this research. The gap in knowledge and better understanding between tourist attraction, promotion, and visiting decision relationships in terms of customer satisfaction. It is hoped that research can provide a comprehensive understanding of tourist attractions and promotions on consumer satisfaction, as well as provide a practical contribution to tourism development in Rinding Allo Village.

METHODS

Research was conducted in Rinding Allo Village, Rongkong District, North Luwu Regency. The research was conducted between September 2023 and February 2024. Type and approach of research are descriptive-explanatory research with a quantitative and correlational.

The quantitative approach used aims to determine the influence of the variables Tourist Attraction (X1), Promotion (X2) on Tourist Satisfaction (Y) through Visiting Decisions (Z). The population in this study were visitors to the tourist attraction of Rinding Allo Tourism Village, Rongkong District, North Luwu Regency. It is hoped that this population determination will be able to represent a larger population, so that the results of this research can be generalized well.

The sampling in this research was purposive sampling which selected respondents based on the characteristics and criteria of consumers who visited the tourist attraction. As for determining the sample size using the formula from (Sugiyono, 2019) which suggests that for sampling where the population is large and the number is unknown, you can use the MoE formula so you get a sample size of 100 people.

Primary data collection uses observation, interviews and distributing questionnaires. Meanwhile, secondary data was collected through literature reviews related to research. Data collected used a Likert scale (Sugiyono, 2019).

The data analysis techniques used in the research consist of 2 types: descriptive and inferential statistical analysis. Descriptive statistical analysis is analysis aimed at the development or growth of a situation and only provides an overview of a particular situation by describing the characteristics of the research object.

Data analysis in this research uses the SmartPLS method. The use of SmartPLS as a statistical tool is based on several considerations, namely: ease of use on the type of data scale, more flexible data assumption requirements and the ability to provide measurements and calculations of the relationship between constructs and indicators (Ghozali, 2021).

This research hypothesis has seven hypotheses which are arranged based on variable relationships consisting of:

First: Suspected tourism attractions make a significant positive effect on the decision to visit. High attractiveness, such as unique nature, culture and adequate facilities, significantly increases tourists' interest and decision to visit a destination. Tourist attractions provide something promising for people when visiting tourist attractions (Biswas et al. 2020). Study Zhang et al. (2021) also found a positive relationship between tourist attractions and tourists' visiting decisions

Second: Suspected promotion makes positive and significant effect on the decision to visit. Effective promotion, supported by adequate facilities, can increase tourist satisfaction and visiting decisions. Effective promotion can also increase tourist awareness and interest, thereby having a positive impact on the number of visits to tourist destinations (Casaló & Romero, 2019). Previous research conducted by Luo et al. (2021) found a promotion and tourist visiting decisions have significant relationship.

Third: Suspected decision to visit makes positive and significant tourist satisfaction. The decision to visit is a key variable that influences the level of tourist satisfaction. Good visiting decisions, driven by effective promotions and attractive tourist attractions, will increase positive experiences and tourist satisfaction at tourist destinations (Weniger et al. 2023). Study Katrodia, (2021) also found a significant relationship between visiting decisions and tourist satisfaction.

Fourth: Suspected tourism attractions makes a

significant and positive effect on tourist satisfaction. Tourist attractions contribute to tourist satisfaction, this confirms the importance of attractions as the main factor in increasing visitor satisfaction. High tourist attraction tends to increase the level of visitor satisfaction, which in turn can increase their decision to revisit the destination (Nofritar, 2021). Other research findings also show that tourist attractions can increase tourist satisfaction. (Siagian & Mita, 2022).

Fifth: Suspected promotion make a significant positive effect on tourist satisfaction. Promotion is one of the important factors that influences tourist satisfaction. Good promotional efforts can increase tourist satisfaction. Effective and well-targeted promotions can increase tourist satisfaction. Good promotions are able to provide complete and interesting information, so that tourists have expectations that match the reality on the ground (Blom et al. 2021). In research Wowiling et al. (2019) also found a significant relationship between promotion and tourist satisfaction.

Sixth: Suspected tourism attractions make a significant positive effect on tourist satisfaction through the decision to visit. Increased visitor satisfaction as a result of the better and more attractive attractions that tourist destinations can provide can make visitors decide to make repeat visits (Saway et al. 2021). Other studies also found that when the decision to visit is placed as an intervening variable, it is able to provide a significant positive relationship between the attraction and satisfaction of visitors to tourist areas (Luo et al. 2021).

Seventh: Suspected promotion has a significant positive effect on tourist satisfaction through the decision to visit. Effective promotions not only increase the number of visits but also tourist satisfaction by ensuring

that the expectations formed by the promotion are met during the visit. Effective promotion encourages the decision to visit, which in turn increases tourist satisfaction through the experiences gained during the visit (Darwis & Surip, 2022). Nadirah et al. (2024) The research conducted also found Promotion and visitor satisfaction have a significant positive effect on each other, mediated by the decision to visit.

Based on the literature review and the relationship between research variables, we can explain the conceptual framework of research as a relationship between tourist attractions and visiting decisions as well as consumer satisfaction directly and indirectly through consumer visiting decisions. Promotion has a relationship between visiting decisions and tourist satisfaction directly and indirectly through tourists' visiting decisions. To be clearer about the relationship between research variables, we can look at the conceptual framework in Figure 1.

RESULTS

The analysis conducted to determine influence between variables in this study used variance-based Structural Equation Modeling (VB-SEM) analysis with the help of SmartPLS 3.0 software.

Direct Effect

Analysis of the influence of variables analyzed in this study is the capacity of tourist attraction (X1), promotion (X2), and visiting decision (Z) on tourist satisfaction (Y). Analysis is also used to test research hypotheses. The amount of influence of these variables is shown in the Table 1.

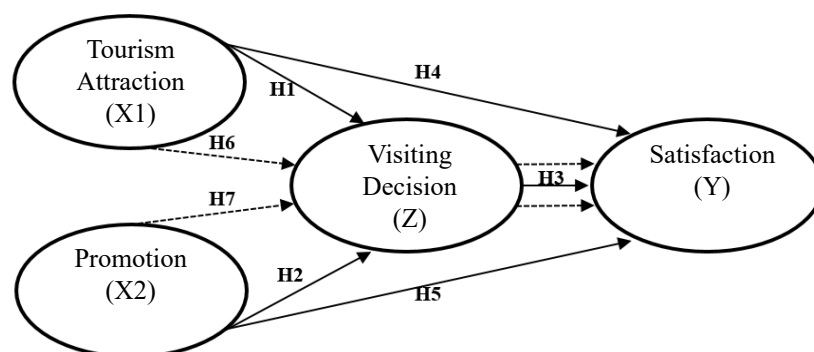


Figure 1. Conceptual framework

Table 1. Direct Effect

	T Stat	P Values	Results
Tourism Attraction (X1) → Satisfaction (Y)	4.912	0.000	Positive and Significant
Tourism Attraction (X1) → Visiting Decision (Z)	5.922	0.000	Positive and Significant
Visiting Decision (Z) → Satisfaction (Y)	5,871	0.001	Positive and Significant
Promotion (X2) → Satisfaction (Y)	4.360	0.002	Positive and Significant
Promotion (X2) → Visiting Decision (Z)	4,570	0.000	Positive and Significant

Following table 1 hypothesis can be test carried out:

The first hypothesis reads suspected attractiveness of tourist objects make a effect positive significant on visiting decisions. Statistical T analysis show and calculated t value = 5.922 > t table = 1.98 with a P value of 0.000 smaller than the Cut off Value of 0.05. This means that variable attraction of tourist objects make a significant positive effect on visiting decisions. Then the first hypothesis of this research is declared accepted.

The second hypothesis reads promotion allegedly make significant positive effect on visiting decisions. Statistical T analysis show a calculated t value = 4.570 > t table = 1.98 with a P value of 0.000 smaller than the Cut off Value of 0.05. This means promotion variables have a significant positive effect to visiting decisions. Then the second hypothesis of this research is declared accepted.

The third hypothesis suspected decision to visit make a significant positive effect to tourist satisfaction. Results show statistical T obtained a calculated t value = 5.871 > t table = 1.98 with a P value of 0.001 smaller than the Cut off Value of 0.05. This means visiting decisions has a significant positive effect on tourist satisfaction. Then third hypothesis of this research declared accepted.

The fourth hypothesis suspected that the attractiveness of tourist objects make a significant positive effect on tourist satisfaction. The results of statistical T analysis obtained a calculated t value = 4.912 > t table = 1.98 with a P value of 0.000 or smaller than the Cut off Value of 0.05. This means that the variable of attraction of tourist objects has a significant positive effect on tourist satisfaction. Then fourth hypothesis of this research is declared accepted.

The fifth hypothesis suspected that promotion make a significant positive effect on tourist satisfaction. Results of statistical T analysis show a calculated t value = 4.360 > t table = 1.98 with a P value of 0.000 or smaller than the Cut off Value of 0.05. Means data show that promotion variables have significant positive effect on tourist satisfaction. Then fifth hypothesis of this research is declared accepted.

Indirect Effect

The amount of indirect influence of variables X on Y through Z is presented in Table 2. The sixth and seventh hypothesis tests can be carried out as follows:

The sixth hypothesis is suspected that the attractiveness of tourist objects positive significant effect to tourist satisfaction through visiting decisions. Statistical T analysis data show calculated t value = 5.798 > t table = 1.98 with a P value of 0.003 smaller than the Cut off Value of 0.05. Variable of attraction of tourist make a positive significant effect to tourist satisfaction through visiting decisions. Then the sixth hypothesis is declared accepted.

The seventh hypothesis is that promotion make a positive significant effect to tourist satisfaction with visiting decisions as intervening. Statistical T analysis calculated t value = 4.532 > t table = 1.98 with a P value of 0.001 smaller than the Cut off Value of 0.05. Can be concluded from the research results promotional variables have a positive and significant effect on tourist satisfaction through visiting decisions. Then the seventh hypothesis is declared accepted.

Table 2. Indirect Effect

	T Stat	P Values	Results
Tourism Attraction (X1) →Visiting Decision (Z) →Traveller Satisfaction (Y)	5.798	0.003	Positive and Significant
Promotions (X1) →Visiting Decision (Z) →Traveller Satisfaction (Y)	4.532	0.001	Positive and Significant

The Influence of Tourism Attractions on Visiting Decisions

Tourist attractions have a significant positive influence on the decision to visit. The beauty, uniqueness and comfort felt by visitors can provide added value in influencing their decision to visit

Tourist attraction is one of the factors that motivates tourists to visit a tourist attraction. So that attractiveness has an important role in influencing tourist decisions in choosing attractions to visit. Tourist attractions that offer attractions that can provide satisfaction to visitors can increase visitors' decision making to make repeat visits. On the other hand, if the attractiveness of a tourist attraction is not able to satisfy visitors, it can reduce the decision to visit again.

Zhou et al. (2021) found motivation for visitors to make tourist visits attractiveness of tourist attractions. Furthermore, grouping tourist destinations into 5 attractions, namely: natural attractions; building architecture; managed visitor attractions; cultural attractions; and social tourism attractions. Three elements of tourist attractions, namely: things to see, such as natural beauty/uniqueness, historical buildings, local art/culture; Something to do, such as riding a canoe, trying traditional food, dancing with local dancers etc.; and Something to buy, to meet tourists' shopping needs.

Research by Corluka et al. (2021) is in line with the findings of this study which found that A tourist attraction that is able to satisfy what visitors want can be interpreted as being able to increase the decision to visit. Vice versa, reducing the decision to visit if the tourist attraction is not good and unable to satisfy visitors' desires.

The results of this study are in line with research by Biswas et al. (2020)it has been infrequently discovered the moderating effects of age on the links between attractions and accessibility as well as tourist satisfaction. Particularly, in the context of Bangladesh,

this sort of study has not ever been considered. Hence, this study fulfils the gap by examining the moderating role of age in the relationship of these constructs. The questionnaire survey was directed for gathering data from international tourists in the Hazrat Shahjalal International Airport in Bangladesh. The outcomes got from Structural Equation Modeling (SEM found that unique cultural and natural attractions significantly affect tourists decision to visit because they are able to fulfill their expectations to experience something different. Previous studies and research results concluded tourist attractions is able to increase tourists' visiting decisions.

The Influence of Promotion on Visiting Decisions

The results showed that promotion had a positive and significant effect on tourists' visiting decisions. Promotion is one of the factors that can influence consumers to make purchases or come to visit a tourist attraction. Promotion can be interpreted as an activity, activity or business in order to provide information and influence others to consume the products offered. Promotion is actually an element that is one of those needed in the development of a tourism product.

Promotion is a marketing effort that is media and non-media to stimulate trial and error from consumers, increase demand from consumers or improve the quality of a product. Promotion is very important because promotion not only functions as a communication tool between the company and consumers but can also be used to influence consumers in purchasing activities or using services that are in accordance with their wants or needs. Good promotion will be able to attract tourists to decide to visit.

Promotion is an element of the marketing mix that focuses on informing, persuading, and reminding consumers of the company's brand and products. Promotion is a very important activity and plays an active role in introducing and informing about a product or service to consumers to buy or use the services promoted (Sokolova & Li, 2021).

The results of this study are still in line with several previous researchers who examined the relationship between promotion and tourist visiting decisions which found a positive and significant relationship between promotion and tourist visiting decisions (Tong et al. 2022). Based on the results of previous research and studies, it can be stated that the right promotional strategy can increase tourists' visiting decisions.

The Influence of Visiting Decisions on Tourist Satisfaction

Research shows that there is a positive and significant relationship between visiting decisions and tourist satisfaction. The decision to visit is one of the stages in the purchase/visit decision process where consumers actually come to buy/visit the attraction. Clarified again the purchase/visit decision is a problem-solving approach carried out in human activities to buy goods or services in meeting wants and needs consisting of recognition of needs and wants, information search, evaluation of purchase alternatives, purchase decisions, and behavior after purchase (Lynch & Barnes, 2020).

Visiting decisions and satisfaction have a direct relationship. However, if you look back at the theory of decision-making stages, it is found that a destination or tourist attraction is chosen after going through a series of stages. Through a series of stages and considerations, several alternative choices are finalized. Visiting decisions made by tourists refer to predetermined final options. Various alternative choices of tourist destination locations must have their own advantages and disadvantages, so that when they become the final alternative, naturally all of these alternatives bring tourists to the relevant level of satisfaction.

Based on the results of the analysis, it was found that the decision to visit had a significant effect on tourist satisfaction. These results are still in line with previous research that found that the decision to choose a tourist attraction is essentially a "buying" decision, i.e. spending money to get satisfaction. That is, the satisfaction obtained by tourists will be directly influenced by the decision to visit. This becomes very basic, because the level of tourist satisfaction is determined by aspects of fulfilling the needs and fulfilling the desires of these tourists (Rosadi et al. 2023).

The results of this study are in line with previous research conducted by Dymenorrhea & Diarrhea, (2022) who found that tourists who decide to visit usually have a certain level of anticipation towards the destination. If the destination meets or exceeds these anticipations, this will create a positive experience and increase satisfaction. This proves that the decision to visit can directly affect how satisfied tourists are.

Influence Tourism Attraction to Tourist Satisfaction

Based on the research that has been done, it can be known that tourist attraction make a significant influence on tourist satisfaction. These results support previous founding (Al-Laymoun et al. 2020) who stated that tourist attraction is something unique and becomes the choice of tourists so that it can provide satisfaction with what tourists want. Satisfaction itself can basically be seen from feelings of pleasure or disappointment that come from the comparison between expectations for the results of a product. One of the tourism products is a tourist attraction that can be in the form of tourist objects or attractions.

Tourist attraction is one of the most important factors in generating tourist satisfaction. Tourist attraction is anything that triggers a person and/or group of people to visit a place because that something has a certain meaning. A tourist visiting a tourist spot works there is an attraction that brings tourists to data. This attraction can be in the form of beauty, uniqueness, historical value, cultural value, beauty, and so on. If the attraction perceived by tourists is in accordance with what tourists get during their visit, tourists will feel satisfied so that this tourist attraction affects tourist satisfaction.

This is supported by the theory put forward by Wang et al. (2021) which explains that one of the factors that determine tourist satisfaction in visiting tourist areas is tourist attraction where the results of the study also show that tourist attraction has a positive and significant influence on tourist satisfaction in visiting tourist areas. The results of this study are in line with research Mohamad et al. (2019) who found that strong tourist attractions, whether in terms of natural beauty, culture, or tourist facilities, have a direct influence on the level of tourist satisfaction. Tourists who are fascinated by the attractions of a destination tend to have a positive tourist experience, which in turn increases their overall satisfaction.

The Influence of Promotion on Tourist Satisfaction

Promotion has a positive and significant effect on tourist satisfaction, this means that the more intense the promotion, the higher the level of tourist satisfaction, otherwise the lack of promotion will reduce tourist satisfaction. Tourism promotion, which is an activity to convey information about tourist attractions in an area. The right and vigorous promotion will help tourists to know what things they can enjoy in an area, so they can make choices about the tourist destinations that best suit them. That is, tourism promotion helps tourists to build expectations of satisfaction, before actually making a visit to the promoted attraction (Risal et al. 2020).

Tourist satisfaction can be influenced by various factors, among others, namely the factor of providing information about attractions or tourism promotion, as well as service factors at tourist attractions. Tourism promotion, which is an activity to convey information about tourist attractions in an area (Sokolova & Li, 2021). The right and vigorous promotion will help tourists to know what things they can enjoy in an area, so they can make choices about the tourist destinations that best suit them. That is, tourism promotion helps tourists to build expectations of satisfaction, before actually making a visit to the promoted attraction.

Tourism promotion is an activity carried out by tour managers to disseminate tourist attractions to the wider community with the aim of attracting the attention of the tourist community to visit these attractions. In general, such travel promotions can be done through the types of advertising promotions, sales promotions, personal sales, and publicity. All types of promotions can be combined to attract tourists.

Effective promotional strategies, especially those that highlight the uniqueness and main attractions of tourist destinations. Tourists who are attracted to promotions that describe special features of the destination feel more satisfied because they experience things that are in accordance with the information provided in the promotion (Gebreel & Shuayb, 2022).

The Influence of Tourism Attraction on Tourist Satisfaction through Visiting Decisions

Attractiveness and effective promotion carried out by the attraction. Attraction is everything that generates experience and interest in tourism actors, either actively or passively, while promotion is how to notify and offer products or services owned by tourist attractions with the aim of attracting potential customers.

Tourist attraction is one of the variables that influences the decision to visit tourists. This means that the better the tourist attraction, the higher the decision to visit to return to the tourist destination. The decision to visit is not only influenced by the variable of tourist attraction but also influenced by the variable of tourist satisfaction. Tourist satisfaction is important for visitors because there is a difference between expectations and performance which means more or less the same as the wishes of these consumers.

This is in line with the opinion Kotler & Armstrong, (2023) that satisfaction is a feeling from consumers who express something by showing an expression of pleasure or disappointment in a product or service in order to bring up appropriate hopes and desires. The satisfaction felt by tourists is the feeling of satisfaction arising from tourists is the impact of visiting decisions and the attractiveness of tourist destinations. If tourist satisfaction is higher, the intention to visit again by tourists will be higher as well. This is supported by previous researchers Al-Laymoun et al. (2020) who stated that satisfaction has a positive and significant influence on visiting decisions. The emergence of satisfied feelings in tourists is caused by the tourist attraction and unique characteristics of these tourist attractions. Tourist attractions can be in the form of unique characteristics of tourist attractions, facilities and points of view. If the attraction of natural tourism has unique characteristics to visit, it directly creates a feeling of satisfaction by tourists because the destination does not exist anywhere else. Further research by Muchtar and Muhammad Aqsa, (2024) shows that the 7P marketing mix explains the unidirectional and meaningful influence on customer loyalty through customer satisfaction Tapandullu Beach Tourism.

The Influence of Promotion on Tourist Satisfaction through Visiting Decisions

There is a positive and significant influence of promotion variables on tourist satisfaction through visiting decisions. If the promotion increases it will increase visitor decisions, which in turn will affect the increase in visitor satisfaction.

Promotion is a form of communication designed to provide information about products or services, so that in the company products or services are very important in using promotional strategies. High promotion will increase satisfaction through visiting decisions. The decision to visit is a response to behavior shown by customers who compare performance with results (Muchtar and Muhammad Aqsa, 2024).

Promotion is the most important thing in marketing the services that tourist visitors want to offer, because a good promotion will bring visitors to be interested and decide to visit. After making a tourist visit, they will feel satisfaction or dissatisfaction with the attractions they visited.

The promotion of an attractive tourist destination can certainly cause a person to make decisions in visiting the tourist destinations offered. Promotions provide target markets with accurate and timely information to help them decide to visit a destination, community or business. The information is important and practical for potential visitors or existing customers to use and is also accurate (Sokolova & Li, 2021).

The research results are still in line with previous research conducted by Risal et al. (2020) who found that good promotional strategies increase tourists' desire to visit a particular tourist destination. When the decision to visit is influenced by attractive promotions, this can increase tourist satisfaction because they come with expectations that have been formed by strong and clear promotions.

Managerial Implications

The tourism sector is a promising sector for a region because this sector can spur the opinion of a region. Therefore, the central government through the Ministry of Tourism, Economy and Creative encourages regions in Indonesia that have tourism potential to be developed. Rinding Allo tourism village is a village located at an

altitude in Rongkong District, North Luwu Regency, South Sulawesi Province, which currently attracts a lot of attention for local tourists to visit because it has exotic natural beauty. The Regional Government in this case the Regent and related agencies are expected to promote riding allo village as a tourist village, this has received a positive response from the Village and District Governments so that the village is included in the tourist village area.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on the results of data analysis and discussions presented in the previous chapters, the following conclusions are drawn tourist attractions have a significant positive effect on tourists' visiting decisions, where the provision of adequate supporting facilities and infrastructure greatly influences tourists' visiting decisions. Intensive and massive promotion in promoting tourist attractions using various promotional media by providing information regarding tourist variations and discounts can help influence tourists' visiting decisions to Rinding Allo Village.

Recommendations

The North Luwu Regency Government is expected to make Rinding Allo Village a tourist village because it has exotic natural beauty, besides that it can increase people's economic income because the community makes houses as lodging and entertains guests with typical village food. The Village Government and District Government have agreed to make Rinding Allo Village located in Rongkong District, North Luwu Regency as a tourist destination. This village is able to contribute local original income to Development in North Luwu County. The large number of local tourists who come to visit encourages the village government to cooperate with Bumdes to prepare supporting facilities such as road infrastructure to tourist objects, lion houses for tourists who visit and regional specialties such as cucur, lemang and typical drinks such as coffee and sweet wine. The presence of the tourism village is expected to pay attention to all related elements such as district, sub-district and village governments in order to provide adequate services and conducive security so that tourists can enjoy the cool natural atmosphere until tourists return to their respective areas.

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