

Marketing Analysis of North-sumatera Tourism an Empirical Study on Satisfaction and Sustainable Visit of the Asean-region Tourists



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Abstract

The development of the tourism industry that exceeds other sectors has encouraged the stakeholders to make various improvements consistently. The levels of tourist satisfaction and loyalty become the primary focus and the indicators of the success of tourism marketing. The findings about the tourist satisfaction and loyalty are highly valuable information for all stakeholders in tourism industry. This study investigated the effects of five-travelling-experiences which consists of experiences for accommodation, transportation, destination, tourism infrastructures, and travel agencies to travelling satisfaction and investigated the post-visit of the tourists in four actions, namely, the will-comeback in the future, recommendation to friends or relatives, suggestion to the relations, and positive conversation. There were 200 respondents in total selected purposively from the tourists who came from ten ASEAN member countries who have visited to at least two destinations in North Sumatra and stayed for at least two nights in North Sumatra. The data were processed and analyzed using the Wrap PLS software and it was found that accommodation, transportation, destination, travel agency, and infrastructure have significant positive effect on satisfaction with R^2 for 0,752. Tourist satisfaction has a positive and significant effect on tourist loyalty with R^2 for 0,432. Accommodation, transportation, destination, travel

agency and infrastructure have indirect effect on tourist loyalty through tourist satisfaction as an intervening variable. For any further study, it is expected to have more respondents from more countries with more travelling experiences and have visited to more destinations in North Sumatra with a longer duration of the visit.

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