

# Analysis of Factors Affecting Tourists' Visiting Decision on Tourist Destinations in Lampung Province

Novita Sari

*Master of Management Program  
Institute of Informatics and Business  
Darmajaya  
Bandar Lampung, Indonesia  
novi\_a2g@darmajaya.ac.id*

Firmansyah Yuniafi Alfian

*Master of Management Program  
Institute of Informatics and Business  
Darmajaya  
Bandar Lampung, Indonesia  
firmansyahyunialfi@darmajaya.ac.id*

Muhammad Dwiyan Aditiya

*Master of Management Program  
Institute of Informatics and Business  
Darmajaya  
Bandar Lampung, Indonesia  
muhammad.dwiyan@darmajaya.ac.id*

**Abstract**—Lampung was one of the provinces in Indonesia that had great natural, cultural developed tourist attraction potentials. These potentials were seen on beautiful natural panoramas and geographical features including seas, rivers, hills, and mountains that had their own uniqueness and characteristics. Moreover, the diverse cultures and customs were also unique and different from the other provinces in Indonesia. With these conditions, Lampung was able to be developed as a tourist destination, particularly its location that was also very close to the Java Island and the other cities of Sumatra Island. Some of the natural and cultural beauty in Lampung had been developed and successfully became a tourist destination. Tourism spots commercialized in Lampung included beaches and seas with high waves, traditional customs, mountainous nature, forests, rivers with diving and fishing facilities and the other potentials. The problem of this research was the decreasing number of tourists visiting the tourist destinations in Lampung Province. The objective of this research was determining the factors affecting the tourists' visiting decision on the tourist destinations in Lampung Province. In this research, a research model was developed with seven hypotheses that had been formulated. The number of sample of this research was 110 respondents as tourists visiting the tourist destinations in Lampung Province. The method of this research was the PLS-SEM method. The result of this research showed that the Advertising, the service quality, and the tourist attraction had a significant effect on the tourists' visiting decision; moreover, the variables that had a significant effect on the tourism image were the Advertising and the service quality. In addition, the variable affecting the tourist attraction was also the service quality.

**Keywords**—*Service Quality, Visiting Decision, Tourism Image, Advertising, Tourist Attraction*

## I. INTRODUCTION

The tourism sector was the sector that held an important role in supporting not only the economy of a certain region but also that of the national development. The tourism sector was expected to become a main foreign exchange revenue, other than the non-oil and gas sector. The Directorate General of Culture and Tourism asserted that the development of tourism had to be continued and improved in order to improve the welfare of the people in the context of national development by developing and utilizing national

tourism resources and potentials into the economic activities relied upon to increase foreign exchange revenues, expand and equalize the business opportunities from employment (especially for the local community), encourage the regional development, and introduce the nature, values, and culture of the nation.”

The tourism activities needed to be increased because it also expanded the employment opportunities and introduced a variety of Indonesian culture and beautiful nature, aside from increasing the country's foreign exchange. Indonesia had a great potential in tourism development because it had a variety of cultures and customs and had a beautiful nature, (Ani et al., 2013).

This tourism sector had a multiplying effect on the industries seen on its capacity in moving and supporting the tourism sector. The other industries were able to move forward on condition that the tourism sector developed well (Bursan, 2006). The industries that were affected by the tourism sector included the hotel, restaurant, handicraft, transportation, and the other industries. As the 18<sup>th</sup> tourist destination in Indonesia, Lampung province must prepare the tourist facilitations as a tourist destination for both International and domestic tourists. Lampung Province was located near to Jakarta - one of the main entrances for the International and domestic tourists - so that Lampung Province must take advantage of its regional existence. For this reason, a good strategy was needed to introduce this tourism potential to the tourists. The strategy was a tool to achieve company goals in terms of long-term goals, followed-up programs, and resource priorities. In terms of strategic planning, it had the aim of looking at the internal and external conditions objectively so that the company was able to anticipate changes in the external environment. The strategic planning was very important to gain competitive advantages and had products that were in accordance with consumer desires and the support of existing resources (Rangkuti, 2011).

One of the preparations to promote the Lampung Province was through promoting the tourism industry sector because the tourism industry had an important role in the development of the Lampung Province. It showed that the tourism industry was able to boost the underdeveloped areas in Lampung Province as a main source of the regional revenues.

There are seven leading tourist attractions in Lampung Province e.g., Mount Krakatau, Bandar Lampung City (Teluk Betung City and Tanjung Karang City), Kiluan Gulf (a sea gulf with lots of dolphins in Tanggamus Regency), Southern Bukit Barisan, Way Kambas, Tanjung Setra, and

the Siger tower. Teluk Betung and Tanjung Karang that had been merged into a part of the Capital city of Lampung Province had a excellent tourism potential e.g., the regional museum located in the city center, the traditional craft center (Tapis craft), traditional culinary sales center (banana chip), and various art studios. This leading tourism development became well packages of a tourist destination. Moreover, the beaches, seas, traditional houses, lakes, and mountainous natures were usually located far from the capital of Lampung and became an alternative tourism. This alternative tourism was the choice of the other tourist attractions that were able to be the other destinations (Isaac, 2010).

In Lampung Province, there were a lot of alternative tourist attractions, but they were not yet fully explored even though there were adequate, available infrastructures and facilities e.g., taxis, buses, trains, restaurants, lodging, and shopping centers. With these conditions, Lampung had natural and cultural potentials for tourism purposes (Ani et al., 2013)

**Table 1**  
**Data of Tourists Visiting Tourist Destination 2016-2020**

Type of Visitors	2016	2017	2018	2019	2020
International Tourists	155.053	245.372	274.742	298.063	1.531
Domestic Tourists	7.381.774	11.395.827	13.101.371	10.445.855	2.548.394

Source: Data released by the Regional Office of Tourism and Creative Economy of Lampung Province, 2021

The table 1 informs about the fluctuating number of the tourist visiting each year in Lampung Province. The tourism marketing strategy needed to be prepared to increase the interest and the figure of the tourist visiting the Lampung Province. The Government Regulation No. 50 of 2011 concerning the National Tourism Development Master Plan 2010 - 2025, the tourism marketing was a series of the processes to create, communicate, and deliver the tourism products as well as to manage relationships with the tourists with the aim of developing the tourism and all its stakeholders. The local government had made a strategy for the regional tourism development. On the other hands, this strategy had not been able to provide significant progress in optimizing the existing potential due to the factors affecting the public interest in visiting Lampung Province had not be evaluated. It was expected that the evaluation must be done to get the existing potential optimization and to increase the tourists' visit.

Based on the phenomenon of decreasing number of the tourist visiting the tourist destinations in Lampung Province, it was concluded that the tourists' visiting decision was very low. The problem of this research was "the tourists' visiting decision was decreasing". Therefore, the problem statement was "how could the tourists' visiting decision increasing so that the number of tourists visiting the tourist destinations in Lampung Province increased".

The objectives of this research were:

- To analyze the effect of the service quality on the tourists' visiting decision to the tourist attraction in Lampung Province.
- To analyze the effect of the service quality on the tourism image of the tourist attraction in Lampung Province
- To analyze the effect of the service quality on the tourist attraction in Lampung Province

- To analyze the effect of the tourism image on the tourists' visiting decision to the tourist attraction in Lampung Province.
- To analyze the effect of the tourist attraction on the tourists' visiting decision to the tourist attraction in Lampung Province.
- To analyze the effect of the Advertising on the tourism image destinations in Lampung Province.
- To analyze the effect of the Advertising on the tourists' visiting decision to the tourist attraction in Lampung Province.

## II. REVIEW OF RELATED LITERATURE

The visiting decision to the tourist destinations was the decision made by the consumers to determine their intention to purchase the most preferred products so that the consumers truly made a purchase (Kotler and Keller, 2012). Moreover, the indicators to measure the visiting decision were a) the need or desire to travel; b) the information and assessment search; c) the decision to travel; d) the travel preparation and tourism experiences; and, e) the evaluation of travel satisfaction (Mathieson and Wall, in Sari and Saputra, 2019).

The service quality was the level of expected excellence used to control this level of excellence itself so that customer desires were fulfilled (Moeis and Fahmi, in Tjiptono (n.d); Wyekeoff, 1998). Gronroos (2000) defined that the service quality was divided into two dimensions e.g., the technical quality (what was delivered to consumers) and the functional service quality (how it was delivered). Besides, Brady and Cronin (2001) stated that the perceived service quality was determined by three dimensions e.g., the outcome quality, the interaction quality, and the physical environment quality.

According to Crilley (2005:97), the quality of tourism services directly depended on hospitality, location attractiveness, local products, and others. The dimensions of the tourism services quality included security, comfort, atmosphere, privacy, respect, friendliness, competence, empathy, reliability, responsiveness, courtesy, and honesty. Rukuiziene (2009:136) mentioned that the perceived tourism service quality was affecting the tourist satisfaction and it always provided the best things for the tourists so that it eventually affected the tourists' intention to re-visit. From the statement above, it concluded that the services quality in the tourism sector was felt from the friendliness, security, comfort, atmosphere, and responsiveness of the public services so that it was able to affect the level of the tourist satisfaction.

Valarie, et al (n.d) and Zeitham et. Al (1996) mentioned that there were five dimensions in determining the service quality e.g., Tangibility, Reliability, Responsiveness, Assurance, and Empathy. The tangibility was defined as a physical form of buildings, front office spaces, the parking spaces, the clean, neat, and comfortable rooms, the complete communication equipment, and the employee appearance. The reliability was defined as a form of the available services that were related to the offered promises. The responsiveness was defined as a response of the employees in helping customers and providing quick and responsive service including the adroitness in handling transactions and

customer needs. The assurance was defined as an ability of employees to foster the consumer belief in the company e.g., competence, courtesy, and credibility. The empathy was defined as a true sense of caring given to consumers e.g., the ease of contacting the customers, the ability to communicate with customers, and the efforts to understand the customer wants and needs (A Parasuraman, 2000).

#### *Effect of Service Quality on Visiting Decision*

In Kuntjara's research (2007), the research data was processed through multiple linear regression. The result of this research showed that the service quality had a positive, significant effect on the re-purchase interest. In Adhi's research (2009) the research data was processed through the multiple regression test. The result of this research showed that the service quality had a positive, significant effect on the re-purchase interest. In Fen and Lian's research (2006), the research data was processed through the multiple linear regression. The result of this research showed that the service quality had a positive, significant effect on the re-supporting interest.

#### *Tourism Image*

According to Herbig and Milewicz (in Sugihartono, 2009), the image was an award obtained by the company because of the existing advantages within the company e.g., the capabilities possessed by the company so that the company continued to be able to develop and to continue creating things to meet consumer needs.

Dobni and Zinkhan (1990) defined the brand image as a rational and emotional perception of a particular brand. Brand image arose from consumer belief in a particular brand seen on functional and symbolic matter. In addition, Park and Sinivasan (1994) stated that it was necessary to pay attention to the unique characteristics of a product in order to understand better on the brand image. Pitta (195: 54) said that a good brand image was the main thing to determine the target market, define the product position, and explain the market response.

Low and Lamb (in Hendiarti (2009) mentioned that the brand image indicators included friendliness/unfriendliness (easy to recognize), modern/outdated (up to date or outdated models) useful/useless), popular/unpopular (familiar), gentle/harsh (containing smooth texture), artificial/natural (authentic forms). Moreover, Keller (1993:3) also mentioned that factors forming the brand image were the type of brand association, the advantages of brand associations, the strength of brand associations such as friendliness/unfriendliness (easy to recognize), modern/outdated (up to date or outdated models) useful/useless), popular/unpopular (familiar), gentle/harsh (containing smooth texture), artificial/natural (authentic forms).

According to Keller (in Nurmiyati, 2009), the dimensions of the corporate image effectively affected the brand equity - product attributes, benefits and general behavior, people and relationships, values and programs, and company credibility.

#### *Effect of Service Quality on Tourism Image*

In Ramadhan's research (2016), it was concluded that the effect of the service quality and the Advertising

simultaneously on the visiting decision was 0.604. It meant that the service quality and the Advertising simultaneously had a strong, positive effect on the visiting decision by 60.4%. The remaining variables were affected by the other factors outside of this research by 39.6%.

#### *Tourist attraction*

According to Spillane (in Suharsono et al., 2015), the tourism attractiveness was the things emerged from the tourist destination that were able to attract the tourists' attention. There were five important elements in the tourist attraction e.g., (1) attraction or things that attracted the tourists' attention, (2) facilities, (3) infrastructure, (4) transportation, and (5) hospitality. Furthermore, Karyono (1997) mentioned that the tourist destination should also have three attractiveness requirements e.g., (1) there was something to see, (2) there was something to do, and (3) there was something to buy.

#### *Effect on Service Quality on Tourist Attraction*

Oliver (in Kusumahadi, 2002) explained that the impression of the service quality received by customers affected the customer behavior. One of the methods that was able to be done was a price collaboration from which the offered price will be more competitive with better service quality so that it was able to attract customers.

Service attractiveness was the starting point to make customers to do purchases on the service products. Powel (2000) described that the principles of the service attractiveness was regarded as an excellent product quality, very competitive prices, and satisfactory service. Furthermore, Kusumahadi (2002) added that the higher the service quality that the customers received, the more attractive the overall service would be. Therefore, it was concluded that the excellent product quality existence, very competitive prices, and satisfactory service was a means for offering value to increase customer acquisition and satisfaction so that it was able to bind customers to remain loyal and attract new customers.

In Susilowati's research (2009) with its title "Building Service Attractiveness and Brand Reputation through Service Quality and Market Alliances at EMKL Companies", the SEM analysis of this research showed that the service quality had a positive effect on the service attractiveness.

#### *Effect of Attraction on Visiting Decision*

In Ko and Liu's research with descriptive statistics, the result of this research showed that the tourist attraction had a positive effect on the visiting decision. From this theory and research, the following hypotheses were formulated as follow:

#### *Advertising*

Advertising was one of the marketing mixes used by companies to communicate with their market. Advertising was also regarded as a continuous process because it leads to a series of further activities of the company. Soekadijo (In Ramadhan, 2016) said that the tourism marketing had various activities whose purpose was to influence, encourage, and persuade potential tourists as consumers to make decisions to travel. The success or failure of tourism

Advertising was measured by the amount of requested information and the large volume of tourist arrivals who actually bought the promoted tourism products. The indicators that characterized the Advertising were reach of Advertising, quantity of broadcasting the advertisement in Advertising media, and quality of advertisement message on Advertising media (Kotler and Armstrong, n.d; Kotler, 1996)

*Effect of Advertising on Tourism Image*

One of the functions of advertising in Advertising activities was creating an image so that people had a certain image about the advertisement (Natalia & Mulyana, n.d.). Likewise, Imaniar (2019) analyzed her research through the quantitative descriptive method. The result of this research was that the Advertising was the most affecting variable on the particular brand images. From this theory and research, the following hypotheses were formulated as follow:

The effect of the Advertising on the customers' visiting decision from Mardiyani & Murwatingsih's research in 2015 with the title "Effect of Facilities and Advertising on Visitor Satisfaction through Visiting Decision as an Intervening Variable at Tourism Objects in Semarang City" showed that the Advertising had a direct effect on the customer satisfaction at Semarang tourism objects; the decision had a direct effect on the customer satisfaction; and, the facilities and the Advertisings affected the customer satisfaction with the visiting decision as an intervening variable. The conclusion of this research proved that the decision was able to be mediated and it affected the facilities, Advertising, and satisfaction.

In Sarjono's research (2012) with the title "Analysis of the Effect of Marketing Mix Strategy on Purchase Interest of New Product" with the product strategy, the price strategy, the Advertising strategy, and the distribution strategy as the research variables through multiple linear regression, it showed that the Advertising strategy had a positive, significant effect on the re-purchasing interest.

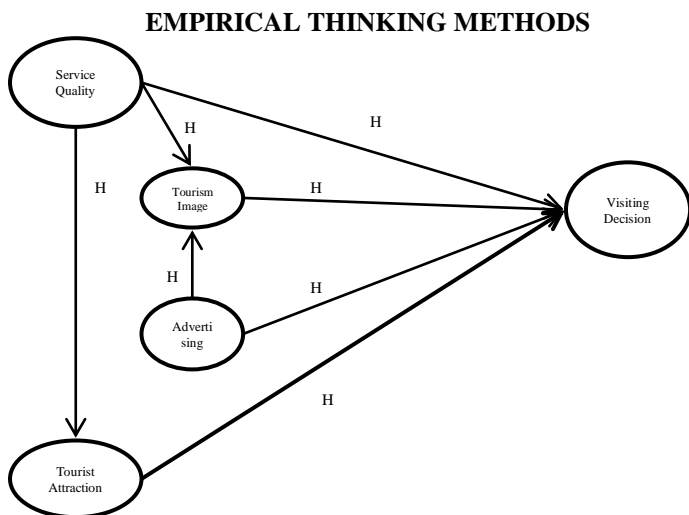


Figure 1 Method of Empirical Thinking Analysis of Factors Affecting Tourists' Visiting Decision into Tourist Destinations in Lampung Province

III. RESEARCH METHOD

A. Population and Sample

The population in this research were the visitors visiting the tourist destinations in Lampung Province. The number of samples of this research was 110 respondents. These 110 respondents were obtained from the number of questionnaires that had been filled and received from the respondents. The sampling technique used in this research was the Non-Probability Sampling. The type of this sampling was purposive sampling. The criteria of this sampling were: (1) the visitors visiting the tourist destination who had visited at least once, (2) the visitors who were 17 years and above.

B. Data Collecting Techniques

The data was collected by doing observation and distributing questionnaires.

C. Data Analyzing Technique

The data analyzing technique used in this research was PLS-SEM. The analysis stages used PLS-SEM and must at least go through a five-step process from which each stage affected the next stages e.g., 1) Conceptualizing Model, 2) Analyzing Algorithm, 3) Re-sampling Method, 4) Drawing Path Diagram, 5) Evaluating Model (Ghozali and Laten, 2012).

IV. DATA ANALYSIS AND DISCUSSION

A. Descriptive Data of the Respondents

According to the result of the collected data, the number of respondents was 110 with 36 of male respondents and 64 of female respondents. Most of the respondents were graduated from the secondary and tertiary education as a private workers.

B. Validity test

Convergent Validity

The result of all convergent validity values for all variables was that the service quality, the tourism image, the Advertising, the tourist attraction, and the visiting decision had met the requirements with a loading value > 0.50.

Table 2  
AVE Value

	Average variances Extracted (AVE)
Service Quality	0,520
Tourism Image	0,584
Advertising	0,756
Tourist Attraction	0,569
Visiting Decision	0,670

Source: WrapPLS Data Processing, 2013

From the table, it was seen that the AVE values for all constructs was greater than 0.5. This meant that all constructs met the AVE requirements and showed a good measure of convergent validity.

Discriminant Validity

According to the output from the Table 3, it was seen that the correlation of the construct of the service quality with its indicators was greater than the correlation of the

indicator of the service quality with the other constructs. Furthermore, the correlation of the construct of the tourism image with its indicators also showed a greater result than the correlation of the indicator of the tourism image with the other constructs. Moreover, the correlation of the construct of the Advertising with its indicators also showed a greater result than the correlation of the indicator of the Advertising with the other constructs. Besides, the correlation of the construct of the tourist attraction with its indicators also showed a greater result than the correlation of the indicator of the Advertising with the other constructs. In addition, the correlation of the constructs of the visiting decisions also showed a greater result than the correlations of the indicator of the visiting decision with the other constructs. Therefore, this showed that all constructs had met the discriminant validity criteria which meant that all latent constructs predicting the indicators at their block better than that the indicators of the other blocks.

**Table 3**  
Cross-loading Indicators among the constructs

	Service Quality	Tourism Image	Advertising	Tourist Attraction	Visiting Decision
X1	(0,684)	0,391	0,350	0,372	0,319
X2	(0,847)	0,462	0,415	0,414	0,444
X3	(0,615)	0,398	0,363	0,325	0,484
X4	(0,731)	0,426	0,398	0,300	0,275
X5	(0,696)	0,412	0,378	0,365	0,432
X6	(0,735)	0,529	0,414	0,444	0,447
X7	0,484	(0,810)	0,600	0,489	0,444
X8	0,518	(0,770)	0,415	0,468	0,412
X9	0,452	(0,768)	0,518	0,313	0,423
X10	0,392	(0,705)	0,366	0,405	0,430
X11	0,435	0,515	(0,808)	0,483	0,527
X12	0,476	0,558	(0,894)	0,491	0,550
X13	0,485	0,558	(0,904)	0,544	0,532
X14	0,328	0,453	0,517	(0,825)	0,582
X15	0,468	0,305	0,325	(0,553)	0,203
X16	0,409	0,464	0,456	(0,848)	0,452
X17	0,524	0,532	0,496	0,533	(0,868)
X18	0,370	0,443	0,527	0,493	(0,869)
X19	0,469	0,390	0,494	0,364	(0,707)

Source: WrapPLS Data Processing, 2013

### C. Reliability Test

After testing the construct validity, the following test was the construct reliability test measured by two criteria e.g., composite reliability and Cronbach's alpha from the indicator block that measured the construct, a construct was declared reliable if the composite reliability and Cronbach alpha values were more than 0.7.

**Table 4**  
Result of Reliability Test

Construct	Reliability	
	Composite Reliability	Cronbach's Alpha
Service Quality (KP)	0,866	0,812
Tourism Image (CW)	0,848	0,761
Advertising	0,903	0,837
Tourist Attraction (DTW)	0,793	0,606
Visiting Decision (MKU)	0,858	0,749

Source: Data processed, 2021

### D. Evaluating Structural Model or Inner Model

According to the output from the table 5, it was seen that the APC value and the ARS value met the APC and ARS criteria because the p-value  $\leq 0.05$ . In addition, the VIF

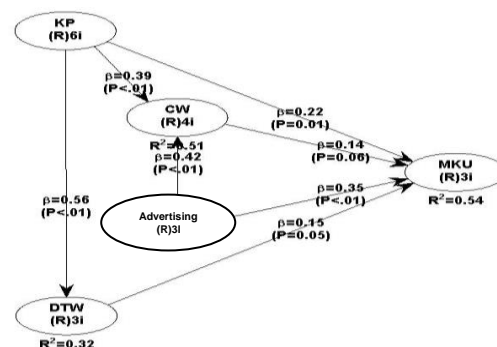
value was also  $< 5$ . Therefore, it was concluded that the overall research model was fit to the data and able to be continued in the next test.

**Table 5**  
Fit Indices Model

	Index	P-value
APC	0,320	$< 0,001$
ARS	0,457	$< 0,001$
AVIF	1,910 (Good if $< 5$ )	$< 5$

Source: Data processed, 2013

The following below was the figure of the research model with the obtained result through the WrapPLS program:



Source: Data processed, 2013

**Figure 2**  
Empirical Research Model

### E. Hypothesis test

#### Hypothesis Test I

H1: If the service quality was higher, so the visiting decision was greater.

According to the result of the testing hypothesis I through WrapPLS 2.0 between the service quality on the visiting decision, it was found that the service quality (KP) had a positive effect on the visiting decision (MKU) with a regression coefficient of 0.22 and a significant value of 0.01 with an R-squared value of 0.54. It meant that the service quality was able to classify the variations of the visiting decision by 54%. From the result of this test, it was concluded that the hypothesis I was accepted.

#### Hypothesis Test II

H2: If the service quality was higher, so the tourist attraction image was better.

According to the result of the testing hypothesis II through WrapPLS 2.0 between the service quality and the tourism image, it was found that service quality (KP) had a positive effect on the tourism image (CW) with a regression coefficient of 0.39 and a significance value of  $< 0.01$  with an R-value squared of 0.51. It mean that the service quality was able to classify variations of the tourism image by 51%. From the result of this test, it was concluded that the hypothesis II was accepted.

#### Hypothesis Test III

H3 : If the the tourist image was better, so the visiting decision was greater.

According to the result of the hypothesis testing III through WrapPLS 2.0 between the tourism image on the

visiting decision, it was found that the tourism image (CW) had a positive effect on the visiting decision (MKU) with a regression coefficient of 0.14 and a significant value of 0.06 with an R-squared value of 0.54. It meant that the tourism image was able to classify the variations of the visiting decision by 54%. From the result of this test, it was concluded that the hypothesis III had a positive effect, but did not meet the requirements for probability of  $< 0.05$ . Therefore, it was concluded that hypothesis III was rejected.

#### **Hypothesis Test IV**

H4 : If the service quality was higher, so the tourist attraction was better.

According to the result of the testing hypothesis IV through WrapPLS 2.0 between the service quality and the tourist attraction, it was found that the service quality (KP) had a positive effect on tourist attraction (DTW) with a regression coefficient of 0.56 and a significant value of  $< 0.01$  with a value of R-squared of 0.32. It meant that the service quality was able to classify the variations of the tourist attractions by 32%. From the result of this test, it was concluded that the hypothesis IV was accepted.

#### **Hypothesis Test V**

H5: If the tourist attraction was better, so the visiting decision was greater.

According to the result of the testing hypothesis V through WrapPLS 2.0 between the tourist attractions on the visiting decision, it was found that tourist attraction (DTW) had a positive effect on the visiting decision (MKU) with a regression coefficient of 0.15 and a significant value of 0.05 with an R value-squared of 0.54. It meant that the service quality was able to classify the variations of the visiting decision by 54%. From the result of this test, it was concluded that the hypothesis V was accepted.

#### **Hypothesis Test VI**

H6: If the Advertising was better, so the tourism image was greater.

According to the result of the testing hypothesis VI through WrapPLS 2.0 between the Advertising on the tourism image, it was found that the Advertising had a positive effect on the tourism image (CW) with a regression coefficient of 0.42 and a significant value of  $< 0.01$  with an R-squared value of 0.51. It meant that the service quality was able to classify the variations of the visiting decisions by 51%. From the result of this test, it was concluded that the hypothesis VI was accepted.

#### **Hypothesis Test VII**

H7: If the Advertising of a tourist attraction was better, so the visiting decision was greater.

According to the result of the testing hypothesis VII through WrapPLS 2.0 between the Advertising and the visiting decision, it was found that the Advertising had a positive effect on visiting decisions (MKU) with a regression coefficient of 0.35 and a significant value of  $< 0.01$  with an R-squared value of 0.54. It meant that the service quality was able to classify the variations of the visiting decision by 54%. From the result of this test, it was concluded that the hypothesis VII was accepted.

## **Discussion**

The result obtained from the data processing using the WrapPLS 2.0 program showed that promoting the tourist destination was able to be done in order to increase the visiting decision to the tourist destination. This was in line with the Soekadijo's research (2000: 253) that the success of the Advertising and the publication was seen on:

(1) the greater flow of tourist arrivals, (2) the longer duration of the tourists staying in the promoted area, (3) the greater expenditure of the tourist, (4) the greater tendency of the tourists to re-visit the same tourism spots, and (5) the improvement of the quality, quantity, and the reach of the Advertising of the tourist destinations in Lampung Province. Furthermore, the visiting decision was also be improved directly through improving the service quality itself which was in line with Li and Lee's research (2001) that the customers had an interest in reusing the services of the same provider through high quality."

The improvement process of this service quality was able to be done by improving the security system, providing convenient spaces, being friendly and polite, and being more responsive and empathetic to the tourists who visited the Lampung Province. In addition, the visiting decision was also improved through the existence of the tourist attraction. The more attractive of the tourist attraction was, the higher the visiting decision of the tourists would be. It was in line with Ko and Liu's research that the tourist attraction had a positive effect on the visiting decision.

## **V. CONCLUSION AND IMPLICATION**

There are seven hypotheses proposed in this research, the six hypotheses was accepted and one hypothesis was rejected. The conclusions of the seven hypotheses were as follow

### *A. Conclusion on Hypothesis I*

From the result of this research, it showed that the service quality had a positive, significant effect on the increasing tourists' visiting decisions. It was supported by Ramadhan's research (2016) that the service quality had a significant, positive effect on the visiting decision to the tourist attraction.

### *B. Conclusion on Hypothesis II*

From the result of this research, it showed that service quality had a positive, significant effect - it was able to improve a good image of the tourist spots. It was because the high service quality led the tourist satisfaction and encouraged the tourists to reflect the positive things so the tourism image improved. It was supported by Wibowo, Gaffar, and Yuniawati's research (2006) that the service quality affected the image of the Jakarta Recreation Park. Moreover, it also supported Rahma's research (2007) that service quality had a positive effect on the brand image.

### *C. Conclusion on Hypothesis III*

From the result of this research, it showed the tourism image had no positive, significant effect on the visiting decision. This hypothesis was not in line with the research finding belonging to Adhi (2009); Andriadi and Untarini

(2013) that the company image had a positive, significant effect on the visiting decision.

#### D. Conclusion on Hypothesis IV

From the result of this research, it was found that the service quality had a positive, significant effect on the tourist attraction. This finding was supported by Powell's research (2000) that the service attractiveness principles was an excellent product quality embodiment, very competitive prices, and satisfactory service.

Furthermore, it was also in line with Kusumahadi's research (2002) that the higher the service quality that the customers received, the more attractive the overall service would be. Therefore, it was concluded that the excellent product quality existence, very competitive prices, and satisfactory service were a means for offering values to increase the customer acquisition and satisfaction so that it was able to bind the customers to remain loyal and attract new customers.

Moreover, this finding was also supported by Susilowati's research (2009) that the service quality had a positive effect on service attractiveness.

#### E. Conclusion on Hypothesis V

From the result of this research, it was found that the tourist attraction had a positive, significant effect on the visiting decision. This meant that the attractiveness led to the higher visiting decisions. This hypothesis was supported by Ko and Liu's research with the results that the tourist attraction had a positive effect on visiting decisions.

#### F. Conclusion on Hypothesis VI

From the result of this research, it was found that the Advertising had a positive, significant effect on the tourism image. This was because a good Advertising created a good tourism image among the people.

This finding was not supported by Sudarmiatin's research (2008) with the result that there was no significant effect between the natural tourism object advertising on the consumer image due to internal factors and external factors. The Internal factors were inappropriate type of the Advertising, the Advertisingal media, the duration of the Advertising, the frequency of the Advertising, the content of the Advertisingal messages, the Advertising actors, and the others. External factors were consumer characteristics.

#### G. Conclusion on Hypothesis VII

From the result of this research, it showed that the Advertising had a significant effect on the visiting decision. It was supported by the Kurniawan, et al's research (2008) that the Advertising intensity had a positive effect on the repurchasing interest. Moreover, it was also supported by Sarjono's research (2012) that the Advertisingal strategies had a positive, significant effect on the higher repurchasing interest.

Furthermore, the obtained result using the WrapPLS 2.0 program also answered the problem statement of this research as follow:

**Firstly**, the visiting decision was able to be improved by increasing the Advertising activities in terms of improving quality, quantity and reach activities. The questionnaire result of the Advertising of the tourism destination showed

that there was still a lack of Advertising carried out by the Lampung Province in terms of introducing the tourism potential as a tourist destination. This was because the Advertisings that had been done so far had not reached all circles of society so that there were still a few of people who did not know more about the tourist destinations in Lampung Province.

**Secondly**, the visiting decision was able to be improved in line with improving the service quality as well through the evaluation of the security, comfort, friendliness, courtesy, responsiveness, and empathy of the tourist destination managers in Lampung Province. The questionnaire result on the service quality of the tourist destinations showed that the service quality at the tourist destinations was good and able to influence the tourists' visiting decision.

**Thirdly**, the visiting decision was able to be improved through the tourism image by boosting the service quality. From the result of the analysis, it showed that the good service quality created a good image. However, the image did not necessarily increase the tourists' visiting decision because there must be an initial direct influence that was felt by tourists so that the visiting decision was increasing.

**Fourthly**, the visiting decision was able to be improved through the tourist attraction by boosting the service quality. The result of the analysis showed that the good service quality was an attraction from the tourist attraction. The attractiveness of the tourist destinations was quite good, but it still did not show the personality of the Lampung Province.

#### Future Research Agenda

The result of this research has the limitations so that it is expected that there is further researches to develop this research for the future. Moreover, this study is able to be used as a source of ideas and input for the researchers. The suggestions of this research were:

1. The future researches are able to continue this research by looking at the limitations of this research through eliminating or replacing variables, especially from the rejected hypothesis of this research.
2. The future research can add intervening or intermediate variable which had a greater impact.

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