



## The Influence of Tourist Facilities, Experiential Marketing and The Role of Tourism Ambassadors on Tourist Visiting Satisfaction

Mayroza Wiska<sup>1</sup>, Eka Ermawati<sup>2</sup>, Dini Elida Putri<sup>3</sup>, Alex Ferdinal<sup>4</sup>, Fenisi Resty<sup>5</sup>, Yuhelvi Deswita<sup>6</sup>

<sup>1</sup>Universitas Dharmas Indonesia, Dharmasraya, Indonesia, [mayrozawiska@gmail.com](mailto:mayrozawiska@gmail.com)

<sup>2</sup>Universitas Dharmas Indonesia, Dharmasraya, Indonesia, [eka.ermawati91@gmail.com](mailto:eka.ermawati91@gmail.com)

<sup>3</sup>Universitas Dharmas Indonesia, Dharmasraya, Indonesia, [diniputri26031985@gmail.com](mailto:diniputri26031985@gmail.com)

<sup>4</sup>Universitas Dharmas Indonesia, Dharmasraya, Indonesia, [alexferdinal049@gmail.com](mailto:alexferdinal049@gmail.com)

<sup>5</sup>Universitas Dharmas Indonesia, Dharmasraya, Indonesia, [restydeffy19@gmail.com](mailto:restydeffy19@gmail.com)

<sup>6</sup>Universitas Dharmas Indonesia, Dharmasraya, Indonesia, [yuhevideswita@gmail.com](mailto:yuhevideswita@gmail.com)

\*Corresponding Author: [mayrozawiska@gmail.com](mailto:mayrozawiska@gmail.com)<sup>1</sup>

**Abstract:** The purpose of the study was to determine how much influence tourist facilities, experiential marketing and the role of tourism ambassadors on tourist visitor satisfaction of Alinia Farm & Park Dharmasraya Regency in 2022. The method in this study is quantitative method and data collection using questionnaires assisted by SPSS version 20. Sampling in research is probability sampling which is a sampling technique that provides equal opportunities for each element (member) of the population to be selected as a member of the sample. The sampling technique used in this study is purposive sampling using accidental sampling method. Accidental sampling is a sampling technique based on chance. The population in this study was visitors to the Alinia Farm & Park tourist attraction, which was 73,142 visitors. The respondents sampled were 346 respondents. The results of the study showed that partially (t test) it was proven that tourist facilities had a positive and significant effect on visiting satisfaction with t value count > t table ( $5.633 > 1.966925$ ), experiential marketing had a positive and significant effect on visit satisfaction with t value count > t table ( $4.659 > 1.966925$ ) and the role of tourism ambassadors had a positive and significant effect on visiting satisfaction with t value calculate  $t > t$  table ( $6.398 > 1.966925$ ) and simultaneously (test F) together with tourist facilities, experiential marketing and the role of tourism ambassadors have a significant effect on visit satisfaction with F value calculated > F table ( $79,443 > 2,398$ ). The Adjusted R2 value is 0.406 which means that all independent variables can affect 40.6% of the dependent variable. The remaining 59.4% could be influenced by other factors not tested in the study.

**Keyword:** Facilities, Experiential, Tourism, Satisfaction.

## INTRODUCTION

Tourism objects have the aim of satisfying tourists, tourist satisfaction is an important factor, especially to increase income for tourism object organizers. Tourist satisfaction is a reference to the success of the company in providing its services to consumers. Satisfaction or dissatisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between his impression of the performance of a real or actual tourism product and the expected performance. This shows that tourist satisfaction will determine the success of a tourist attraction business. Customer satisfaction can be fulfilled if a tourist attraction can see the factors that influence customer satisfaction, one of which is tourist facilities.

According to Oka A.Yoeti in (Prayogi, 2020) tourist facilities are all facilities whose function is to meet the needs of tourists who live for a while in the tourist destination they visit, where they can relax and participate in the activities available in the tourist destination. Apart from tourist facilities, other factors that are important in maintaining visitor satisfaction are *experiential marketing* and the role of tourism ambassadors.

According to Kartajaya in (Lokito & Dharmayanti, 2019) *Experiential marketing* is a marketing concept that aims to form satisfied customers by creating positive experiences and providing a positive *feeling for services*. The essence of *experiential marketing* is to build lasting relationships with customers, where marketers see the emotional state of their customers to get and keep customers able to make repeat purchases and make customers satisfied. The application of *experiential marketing* is expected that customers feel a high satisfaction after making a purchase or after meeting their expectations. The satisfaction felt by the customer will lead to positive things for the company.

West Sumatra is one of the tourist destination areas in Indonesia. Dharmasraya Regency offers a variety of tourist attractions. One of these attractions is Alinia Farm, which is a very beautiful and comfortable family tourist attraction, suitable for traveling with family or with office colleagues. Alinia Farm Tourism is one of the newest tourist attractions in Dharmasraya Regency which provides rides and facilities that certainly provide satisfaction for visitors, especially when there are office meetings, large *events* can be held at Alinia Farm & Park. Alinia Farm which has its own charm of complete rides and uniqueness of tourist rides compared to tourist rides in Dharmasraya Regency. Alinia Farm itself has its own *Experiential Marketing* which makes visitors feel satisfied with its charm. Alinia Farm is unique in its tourism, Alinia Farm has the slogan "the most unique & complete tourism in West Sumatra". Only with one location provides a variety of tourist rides (flying fox, horse riding, ATVs, bomboncar, tourist rafts, playgrounds, cottage, aesthetic glamping, as well as homestays and waterparks), besides that Alinia Farm also provides *out door* and *indoor cafes* which further bring visitors to feel comfortable and satisfied. This is what makes Alinia Farm tours unique, plus beautiful photo spots. This tour is located in Sitiung District, Dharmasraya Regency, West Sumatra. It is 191.4 km from Padang City via Jalan Lintas Sumatera with a travel time of approximately 4 hours 35 minutes. The existence of attractions is 3 km from the Sumatra cross road and can be reached by two-wheeled and four-wheeled vehicles. Alia farm has only been established since February 2022.

One of the challenges faced by Alinia Farm & Park Dharmasraya Regency is competition with other tourist destinations. Currently, there are many tourist destinations that offer various facilities and interesting experiences for tourists. Therefore, Alinia Farm & Park Dharmasraya Regency must be able to provide a unique and different experience from other tourist destinations in order to attract tourists. In addition, Alinia Farm & Park Dharmasraya Regency must also be able to face challenges in meeting the needs and expectations of tourists. Every tourist has different needs and expectations of the tourist destinations they visit. Therefore, Alinia Farm & Park Dharmasraya Regency must be able to understand the needs and expectations of tourists and provide satisfying services. This shows that tourist satisfaction will

determine the success of a tourist attraction business. Customer satisfaction can be fulfilled if a tourist attraction has complete facilities and good service.

In order to get visiting satisfaction from visitors, an effective promotion of the autonomous princess / tourism ambassador is needed because it sees the main purpose of promotion put forward by (Warnadi & Aris Triyono, 2019) promotion is a marketing activity that seeks to disseminate information, influence / persuade, and / or remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned.

The role of youth as communicators in promoting a region is needed by the government. With the election of Tourism Ambassadors in Indonesia, it is hoped that a creative and innovative young generation will be born so that they can become promoters to promote the tourism potential in the area. In Dharmasraya Regency, every year a Tourism Ambassador election is held from the sons and daughters of Dharmasraya Regency or in the local language of Dharmasraya Uda Uni Duta Wisata. Each finalist or winner with various nominations achieved will directly join the bond of the sons and daughters of Dharmasraya Regency or known as Uda Uni Duta Wisata.

Uda Uni Duta Wisata as a Tourism Ambassador under the auspices of the Tourism and Creative Economy Office has an important role in introducing the tourism potential of Dharmasraya Regency to the wider masses. In addition, the selection of Tourism Ambassadors is also expected to be able to become inspirers and motivators for the younger generation in carrying out their roles and functions in society. In carrying out the role as Tourism Ambassador of Dharmasraya Regency, it is necessary to have the ability or expertise in promoting tourism potential and to have an attractive appearance that is able to influence the masses.

Although Alinia Farm & Park is classified as a new tourist spot, the intensity of visitors from month to month is increasing. The tourist rides offered at Alinia Farm itself are in the form of flying fox, horse riding, ATVs, bombomcars, tourist rafts, playgrounds, cottage, aesthetic glamping, as well as homestays and waterparks. Even so, the facilities offered by Alinia Farm are still incomplete, such as inadequate parking, motorcycle parking only under palm trees and many stones, and facilities for clean bathrooms or changing rooms after visitors finish the waterpark rides are also incomplete. Access to the road to get there must go through the riverbank where car vehicles are only one lane, cannot be two lanes or at odds. Although the facilities are not complete, because the Alinia Farm tourist attraction is relatively new, it makes the people of Dharmasraya Regency curious and want to visit the tourist attractions.

## **METHOD**

The method in this research is a quantitative method and data collection uses a questionnaire assisted by SPSS version 20. Sampling in the research is probability sampling which is a sampling technique that provides an equal opportunity for each element (member) of the population to be selected as a member of the sample. The sampling technique used in this research was purposive sampling using the accidental sampling method. Accidental sampling is a sampling technique based on chance. The population in this study were visitors to the Alinia Farm & Park tourist attraction, namely 73,142 visitors. The respondents used as samples were 346 respondents.

## **RESULTS AND DISCUSSION**

### **Results**

Based on the background, objectives and methods, the results of this article are as follows:

#### **Tourist Facilities**

Tourism facilities are all types of facilities that are specifically intended to support the creation of convenience, comfort, safety of tourists in visiting Tourism Destinations. Facilities

are a service provided by a tourist attraction to support or support the activities of tourists visiting a tourist attraction. if a tourist attraction has adequate facilities and meets service standards and can satisfy visitors, it can attract more tourists through good impressions from previous visitors. (Fajrin et al., 2021). Meanwhile, according to (Tjiptono, 2022) facilities are physical resources that must exist before a service is offered to consumers. Facilities are something that is important in a service business, therefore existing facilities, namely the condition of the facilities, interior and exterior design and cleanliness must be considered, especially those that are closely related to what consumers feel directly. Perceptions obtained from customer interactions with service facilities affect the quality of these services in the eyes of consumers. Tourism facilities are supporting suggestions that can create a pleasant feeling accompanied by convenience and fulfillment of the needs of tourists in enjoying the products offered.

**Experiential marketing**

(Lopumeten & Sefnat Kristianto Tomaso, 2018) *Experiential marketing* is a marketing strategy that provides a distinctive experience that the company's brand will be more "alive" and liberating in the hearts of consumers because they actively interact with it, as well as providing experiences for consumers that involve a five senses both hearts and minds that can place a product or service purchase in a larger context in life. Consumer patterns can lead to a relationship in order to create greater synergy.

Apart from that, products or services are no longer evaluated in isolation, but must be evaluated as part of a whole. Most importantly, the after-purchase experience is measured through satisfaction and loyalty which prioritizes the aspect of providing a positive, memorable and deep experience for customers when consuming a product "Both goods and services" the goal is that the experience has a positive long-term impact on the company. Decisions are experiences in life often used to fulfill fantasies, feelings and pleasures. Many decisions are made by heart and are not rational so that *experiential marketing* customers feel happy with the purchasing decisions that have been made.

**Role of Tourism Ambassador**

In general, the role of tourism ambassadors is as follows:

1. Collecting data on the wealth of tourist and cultural destinations.
2. Socialize the existence of tourist destinations both internally and externally.
3. Promote the need to be a responsible walker.
4. Develop creative and innovative tourism destination development and promotion strategies.
5. Promote the love for traveling within the country.

**Relevant Research Results**

Reviewing relevant articles as a basis for setting research hypotheses by explaining the results of previous studies, explaining the similarities and differences with the research plan, from relevant previous studies as in table 1.

**Table 1: Relevant Research Results**

No	Name (Th)	Title	Variables	Results	Equation	Difference
1	(Y Mardiyani & Murwatingsih, 2015)	The Effect of Facilities and Promotion on Visitor Satisfaction Through Visiting Decisions as an	Independent Variable: X1= Facilities X2= Promotion	Facilities have a direct effect on visitor satisfaction of tourist attractions in Semarang City, which	Independent Variable (X1) Facilities Dependent Variable (Y) Visitor Satisfaction	- X2= Promotion - Research location in Semarang City tourist attraction

		Intervening Variable at Semarang City Tourism Objects.	Dependent Variable: Y = Visitor Satisfaction	means that the higher the facility, the higher the visitor satisfaction.		
2	(Marhanah & Wahadi, 2016)	The Effect of Tourist Facilities and Service Quality on Visitor Satisfaction at Ragunan Wildlife Park Jakarta.	Independent Variable: X1= Tourist Facilities X2= Service Quality  Dependent Variable: Y= Visitor Satisfaction	Based on the calculation of the coefficient of determination, the influence given by tourist facilities on visitor satisfaction at TMR is included in the weak level.	Independent Variable (X1) Tourist Facilities Dependent Variable (Y) Visitor Satisfaction	-X2= Service Quality - Location of Ragunan Wildlife Park Jakarta
3	(Cholila et al., 2022)	The influence of service quality, facilities, and promotion on visiting satisfaction at Noura Guest House Syariah in Malang City	Independent Variable: X1= Service Quality X2= Facilities X3= Promotion  Dependent Variable: Y= Visitor Satisfaction	service quality, facilities, and promotion have a positive and significant impact on visit satisfaction at Noura Guest House Syariah Malang City.	Independent Variable (X2) Facilities Dependent Variable (Y) Visitor Satisfaction	-X1= Service Quality X3= Promotion - The object is at Noura Guest House Syariah Malang City.
4	(Rosyid et al., 2019)	The Effect of Tourist Facilities and Experiential Marketing on Visitor Satisfaction (Study on Tourists of Grand Maerakaca Semarang Tourism Object).	Variables Independent: X1= Tourist Facilities X2= Experiential Marketing  Dependent Variable: Y= Visitor Satisfaction	The effect of Tourist Facilities and Experiential Marketing on Visitor Satisfaction shows positive results	Independent Variable (X1) Tourist Facilities (X2) Experiential Marketing Dependent Variable (Y) Visitor Satisfaction	Location of Grand Maerakaca Attraction Semarang
5	(NN Huda, S Suryoko 2022)	The Effect of Service Quality and Tourist Facilities on Revisit Decisions with Visitor Satisfaction as an Intervening Variable.	Independent Variable: X1= Service Quality X2= Tourist Facilities  Dependent Variable: Y= Repeat Visit Decision	The results showed that all independent variables have a significant influence on the dependent variable.	Independent Variable (X2) Tourist Facilities Dependent Variable (Y) Revisit Decision	

6	(SM Nugraha, 2013)	The Effect of Tourist Facilities on the Level of Visitor Satisfaction in Situ Gede Tourism Area, Tasikmalaya City.	Independent Variable: X1= Tourist Facilities  Dependent Variable: Y= Visitor Satisfaction Level	The results of this study indicate that tourist facilities in the Situ Gede tourism area of Tasikmalaya City affect the level of visiting satisfaction.	Independent Variable (X1) Tourist Facilities Dependent Variable (Y) Level of Visitor Satisfaction	Location in Situ Gede Tourism Area of Tasikmalaya City.
7	(Hidayat et al., 2022)	The effect of facilities on customer satisfaction through purchasing decisions as an intervening variable at Cafe Sky Garden Wonoboyo in Bondowoso	Independent Variable: X1= Facilities  Dependent Variable: Y= Consumer Satisfaction	Facilities have a positive and significant effect on customer satisfaction	Independent Variable (X1) Facilities Dependent Variable (Y) Consumer Satisfaction	-Location at Cafe Sky Garden Wonoboyo in Bondowoso
8	(Wibowo et al., 2019)	The Effect of Tourist Facilities and Promotion on Tourist Visit Satisfaction at Lumajang Waterpark Tourism Object.	Independent Variable: X1= Tourist Facilities X2= Promotion Dependent Variable: Y= Tourist Visit Satisfaction	The results of hypothesis testing show that there is a simultaneous influence of the Tourist Facility and Promotion variables on visit decisions.	Independent Variable (X1) Tourist Facilities Dependent Variable (Y) Tourist Visit Satisfaction	-(X2) Promotion -Location at Lumajang Waterpark Attraction
9	(K MU'TI, 2022)	The Influence of Location and Facilities on Tourist Satisfaction Visiting the Crow River Tourism Koto Mesjid Kampar Regency.	Independent Variable: X1= Location X2= Facilities  Dependent Variable: Y= Tourist Satisfaction	Simultaneously, location and facilities have an influence on tourist satisfaction visiting Sungai Crow Koto Mesjid Tourism, Kampar Regency.	Independent Variable (X2) Facilities Dependent Variable (Y) Visitor Satisfaction	-(X1) Location - Location in Sungai Gagak Koto Mesjid Tourism, Kampar Regency.
10	(A Wulandari, 2022)	The Effect of Tourist Facilities, Service Quality and Promotion on Tourist Satisfaction in South Pesisir Regency.	Independent Variable: X1= Tourist Facilities X2= Service Quality X3= Promotion  Dependent Variable:	Tourist facilities have a positive and significant effect on tourist satisfaction in Pesisir Selata Regency	Independent Variable (X1) Tourist Facilities Dependent Variable (Y) Tourist Satisfaction	-(X2) Service Quality -(X3) Promotion - Location in Pesisir Selatan Regency

			Y= Tourist Satisfaction			
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**Discussion**

Based on the results, the discussion of this article is to review relevant articles, analyze the influence between variables and make a conceptual thinking research plan:

**Results of Multiple Linear Regression Analysis of Tourist Facilities (X1), Experiential Marketing (X2) and the Role of Tourism Ambassadors (X3) on Visitor Satisfaction (Y)**

**Table 2. Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	19,223	2,536		7,580	,000
1 TOURIST FACILITIES	,278	,049	,292	5,633	,000
EXPERIENTIAL MARKETING	,238	,051	,208	4,659	,000
THE ROLE OF TOURISM AMBASSADORS	,228	,036	,319	6,398	,000

a. Dependent Variable: VISIT SATISFACTION

That is:  $Y = 19.223 + 0.278x_1 + 0.238x_2 + 0.228x_3 + e$

Based on this equation, it can be interpreted as follows:

1. A constant of 19.223 means that if tourist facilities, *experiential marketing* and the role of tourism ambassadors exist or there is no increase, customer satisfaction remains at 19.223.
2. If tourist facilities are increased by one unit, assuming other variables are ignored, it will result in an increase in visiting satisfaction of 0.278.
3. If *experiential marketing* is increased by one unit, assuming other variables are ignored, it will result in an increase in visiting satisfaction of 0.238.
4. If the role of tourism ambassadors is increased by one unit, assuming other variables are ignored, it will result in an increase in visiting satisfaction of 0.228.

**Partial Hypothesis Testing (Test\_T)**

From table 2 above, it can be interpreted as follows:

1. The effect of tourist facilities (X1) on visiting satisfaction (Y) is seen  $T_{hitung}$  5.633 and  $T_{tabel}$  1.97 where  $T_{hitung}$  is greater than  $T_{tabel}$  ( $5.633 > 1.97$ ) this shows the independent variable tourist facilities have a positive and significant effect on the dependent variable visiting satisfaction. And the significant level is smaller than alpha ( $0.000 < 0.05$ ), it can be obtained that  $H_0$  is rejected and  $H_1$  is accepted, meaning that tourist facilities (X1) have a significant effect on visiting satisfaction (Y).
2. The effect of *experiential marketing* (X2) on visiting satisfaction (Y) is seen  $T_{hitung}$  4.659 and  $T_{tabel}$  1.97 where  $T_{hitung}$  is greater than  $T_{tabel}$  ( $4.659 > 1.97$ ) this shows the independent variable *experiential marketing* has a positive and significant effect on the dependent variable visiting satisfaction. And the significant level is smaller than alpha ( $0.000 < 0.05$ ), it can be obtained that  $H_0$  is rejected and  $H_2$  is accepted, meaning that *experiential marketing* (X2) has a significant effect on visiting satisfaction (Y).
3. The effect of the role of tourist ambassadors (X3) on visiting satisfaction (Y) shows  $T_{hitung}$  6.398 and  $T_{tabel}$  1.97 where  $T_{hitung}$  is greater than  $T_{tabel}$  ( $6.398 > 1.97$ ) this shows that the independent variable of the role of tourist ambassadors has a positive and significant effect

on the dependent variable of visiting satisfaction. And the significant level is smaller than alpha ( $0.000 < 0.05$ ), it can be obtained that  $H_0$  is rejected and  $H_3$  is accepted, meaning that the role of tourist ambassadors (X3) has a significant effect on visiting satisfaction (Y).

**Simultaneous Hypothesis Testing (F-test)**

**Table 3. Anova<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1428,743	3	476,248	79,443	,000b
	Residuals	2050,240	342	5,995		
	Total	3478,983	345			

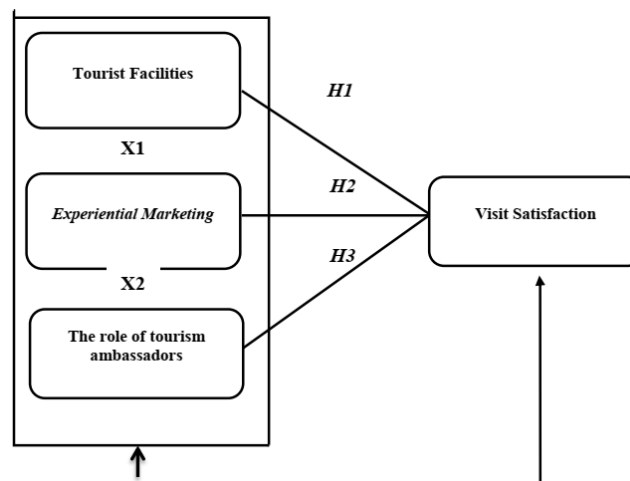
a. Dependent Variable: VISIT SATISFACTION

b. Predictors: (Constant), TOURIST'S ROLE, EXPERIENTIAL MARKETING, TOURIST FACILITIES

Source: Data processed with IBM SPSS 20 (2022)

From table 3 above, it can be seen that this test is carried out by comparing the F-count value with the F-table because the F-count value is greater than the F-table value ( $79.443 > 2.398$ ). The F-count value is 79.443 with a significant level ( $0.000 < 0.05$ ), then  $H_0$  is rejected and  $H_a$  is accepted, which means that this is done together - together between Tourist Facilities, *Experiential Marketing* and the Role of Tourism Ambassadors have a significant effect on Visitor Satisfaction.

**Conceptual Framework**



**Figure 1: Conceptual Framework**

**CONCLUSION**

Based on the objectives and discussion, the conclusion of this article is to formulate hypotheses for future research, namely: 1) Tourism facilities affect visiting satisfaction; 2) *Experiential Marketing* affects visiting satisfaction; and 3) the role of tourism ambassadors affects visiting satisfaction: 4) tourist facilities, *experiential marketing* and tourism ambassadors have a joint effect on visiting satisfaction.

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