

Analysis Of The Influence Of Digital Marketing Technology And Facilities On Visitor Satisfaction Of Tamora Watterland Swimming Pool

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ABSTRACT

This study aims to partially and simultaneously analyze between Digital Marketing and facilities on the satisfaction of visitors to the Tamora Waterland swimming pool. Respondents used as many as 100 visitors with data collection through questionnaires that were distributed directly. This research method is quantitative and processed using Service Solution or abbreviated (SPSS) version 2 0 and Microsoft Excel. The result of the study is the use of digital marketing technology as a promotional medium is very influential on the satisfaction of swimming pool visitors. Likewise, the facilities provided by the pool manager also affect visitor satisfaction. Simultaneously, both variables affect the satisfaction of swimming pool visitors.



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INTRODUCTION

The swimming pool is not just a place for swimming, but the swimming pool is now used as a family tourist spot, both those who are proficient in swimming and those who are not proficient swimming. Spending time visiting swimming tourism is starting to be in demand by modern society today compared to visiting shopping centers. The management of this swimming tour also presents rides that pamper visitors, such as lazy rivers, water bombs, and supporting facilities such as prayer rooms that are comfortable for Muslims who pray, spacious and clean bathrooms, large parking areas, food courts, easy access to reach locations and others. Tamora Water land swimming pool is a swimming pool located in the Sunlake City Residence housing complex located on Bandar Labuhan Limau Manis Deli Serdang street. Tourism promotion of this place uses digital marketing technology through social media. By using technology on social media, this location looks very attractive. Interesting because the facilities presented are quite memorable ranging from rides to other supporting facilities. This will certainly provide expectationsof consumer satisfaction. When viewed economically, consumers make purchases to achieve satisfaction, so that achieving the highest level of customer satisfaction is

a big goal faced by every company. Measurement of customer satisfaction can estimate future purchase rates and purchase switching rates [1]. This study aims to see whether the influence of digital marketing technology through social media and the facilities provided by the management of this swimming pool affects consumer satisfaction, where satisfaction is the result of a match between what is felt and what tourists expect from their experience. One source of what consumers expect is to look at the promotion of information on tourist attractions. Then try it afterwards comparing what they see and hear on social media with what they feel after enjoying the service. If they feel appropriate or even more than their expectations, then of course this will provide satisfaction for consumers, but if on the contrary this will certainly make consumers do not want to use these services in the future. The impact of this research is expected that later the manager will pay more attention and further improve digital marketing technology in its promotion. The implication of this research is that although the digital marketing technology used is still around social media and accompanied by supporting facilities but enough to provide visitor satisfaction. This is a difference from previous studies that offer natural beauty as an attraction of tourist attractions, while this study offers the concept of family swimming with extensive rides for children as a giver of satisfaction to visitors. Digital Marketing, especially social media, plays a role in the satisfaction of tourist visitors which can be seen in research conducted by Annisa and Boniface where there were 100 respondents. The study found that Social Media has a significant influence on customer satisfaction of R Hotel Rancamaya [2]. Research conducted by Ni Wayan and friends that social media has a positive and significant influence on the satisfaction of Indonesian tourists to Bali. These results indicate that millennial tourist satisfaction in Bali is influenced by social media users [3]. In the results of the research hypothesis test conducted by the Chairman and friends, it is known that social media marketing has a significant influence on customer satisfaction in The Weappers, Medan [4]. However, the third research is different from Rianto Manurung's research which states that social media has no effect on the satisfaction of visitors to The Le Hu Garden [5].

If the facilities offered are in accordance with the wishes of the users, consumers will certainly provide satisfaction to visitors, this is supported by the results of research conducted by Haditya and Hilman obtained partial results of facility variables have a positive and significant effect on visitor satisfaction of kolam swimming Deli Serdang [6]. The results of research conducted by Dina and Hennidah showed that the asset quality of the Ciheuleut Swimming Pool Tourism Park facility was declared quite good and most expressed satisfaction. Tourist satisfaction is positively and significantly influenced by the quality of main facilities and supporting facilities [7].

The rapid development of digital technology causes the competitive strategy of tourism digital marketing also needs to be adjusted. The ease of tourists in obtaining tourism information is the most important factor to determine the number of tourists who come to a country [8]. Kottler suggests internet marketing has five major advantages for companies that use it. Small companies as well as large companies can use it, there are no real limits in advertising space when compared to print and broadcast media, access and search for information is very fast when compared to express mail or even fax, SI can be visited by anyone, anywhere in the world, anytime. Shopping can be done faster and alone [9]. Digital marketing has a very broad scope, where digital marketing combines psychological, humanist, anthropological, and technological factors through multimedia using large capacity and interactive. [10]. Digital Marketing has four digital dimensions, namely Interactive, Incentive, site design and cost. [11]. *Digital Marketing* is an application of the internet that deals with *digital* technology and in it relates to traditional communication to achieve marketing goals [12]. Digital marketing indicators are accessibility, interactivity, Kreveribility and Informative [13].

Facilities are independent components of the product that can be easily upgraded or reduced without changing the quality and service model. This can be a factor in generating customer satisfaction when more facilities are provided and consumers really need them[14]. Tourism facilities are all facilities and infrastructure that facilitate ease in carrying out recreational activities and management carried out by tourists, managers and the community. [15] According to Tjiptono, there are six indicators of facilities , namely spatial growth or planning, spatial planning, equipment / furniture, color lighting, message messages conveyed graphically , and elements supporters.[16] According to Sulastiyo, asilities is the provision of physical equipment to provide convenience to guests in carrying out their activities. Therefore, the facilities available are one of the factors of guest satisfaction, because facilities are closely related to guest activities.[17]

Customer satisfaction is a feeling of customer pleasure or disappointment that arises after comparing the performance (results)of the product thought against the expected performance. Consumers will feel satisfied if their wishes have been fulfilled by the company as expected. [18] . Satisfaction is a function of the closeness between claims and perceived product performance. If performance does not meet expectations, consumers are disappointed, if they meet expectations, consumers are satisfied[19] Indicators to see customer satisfaction are meeting customer expectations, always using the product, recommending to others, quality of service, loyalty, good reputation, location.[20]

METHOD

Quantitative research method using the Likert scale as a measuring instrument. The data used in this research was in the form of questionnaires to 100 respondents who visited the location. The location of the study was conducted in the Tamora Waterland swimming pool. Data processing is done with SPSS 20. The tests carried out in this study are validity tests, reality tests, classical assumption tests consisting of normality tests, multicollinearity tests, heteroscedasticity tests, Multiple Linear Regression tests, Coefficient of Determination tests, partial tests and simultaneous tests. The conceptual framework can be seen in the following figure:

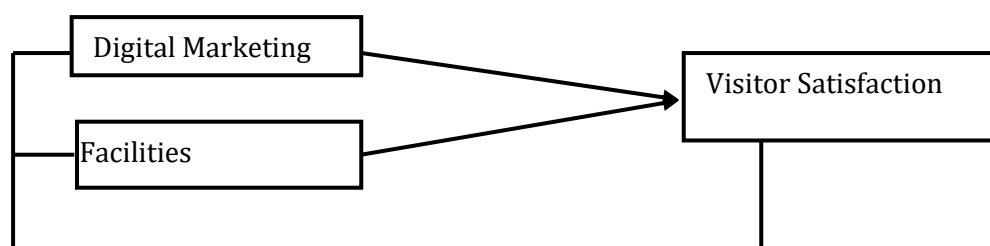


Figure 1. Conceptual Framework

In the conceptual framework picture above to see how much influence Digital Marketing Technology and Facilities have on the satisfaction of Tamora Waterland Swimming Pool Visitors both partially and simultaneously.

RESULTS AND DISCUSSION

Validity Test

This validity test aims to measure the accuracy of an item in the questionnaire. Valid items are indicated by a significant correlation between items to the total score of items. In this study, it will explain validity testing that correlates between each indicator item score with the total score. The significance level used is 0.05. The test criteria are:

H0 is accepted if r is calculated $> r$ table , (the measuring instrument used is valid or valid)

H0 is rejected if the r statistic \leq r table. (The measuring instrument used is not valid or valid

Table 1. Digital Marketing Technology Validity Test Results

Question	r calculate	r table	Information
Digital Marketing 1	0,812	0,195	Valid
Digital Marketing 2	0,663	0,195	Valid
Digital Marketing 3	0,789	0,195	Valid
Digital Marketing 4	0,888	0,195	Valid
Digital Marketing 5	0,812	0,195	Valid
Digital Marketing 6	0,862	0,195	Valid
Digital Marketing 7	0,941	0,195	Valid
Digital Marketing 8	0,812	0,195	Valid
Digital Marketing 9	0,788	0,195	Valid
Digital Marketing 10	0,859	0,195	Valid

In the Digital Marketing technology validity test table, it can be seen that r calculate $>$ r table Where the r tabl for 100 respondents is 0.195 which means the questionnaire for the validity of digital marketing technology is valid.

Table 2. Facility Validity Test Results

Question	r calculate	r table	Information
Facilities 1	0.911	0,195	Valid
Facilities 2	0.690	0,195	Valid
Facilities 3	0.893	0,195	Valid
Facilities 4	0.900	0,195	Valid
Facilities 5	0.750	0,195	Valid
Facilities 6	0.949	0,195	Valid
Facilities 7	0.841	0,195	Valid

In the facilities validity test table, it can be seen that r calculate $>$ r table Where the r tabl for 100 respondents is 0.195 which means the questionnaire for the validity of Faslitass is valid.

Table 3. Satisfaction Validity Test Results

Question	r calculate	r table	Information
Satisfaction 1	0,840	0,195	Valid
Satisfaction 2	0,747	0,195	Valid
Satisfaction 3	0,906	0,195	Valid
Satisfaction 4	0,858	0,195	Valid
Satisfaction 5	0,867	0,195	Valid
Satisfaction 6	0,838	0,195	Valid
Satisfaction 7	0,839	0,195	Valid
Satisfaction 8	0,899	0,195	Valid

In the Satisfaction validity test table, it can be seen that r counts $>$ r table Where the table r for 100 respondents is 0.195 which means the questionnaire for Satisfaction validity is valid.

Reliability Test

Reliability Test is to determine the extent to which measurement results remain consistent, if two or more measurements are made of the same symptoms using the same measuring device. An instrument can be said to be reliable if its reliability coefficient > 0.6

Table 4 . Reliability Test Results

Variable	Cronbach Alpha	N of Item	Information
Digital Marketing	0.938	10	Reliable
Facilities	0.936	7	Reliable
Satisfaction	0.944	8	Reliable

From the results of the reliable test of digital validity of Marketing , Facilities and Satisfaction, the reality coefficient is greater than 0.6. So the reliability test in this study is realibel

Normality Test

Uji normality is used to find out whether the variables are dependent, independent, or both are normally distributed, close to normal. The normality test aims to test whether in the research equation model, the dependent variable and the independent variable both have a normal distribution or not

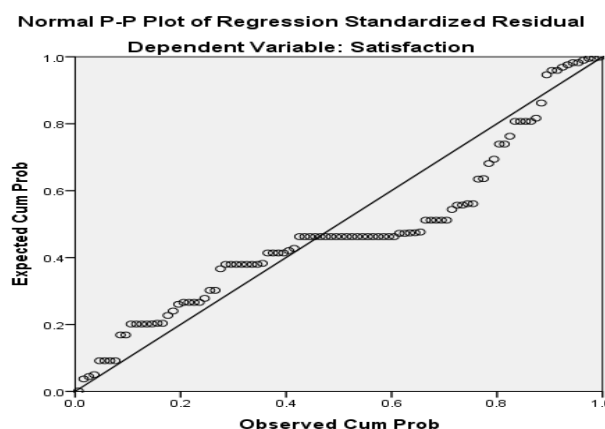


Figure 2. Normality Test

The norma quality test in this study can be seen in figure 2. Where you can see the P-Plot display of the point point always approaching and the diagonal line. Then the regression model is said to satisfy the assumption of normality.

Multicollinearity Test

Multicollinearity is a state in which a regression model is found to have a perfect or near-perfect correlation. To detect the presence or absence of multicollinearity in the regression model, among others, it can be seen from VIF (Variance Inflation Facktor) and Tolerance. Multicollinearity can also be known from indigo VIF. If the VIF value ≤ 10 , then it is stated that multicollinearity does not occur and vice versa.

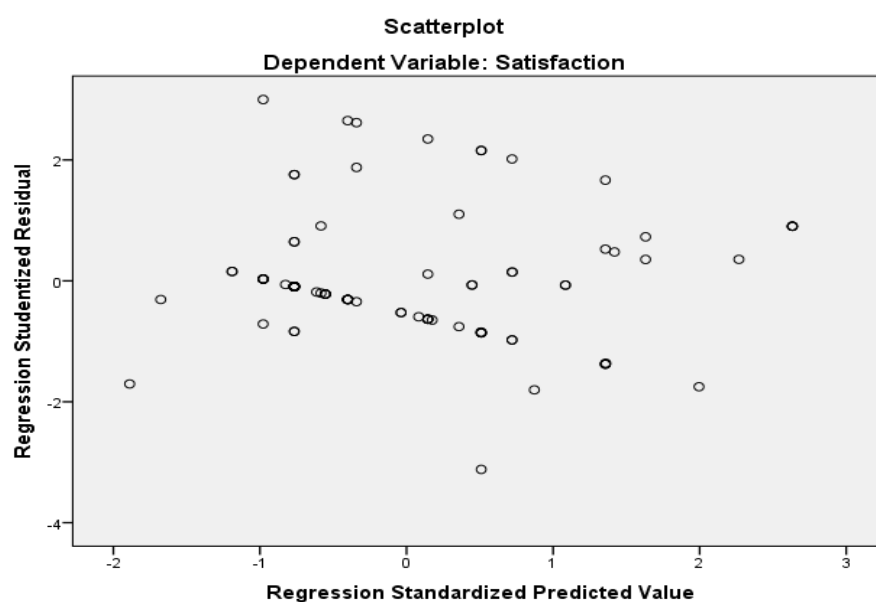
Table 5. Multicollinearity Test Results

Variable	Tolerance	VIF
Digital Marketing	0,979	1,021
Facilities	0,979	1,021

From table 5 it can be concluded that the regression model does not occur multicollinearity problems. It has a VIF value of less than 10 and a Tolerance value of more than 0.1.

Heteroscedacity Test

The heteroscedasticity test is the test of whether a group has the same variance among the members of that group. If the variants are the same and this is what should happen then it is said that there is homoscedasticity, while if the variants are not the same it is said that heteroscedasticity occurs. The way to detect it is to see whether there is a certain pattern on the scatterplot graph presented, it can be seen that random spread points do not form a certain clear pattern and are both above and below zero on the Y axis, this means that heteroscedasticity does not occur in the regression model, so regression is feasible to use.

**Figure 3.** Heteroscedacity Test

In the picture, the dots form certain regular patterns such as wavy, widened, then narrowed, heteroscedasticity has occurred. If the points spread above and below the number 0 on the Y-axis without forming a certain pattern, heteroscedasticity does not occur.

Multiple Linear Regression Test

The goal of multiple linear regression analysis is to predict the value of the non-free variable or response (Y), if the values of the independent variable or predictor (X_1 , and X_2) are known. In multiple linear regression analysis, the data used is usually on an interval or ratio scale. Uses of Multiple Linear Regression Analysis. Multiple Linear Regression Analysis is used to measure the effect between more than one predictor variable (independent variable) on the dependent variable.

Table 6. Linear Re Progression Test Results

Type	Unstandardized Coefficients	
	B	Std. Error
(Constant)	10,761	3,989
Digital Marketing	0.336	0,075
Facilities	0,289	0,096

The regression equation is $Y' = a + b_1X_1 + b_2X_2$
 $= 10.761 + 0.336X_1 + 0.289X_2$

Test Coefficient of Determination (R²)

Table 7. Test Coefficient of Determination

Type	R	R Square	Adjust R Square	Std.Error of the Estimate
1	0.507 ^a	0,257	0,242	2,721

On R Square it looks 0.257 or 25.7%. This shows that Digital marketing and Facilities are able to explain 25.7% of visitor satisfaction. The rest is influenced outside this research for example, online customer rating prices, product quality, product information, needs, desires and others.

Partial Test (T Test)

That is to test how each independent variable affects its own dependent variable. The partial test used in this study used a significance level of 5%

Table 8. Partial Test

Variable	t	Sig
Digital Marketing	4,461	0,000
Facilities	3,016	0,003

In the table above, the results obtained that on t hit Digital Marketing $4.416 > t$ table 1.984 and sig value $0.000 < 0.05$, it is said that the Digital Marketing variable affects visitor satisfaction. At t hit facilities $3.016 > t$ table 1.984 and sig values $0.003 < 0.05$, it is said that the variable Facilities affect visitor satisfaction.

Simultaneous Test (Test F)

The F test aims to find whether the independent variables together (simultaneously) affect the dependent variable. Test F is performed to see the effect of all independent variables together on the dependent variable.

Table 9. Simultaneous Test

Type	Sum of Squares	Df	Mean Square	F	Sig
Regression	248,649	2	124,324	16,790	0.000 ^b
Residuals	718,261	97	7,405		
Total	966,910	99			

In the simultaneous test table above, the result of f count is 16.790 and in F table 3.0 9 then f count $16.790 > f$ table 3.0 9 and the sig value also looks $0.000 < 0.05$ meaning simultaneously Digital Marketing and Facilities provided by the pool manager Swimming is a simultaneous effect on the satisfaction of pool visitors. It is berart. Simultaneously the two independent variables affect the variable of visitor satisfaction

CONCLUSION

Based on the results of data processing and the results of the author's analysis, the conclusion of this study is separately Digital marketing has a significant effect on visitor satisfaction, which means if it is more Enhanced promotion of this swimming pool through digital marketing, it will be more satisfied with the pool visitors because the display of videos and images is in accordance with the expectations of visitors when they has finished visiting. This is in accordance with research conducted by Annisa, I Wayan and Chairman who argue that social media has an effect and is significant on consumer satisfaction. But it is not in line with Rianto Manurung's research. Likewise with the facilities provided by the manager which have a significant effect on visitor satisfaction, this means that if the facilities are further improved, it will The more satisfied the visitor. This is in line with the research carried out by Haditya and Dina where the facilities in the swimming pool presented by the manager make tourists satisfied. In simultaneous tests, digital marketing and facilities have a significant effect on visitor satisfaction. If digital marketing and facilities are improved, visitor demand will also increase.

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