

## Analysis Mix Marketing : Building an Attractive Destination Image in SoE City

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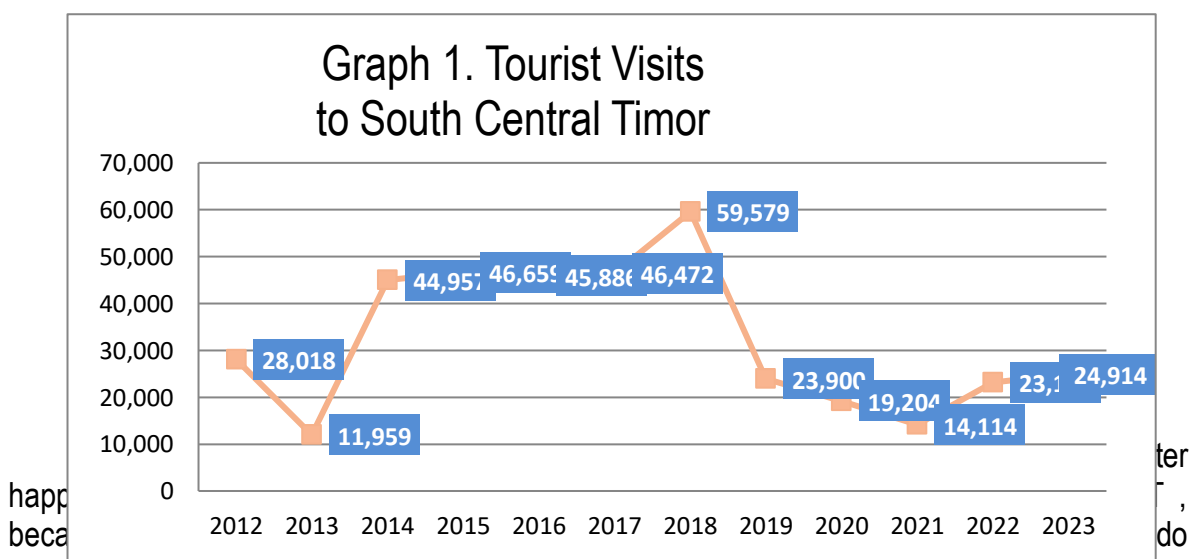
### ABSTRACT

This research aims to explore the relationship between marketing mix, memorable tourism experience (ME), destination image, tourist satisfaction, and intention to return to the destinations of Oetune Beach, Oehala Waterfall, and Bu'at Recreation Park. The research method uses a quantitative approach by distributing questionnaires to a sample of tourists visiting the destination. The results of the analysis show that marketing mix, ME, and destination image have a significant effect on tourist satisfaction. Apart from that, destination image also has a direct influence on intention to visit again, while tourist satisfaction acts as a mediator between the marketing mix, ME, and destination image variables and intention to visit again. The practical implication of these findings is the need for holistic destination management, with a focus on improving the quality of tourism experiences and building a positive destination image through effective marketing strategies.

**Keywords:** Marketing mix; Memorable tourism experience; Destination image; Tourist satisfaction; Intention to visit again; Tourists

### INTRODUCTION

Tourist as one of the mainstay income original area, necessary developed For interesting more Lots traveler visit to something place. SoE City, which is located South Central Timor Regency (TTS) in East Nusa Tenggara Province, Indonesia, is A destination rich potential beauty nature and diversity culture. Surrounded by stunning and diverse mountains attractions natural like a waterfall Oehala, SoE City offer experience unique tour for the visitors (TTS 2022). Although own great potential as destination tourism, SoE City Still face challenge in attract and retain interest traveler For visit return. This matter shown in Graph 1 below This.



various kinds of marketing strategies . This matter caused many offers provided by each place tour For interesting interest tourists , in the form of quality and variety product tourism in SoE City like attractions nature , culture local , and activity tour to be influence Power pull destination , determination attractive price , use various channel promotion such as social media , advertising and campaigns marketing , accessibility to TTS in particular to SoE City (Azhar et al. 2018; Ciriković 2014), build image Good from place tour (Irfan et al. 2020), and give experience interesting moment go to place tour (Ernita, Lubis, and Halimatussakdiah 2023).

A number of study discuss that mix marketing influential positive significant to satisfaction tourists and desires For visit return to place the (Admasu, Samanta, and Singh 2022; Azhar et al. 2018, 2019; Dhita, Mukson, and Setiadi 2022; Fakhrol and Hasan 2020). It means that role mix marketing is very high to satisfaction traveler besides that can also be done influence desire traveler For visit Return to place tour the . The results of other Syahrul and Saputra (2018) studies show that mix marketing No influential significant regarding the decision to return to the place tour so that study This find there is a gap in results exists inconsistent results research conducted by researchers previously .

Tourism Experience is something important thing in industry tourist Because related with our impression get it when We visit something place tour . If experience journey tour the difficult For forgotten and always remembered in period a long time , then can said that We has have experience journey memorable tour when visit something place tourism ( Rahayu & Yusuf, 2021). Memorable Tourism Experience (MTE) is A a concept that refers to experience a very memorable and leaving tour impression deep for tourists . MTE involves experience outside normal , no normal , or unique beyond expectation ordinary and creating memory not forgotten . Experience Memorable Tourism role important in form image destination , satisfaction customers , and desires For visit return . Objective possible tourism creating a unique and extraordinary MTE normal can differentiate himself from other destinations and interests attention tourists . The research says so memorable tourism experience is influential to satisfaction and desire For visit again (Dewi, Sukaatmadja, and Giantari 2024; Ernita et al. 2023; Sinatria and Sumadi 2024)

A number of study has show that image destination own significant impact to satisfaction tourists . According to (Irfan et al. (2020); Putra, Yulianto, and Kusumawati (2019); Sinatria and Sumadi (2024), image positive destination in a way positive and significant influence level satisfaction visitors . Other Dewi et al. (2024) research by also found that image good destination can increase level satisfaction visitors . However , there is research conducted by those Musthofa (2019) who do not can prove significant relationship between image destination and satisfaction visitors , creating a deep gap study This Because exists contradictory results .

A number of studies previously show varying results about influencing factors decision traveler For visit return based on level satisfaction they . Research by (Nguyen Huu et al. 2024; Nguyen Viet, Dang, and Nguyen 2020; Rajput and Gahfoor 2020) find that satisfaction traveler own influence positive to intention For return to destination tour . However , Irawan (2017) find that satisfaction traveler No influential significant to decision For visit return . Based on review literature this , research This aim For test How image destination , quality service , and mix marketing influence decision For visit back , with satisfaction traveler as a mediator. Studies This done with adopt similar approach with study Isnaini and (Musthofa 2019), which shows that satisfaction traveler can mediate connection between image destinations and interests For visit return . Other research by (Irfan et al. 2020) find that satisfaction tourists can too mediate influence mix marketing to decision visit return . Temporary it , Isnana and Myrna (2019) found that satisfaction traveler No role as an internal

mediator connection between quality services and decisions For visit back , show variation results study in literature related .

### METHOD

This research uses approach purposeful explanatory For explain the position of the variables studied and their relationships One The same others , as well use method study associative For explore relationship between two or more variable. Location study done in several destination tourism in TTS Regency , SoE City on place managed tourism by Government TTS area between other Beach Oetune , Waterfall Oehala , and Taman Recreation For . TTS district was selected Because own various destination interesting and unique tourism , which influences decision traveler For visit the area . Study involving 126 respondents using sampling techniques purposive sampling. At least once visit third destination tour the .

Statistical analysis begins with testing instrument research , incl test validity and reliability . After that, the data is analyzed using Structural techniques Equations Modeling (SEM) with use SEM applications Amos 24. SEM approach chosen Because his abilities For test and model connection between latent variables independent and dependent with several indicators. In SEM-AMOS analysis , important For test goodness - of -fit model For ensure that data is used in accordance with SEM assumptions . For test influence No direct image destination , Memorable Tourism Experience, and mix marketing through satisfaction traveler to decision visit return , use Sobel test .

### RESULTS and DISCUSSION

#### Respondent Profile

Questionnaire shared distributed to 126 respondents with use *google forms* shared through whatsapp groups , Facebook , and media social other with minimum requirements Once visit place tourism in TTS Regency in particular in three places managed tourism by government area that is Beach Oetune , Waterfall Oehala , and Taman Recreation Create and show on table 1 below .

Table 1. Respondent Profile

Frequency to TTS	Amount	Percent
1 time	25	20
2 times	51	40
>2 Times	50	40
<b>Type Sex</b>		
Woman	64	51
Man	62	49
<b>Profession</b>		
Student	48	38
Private employees	21	17
Civil servants	12	10
Housewife	2	2
Businessman	11	9
Etc	32	25
<b>Income</b>		
<5 Million	103	82
5 million	7	6
>5 Million	16	13
<b>Destination To Place Tourism at TTS</b>		
Refreshing	82	65
Picnic with Family	14	11
Tour with objective interest special	2	2
For research	3	2
etc	25	20

Source : processed data researcher (2024)



Based on table 1 majority frequency visit place I visited TTS Regency twice more than 2 times as many as 101 respondents or 80%. Various sex Woman as many as 64 people (51%) however No Far different If compared to with type sex man as many as 62 respondents (49%) means For go to something place tour specifically on Destination Beach Oetune , Waterfall Oehala , and Taman Recreation For type sex No too different between women and men , with profession as student namely 48 respondents (38%) with income less than IDR 5. 000,000 , - as many as 103 respondents or 82%. Objective to place tour dominated Because reason For refreshing that is as many as 82 respondents or equivalent with 65%.

### Measurements Model

Measurement models are tool or framework work used in study For measure and conceptualize connection between variables empirical with construct more theoretical wide . On research This There are five latent variables with a total of 21 indicators . On indicators the tested validity and reliability with provision *factor loading*  $\geq 0.5$  and CR  $\geq 0.7$  and AVE  $\geq 0.5$ (Sarstedt, Ringle, and Hair 2017)

Table 2. Results Validity and Reliability

Variable	Factor Loading	AVE	CR
Marketing Mix			
MM1	0.715		
MM2	0.769		
MM3	0.605		
MM4	0.72	0.536	0.887
MM5	0.83		
MM6	0.756		
MM7	0.678		
Memorable Tourism Experience			
MTE1	0.908		
MTE2	0.97		
MTE3	0.898	0.816	0.946
MTE4	0.831		
Destination Image			
DI1	0.862		
DI2	0.937		
DI3	0.895	0.738	0.918
DI4	0.728		
Tourist satisfaction			
KK1	0.684		
KK2	0.81	0.609	0.823
KK3	0.839		
Revisit Intention			
NTB1	0.863		
NTB2	0.857	0.759	0.904
NTB3	0.893		

Source : processed data researcher (2024)

Based on existing results on Table 2 shows that 21 indicators are declared valid meaning statement the considered legitimate For represent each latent variable . For reliability each latent variable stated consistent something tool measuring in study This give same result or similar If used in a way repeatedly under the same conditions .

### Good Fit

Table 3 gives description that benchmark goodness of fit between others chi square , RMSEA, CMI<sub>n</sub> / df , CFI, TLI determine One size with reject measuring poor fit, marginal fit and good fit. According to Hair et al. (2019)if there is One stated size fits then model study the declared fit. Model in This research was declared fit.

Table 3. Test Compatibility

Feasibility test	Criteria	Results	Information
Absolute fit measure			
Chi Square Statistics	P>0.05	905,216	Good fit
RMSEA	≤ 0.08	0.178	Poor Fit
Cmin / df	≤ 5	4,974	Good Fit
Incremental fit measure			
CFI	≥ 0.90	0.739	Marginal Fit
TLI	> 0.90	0.699	Marginal Fit

Source : processed data researcher (2024)

### Structural Model

Structural model used For see connection because consequences between latent variables . Conditions specified is  $P \leq 0.05$  stated hypothesis accepted , as well on the contrary . On This research contains 10 hypotheses in this research . Influence direct as many as 7 hypotheses and influences No direct as many as 3 hypotheses .

Table 4. Test Hypothesis

Hypothesis	CR	P Value	Information
MM ---> KK	0.753	***	Accepted
MTE ---> KK	0.267	***	Accepted
IN ---> KK	0.271	***	Accepted
MM ---> NTB	-0.339	0.096	Rejected
MTE ---> NTB	0.045	0.569	Rejected
IN ---> NTB	0.701	***	Accepted
KK ---> NTB	0.571	0.024	Accepted
MM ---> KK ---> NTB	2,049	0.02	Accepted
MTE ---> KK ---> NTB	1.97	0.024	Accepted
DI ---> KK ---> NTB	1,984	0.023	Accepted

Source : processed data researcher (2024)

### Influence of Marketing Mix on Satisfaction Traveler

Results show that marketing mix influential positive to satisfaction traveler moment visit to destination tour TTS District viz on third place the that is Destination Beach Oetune , Waterfall Oehala , and Taman Recreation For . Results this research is in line with study (Admasu et al. 2022; Azhar et al. 2018, 2019; Dhita et al. 2022; Fakhrul and Hasan 2020). It means that the more Lots mix marketing created by the manager place tour so will the more tall satisfaction tourists . Mix marketing Can in the form of 4Ps ( product , price , place and promotion ) . Place tourism in TTS Regency , especially SoE City offer tour natural where are the tourists can interact direct with natural and of course the price offered is not expensive, the location is strategic For passed by tourists . Promotions made by the TTS Tourism Service are listed intensively on social media such as Facebook, Instagram and YouTube .

### Influencer Memorable Tourism Experience towards Satisfaction Traveler

Results in this research shows that ME has an effect to satisfaction tourists . It means the more memorable tourist experience at the destination tour TTS District in particular on Beach Oetune , Waterfall Oehala , and Taman Recreation Create then more satisfied traveler the . Results this research is in line with study (Dewi et al. 2024; Ernita et al. 2023; Sinatria and Sumadi 2024). The tourists consider that destination tour it is unique and different with place other . Oetune Beach highlight beauty beach and life lower the sea , while the waterfall Oehala give experience adventure intense nature with dramatic waterfall views . On the other side , Recreation Park For offer combination facility extensive recreation and become center activity social in SoE City . This is what is encouraging tourists who can feel satisfied with place tour the .

### **Influence Destination Image against Satisfaction Traveler**

Hypothesis 3 results show that the destination image has an influence to satisfaction tourists . the more Good image of the place tour that will encourage it tourist satisfaction . Results this research is in line with study (Irfan et al. (2020); Putra, Yulianto, and Kusumawati (2019); Sinatria and Sumadi (2024), image positive destination in a way positive and significant influence level satisfaction visitors . Destination image forming expectation traveler about What will they experience moment visit something place . If image destination promising beauty spectacular nature or experience rich culture , tourists will own high expectations . When expectations This fulfilled , p This can increase satisfaction tourists . Majority in study This objective travel for refreshing. Third place tour the capable give comfort , joy , awe and awe for tourists For relax for a moment from fatigue city .

### **Influence of Marketing Mix on Intention visit Return**

Research result show that the marketing mix does not influential to intention visit Back pg This in line with study Syahrul and Saputra (2018)Where show that mix marketing No influential significant regarding the decision to return to the place tour . Majority in study This is Student Where enter in generations Y and Z, pattern he thought Generation Y (Millennial) and Generation Z tend to be give mark high on experience and service quality. Although the marketing mix is important to create a positive initial impression, the experience during the first visit will greatly influence the intention to visit again. If the experience doesn't meet expectations, other factors such as online reviews or recommendations from friends may be more influential intention to return. A successful marketing mix in create a personal and interactive experience can increase intention For visit return . Generations Y and Z tend to want a unique and personalized experience , right only promotion or offer general .(Bevan-Dye 2013)

### **Influence Memorable Tourism Experience towards Intention visit again**

Research result show that ME does not influential to intention revisit , meaning experience effective for traveler No as well as immediately can push they For visit Return to place destination Beach Oetune , Waterfall Oehala , and Taman Recreation For . Generation Y (Millennials) and Generation Z are growing in the era of advanced digital technology . They tend to be very connected online , using social media , and searching information about destination tour from various digital sources . Memorable experience can with fast shared and expanded through online platforms, which influences other people's perception and influence decision traveler For return . Average already more from 2 visits place tour the . If tourists go to same place However No There is significant change in place tour the so will The same only when uploaded on tourists ' social media . Research result This No in line with study (Dewi et al. 2024; Ernita et al. 2023; Sinatria and Sumadi 2024)that state that ME has an effect to intention visit again

### **Influence Destination Image against Intention visit again**

Various study previously has show that image destination own significant influence to decision For visit back in TTS Regency . The theory proposed by confirmsNguyen Viet et al. (2020) that image destination is factor key in taking decision tourists , incl in context behavior post visit . Analysis results This confirm that perception positive to image destination role important in increase trend For do visit repeat . Research conducted previously by (Dewi et al. 2024; Irfan et al. 2020; Putra et al. 2019; Sinatria and Sumadi 2024)also supports findings This with show that image tour own significant impact to decision For do visit return . With thus , image destination No only influence perception and experience tourists , but also plays role crucial in understand behavior they in do journey tour repeat .

### **Influence Satisfaction Traveler to Intention visit again**

Research result show that satisfaction traveler influential to intention visit again. It means that the more satisfied traveler to destination tour Beach Oetune , Waterfall Oehala , and Taman Recreation Create then more desire is high For visit return to place tour the . This research is in line with Study

Nguyen Huu et al. (2024; Nguyen Viet et al. (2020); Rajput and Gahfoor (2020) find that satisfaction traveler own influence positive to intention For return to destination tour .

### **Satisfaction Traveler capable mediate The influence of Marketing Mix, ME, and Destination Image on Intention visit again**

Research result show that satisfaction traveler can mediate the influence of Marketing Mix, ME, and Destination Image on Intention visit again. In context of Oetune Beach , Waterfall Oehala , and Recreation Park Bu'at , satisfaction traveler play role important as a mediator between influence from marketing mix, memorable experience, and image destination to intention For visit return . When the marketing mix is designed with Good For fulfil preference Generation Y and Z, experience a unique impression on the destination , and image formed positive , p This can increase satisfaction tourists . Satisfaction high number of tourists Then give strong urge For return visit destination in the future , confirm importance holistic management to factors the in increase retention and satisfaction customers in the sector tourist . Research result This in line with study Irfan et al. (2020)

### **CONCLUSION**

This research confirms that the marketing mix, memorable tourism experience , and destination image significantly influences tourist satisfaction in the tourism destinations studied. Success in managing these aspects can improve the destination's image and create a satisfying experience for visitors. Apart from that, destination Image is also proven to have a direct influence on tourists' revisit intentions. However, what is interesting is the influence of the marketing mix and memorability tourism experience does not directly impact the intention to revisit, but tourist satisfaction acts as a significant mediator in this relationship. To increase tourists' intention to revisit destinations such as Oetune Beach, Oehala Waterfall , and Bu'at Recreation Park , it is recommended to focus on increasing memorable tourist experiences through diversifying unique activities and services, as well as strengthening the destination image through targeted marketing strategies and sustainable. In addition, it is important to continuously monitor and respond to tourist feedback in order to improve the quality of services and adequate supporting infrastructure, thereby creating an attractive environment and meeting the expectations of modern tourists.

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