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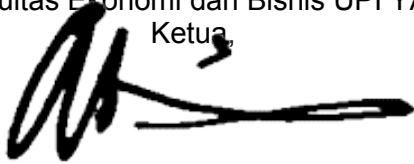
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THE EFFECT OF PROMOTION SERVICESCAPE, DESTINATION IMAGE VISITING THE THOUSAND ISLAND OF DKI JAKARTA

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ABSTRACT
*Introduction: Tourism is one of the government's priority efforts to improve the Indonesian economy. that tourism or what is often referred to as a tourist place is a geographical area that is in one or more administrative areas where the tourist place is located. Public space, tourism services, accessibility and a sense of togetherness are interconnected and complement the realization of tourism. If the offer of the destination is attractive, it will definitely encourage visitors to visit the tourist attraction. Because tourism potential is a factor that causes visitors to visit a tourist spot. If the visitors feel satisfaction (satisfaction) with the tourist attractions, they will definitely return to the tourist attractions (revisit intention) and will then provide recommendations (intention to recommend) to others. **Method:** This study uses SEM (Structural Equation Modeling) using SPSS software version 22 and LISREL SEM software. The research was conducted in the Thousand Islands , DKI Jakarta. From the research conducted, the independent variable has a significant effect on the dependent variable. **Result:** Based on the results of the study, the Destination Image variable has a significant influence to Revisit Intention through Perceived Value. This shows that, the more the image produced, the better the satisfaction and stimulation obtained visitor's intention to return. **Conclusion**: all hypotheses in the study can be accepted.*

Keyword: Tourism, tour services, Thousand Islands.

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INTRODUCTION

Tourism is one of the priorities of the government's efforts to improve the Indonesian economy (Anggraeni et al., 2022). Adapting Tribunnews written by Anjungroso (2019), the Central Statistics Agency of DKI Jakarta Province from its records shows that tourist visits explain a fairly high number, reaching an average of 2.5 million tourists per year. This number is increasing every year. The contribution from the tourism aspect is 10% of the Regional Original Revenue (PDRB) of DKI Jakarta. The diversity of tourist destinations in Indonesia and the different recreational needs of the community make it a challenge for tourism destination managers. Starting from natural tourist destinations to artificial tourist destinations.

The tourism or what is often referred to as tourist attractions is a geographical area that is in one or more administrative areas where the tourist attractions are located (Manan & Haryanto, 2018). Public space, tourism services, accessibility and a sense of togetherness are interconnected and complement the realization of tourism. The classification of regions according to (Duwitau & Wijanarko, 2020) is as follows: (1) Natural resource areas, such as climate, coast, forest, sea; (2) cultural resources such as historical sites, museums, theaters, and local communities; (3)

recreational facilities such as amusement parks; and (4) events such as the Bali Arts Festival, Lake Toba Party, Night Market etc.

This will be taken into consideration by tourism actors in determining the shape of their preferred tourist spot . To reduce the burden of water, the community requires recreation in the midst of the hustle and bustle of daily activities. Jakarta is one of the cities with a very high level of activity, therefore the author assumes that people really need a tourist destination to release the fatigue felt by the people of Jakarta. In Jakarta and its surroundings there are several tourist attractions, including the Taman Mini Indonesia Indah, Dufan (Ancol), Puncak Bogor, the Thousand Islands, and so on. These attractions are some of the most popular tourist attractions to visit for the people of Jakarta.

The offer of a destination is attractive, it will definitely encourage visitors to revisit the tourist attraction (Meyer & Schwager, 2007). Because tourism potential is a factor that causes visitors to visit a tourist spot. If the visitors feel satisfaction (*satisfaction*) with the tourist attractions, they will definitely return to the tourist attractions (*revisit intention*) and will then provide recommendations (*intention to recommend*) to others (Kadi et al., 2021). Satisfaction can mediate the destination image variable on interest in revisiting, while Ika's research (2019) finds that brand image has no significant effect on *E-WOM* through satisfaction (Khansa & Farida, 2016).

According to the Kompas.com article reviewed by Ira Gita Natalia Sembiring (Sembiring, 2021), the number of tourist visits in the Thousand Islands experienced a decline during 2020. This was due to the prolonged impact of the Covid-19 pandemic, which had hit Indonesia since March 2020. Head of the Tourism and Economics Sub-Department Thousand Islands Creative, Hastuti said, the number of visits decreased by 33%. "For 2020, tourist visits to the Thousand Islands are 222,253 people," said Puji in his statement. "This figure has decreased by 33%, from the target number of visits in 2020 as many as 664,000 tourists," he continued.

Apart from promotions, the experience of tourist actors also makes writers want to prove that the promotions offered by the Thousand Islands provide a sense of satisfaction. to visitors so as to make tourists feel satisfied and want to visit again to enjoy the attractions in the Thousand Islands. The researcher intends to analyze the extent to which *the promotion of servicescape* and *destination image* in influencing the *perceived value* of the Thousand Islands DKI Jakarta and to see the impact on the *revisit intention* of visitors in the Thousand Islands DKI Jakarta.

Therefore, the purpose of this study was to determine the significant effect of service cape promotion on perceived value, the significant effect of destination image on perceived value, the significant effect of perceived value on revisit intentions, and the significant effect of service robe promotion. intention to revisit, a significant effect of destiny. image on intention to revisit, significant effect of servicescape promotion on intention to revisit through perceived value, significant effect of destination image on intention to revisit through perceived value .

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The Proposed Model and Hypothesis

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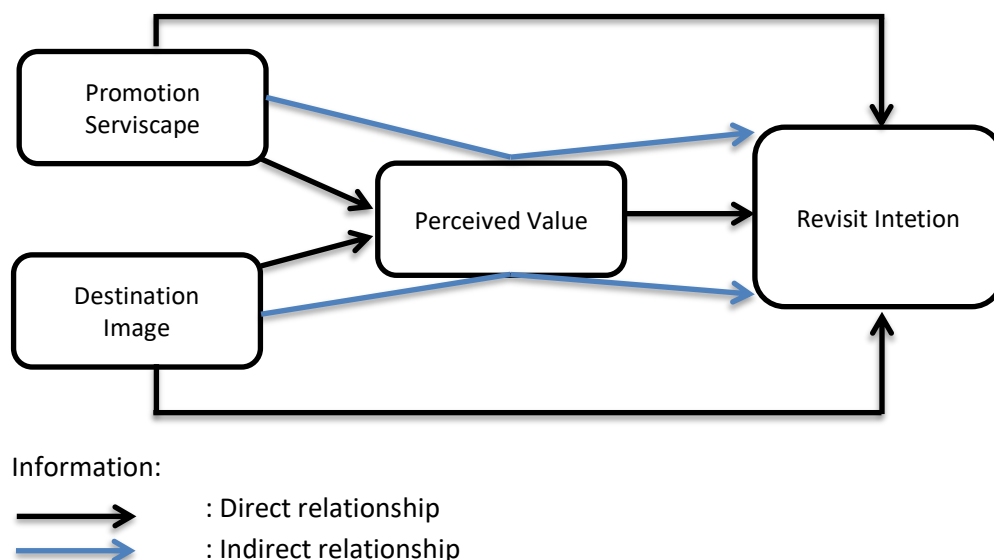
→ : Direct relationship

→ : Indirect relationship

Figure 1. Thinking Framework

Source: Analysis results (2022)

Based on the framework in Figure 1, the hypotheses proposed in this study include:

H1 : *promotion servicescape* has a significant effect on *perceived value*

H2 : *destination image* has a significant effect on *perceived value*

H3 : *perceived value* significant effect on *revisit intention*

H4 : *promotion servicescape* significant effect on *revisit intention*

H5 : *destination image* significant effect on *revisit intention*

H6 : *promotion servicescape* significant effect on *revisit intention* through *perceived value*

H7 : *destination image* significant effect on *revisit intention* through *perceived value.*

METHOD

This research uses quantitative method. Quantitative research methods can be interpreted as research based on the philosophy of positivism, which examines a particular population or sample, collects data through research instruments, analyzes quantitative/statistical data with the aim of testing the applied hypothesis (Sugiyono, 2017). The variables studied in this study were independent variables, dependent variables and intermediate variables. This study tested the hypothesis and the effect of the independent variable on the dependent variable through the intermediary variable. The independent variables are: perceived value and promotion, the dependent variable is: intention to visit again and the intermediate variable is: satisfaction.

This research applies SEM (Structural Equation Modeling) using LISREL SEM software and SPSS software. Researchers use SEM in this study because SEM is considered more accurate, that is, researchers not only know the relationship between variables, but also know the components that make up the variables and know their size (Santoso, 2015).

RESULTS AND DISCUSSION

Hypothesis testing uses the criterion that if the t value of the structural equation > 1.96 indicates that there is a strong influence between the variables and the acceptance of the hypothesis, the hypothesis is rejected if there is no influence between variables. Based on Figure 2, all relationships in this study were found to have a significant effect because the t value was > 1.96. Hypothesis 6 has the largest indirect effect because it has a standard total effect of 0.348 which is greater than Hypothesis 7.
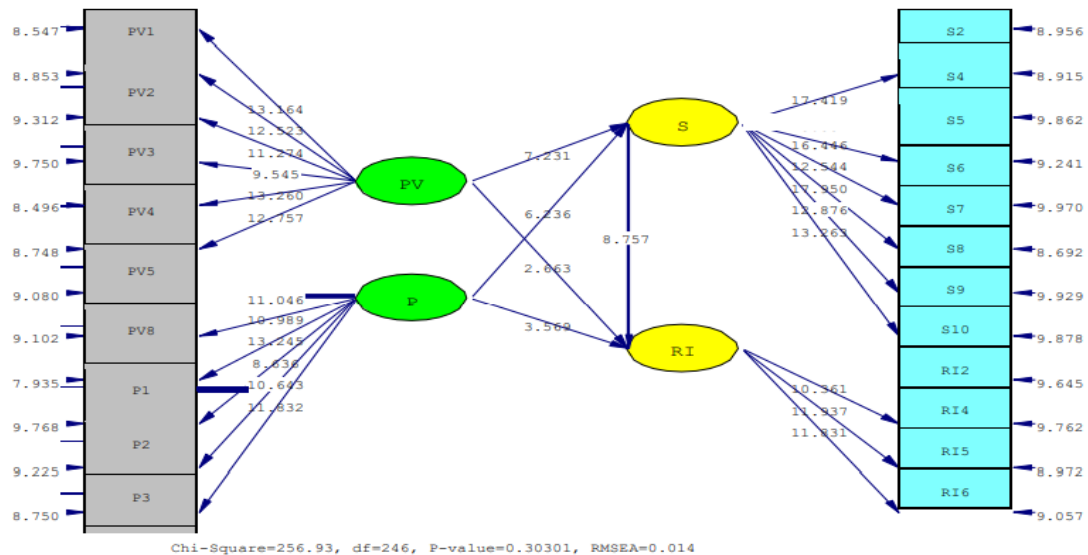

Figure 2. *T-Values SEM*
Source: Analysis results (2022)

Table 1. Structural equation model

Hypothesis	Bound variable		Independent variable	Standardized Total Effects	t-values	Interpretation
H1	perceived value	←	promotion servicescape	0.487	7,231	Significant
H2	perceived value	←	destination image	0.414	6,236	Significant
H3	revisit intention	←	perceived value	0.716	8,757	Significant
H4	revisit intention	←	promotion servicescape	0.501	7,043	Significant
H5	revisit intention	←	destination image	0.496	6,952	Significant
H6	revisit intention	perceived value	promotion servicescape	0.348	5,838	Significant
H7	revisit intention	perceived value	destination image	0.296	5,354	Significant

Source: Analysis results (2022)

Based on the results of the research, the variable *promotion servicescape* has a significant effect on *perceived value* . This shows that, the better the promotional services provided done, the better the value generated. If the Thousand Islands can provide a good promotion, then the value of the profits will increase against the Thousand Islands.

Destination Image variable also has a significant effect on *perceived value* . This shows that, the better the resulting image, the better the value of the tourist attractions. Therefore, the Thousand Islands need to maximize and make good use of the destination image so that the resulting value is also getting better. These results are in accordance with research conducted (Nugraheni & Hatta, 2020) and (Novianti et al., 2018) which states that *promotion* has a significant effect on *satisfaction* .

Based on the results of the study, the *Perceived Value variable* has a significant influence on the *Revisit Intention* . This shows that the better the value offered, the better the visitor's intention to return. If the Thousand Islands can offer good value or added value to its consumers, the consumer's desire to return to the Seribu Islands will also increase. good This result is in accordance with the research of (Suhud & Wibowo, 2016), which found that perceived value had a significant effect on Revit Intention.

In addition, *Rev is it* Intention is significantly influenced by the *Promotion Service variable* . This shows that the better the offer, the better the visitor's intention to return. Therefore, the more attractive the Thousand Islands offer, the better the consumer's intention to return to the Thousand Islands region. This result is similar to that of (Nuraeni et al., 2013) and (Novianti et al., 2018) which states that advertising has a significant effect on *Rev is it Intention.*

The results also show that the *Destination Image variable* has a significant effect on *Revisit Intention* . This shows that the better the image, the better the visitor's intention to return. If visitors are satisfied with their visit to the Thousand Islands, the better the intention of visitors to return to visit the Thousand Islands. These results are consistent with research conducted by (Jin et al., 2015) and (Novianti et al., 2018) which states that the target image has a significant effect on Revit Intention.

Servicescape promotion variable is also one of the factors that have an influence significant to *revisit intention* through *perceived value*. This shows that, more and more interesting promotional offers are made, the value or value obtained will also be better, this will provide good satisfaction and stimulate visitors to return to visit. Therefore, by providing good promotions and in accordance with the objective conditions in tourist attractions, it will create good value for visitors, it will provide satisfaction which in the end attracting visitors to return to the Thousand Islands. The results are in accordance with research conducted (Novianti et al., 2018) which shows the positive and significant between *Promotion* on *Revisit Intention* with *Satisfaction* as a variable *intervention*.

Based on the results of the study, the *Destination Image variable* has a significant influence to *Revisit Intention* through *Perceived Value*. This shows that, the more the image produced, the better the satisfaction and stimulation obtained visitor's intention to return. Therefore, the Thousand Islands need to maximize image quality displayed so that visitors get a good impression which is ultimately interesting visitors to return to visit the Thousand Islands.

CONCLUSION

After doing research, the conclusions that can be drawn are (1) the first hypothesis is accepted with the variable *promotion servicecape having* a significant effect on *perceived value* ; (2) the second hypothesis is accepted, namely the *destination image variable* has a significant effect on *perceived value ;* (3) the third hypothesis is accepted, namely the *perceived value variable* significant effect on *revisit intention* ; (4) the fourth hypothesis is accepted, namely the *promotion servicescape variable* significant effect on *revisit intention* ; (5) the fifth hypothesis is accepted, namely the *destination image* significant effect on *revisit intention* ; (6) the sixth hypothesis is accepted, namely *promotion servicescape* significant effect on *revisit intention* through *perceived value* ; (7) the seventh hypothesis is accepted *destination image* significant effect on *revisit intention* through *perceived value.*

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