The Relationship between Tourist Satisfaction on Marketing SIM, Information Quality and Service Quality on Tourist Loyalty in The Colorful Village of Malang City

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Article Info	Abstract
Marketing Information Systems; *Information Quality;* *Service Quality;* *Tourist Loyalty;* *Tourist Satisfaction;*	*Malang City Tourism has become one of the tourist destinations favored by visitors, with a good Marketing SIM from tourist destinations, the quality of information provided by these tourist destinations, and the quality of service when tourists visit these tourist destinations. The purpose of this study was to analyze the impact of the existence of a marketing sim, information quality, and service quality on tourist loyalty in the Colorful Village of Malang City through tourist satisfaction. The population in this study were all people who had visited Kampung Warna Warni Malang City, with a total sample of 105 respondents and in this study the data analysis technique used was path analysis. The results of this study found that marketing SIM and service quality had a direct effect on tourist loyalty, while information quality did not have a direct effect on tourist loyalty. The results of this study also showed that marketing SIM, information quality and service quality had an effect on tourist loyalty through tourist satisfaction which can be interpreted that tourist satisfaction really mediates in this study. The conclusion that can be drawn is that tourists who are loyal to the tourist destination of the Colorful Village of Malang City are tourists who are satisfied with the marketing SIM, quality of information, and quality of service in the Colorful Village of Malang City.*

Introduction

Indonesia is an archipelagic country with natural wealth which is also a tourism potential for each region, not only its natural wealth but cultural diversity is also a tourism potential that can be enjoyed by tourists. The State of Indonesia which consists of several islands is also divided into several provinces, one of which is the Province of East Java. The province, which is located in the eastern part of the island of Java, is directly adjacent to the island of Bali. Administratively, it consists of 34 regencies/cities. Malang City is one of those located between Batu City and Malang Regency, Malang City is one of the tourist destinations.

Tourist destinations in Malang City are dominated by thematic villages and culinary tours, several thematic villages are starting to develop in this city by displaying their different characteristics and uniqueness, one of which is Kampung Warna Warni. Kampung Warna Warni was originally just a community settlement that could be categorized as densely populated, now Kampung Warna Warni has turned into a very popular village by offering unique and beautiful views and equipped with bright colors from every house in this village. (Alvianna et al., 2023). Not only the beauty and uniqueness of tourist destinations that make someone want to visit Kampung Warna Warni, but also the marketing information system carried out by these tourist destinations, as well as the presence of three components whose purpose is to analyze the information to be provided, collect and share information. required precisely and accurately (Afrina et al., 2016) (Hidayatullah et al., 2020).

SIM marketing can run well if the destination implements good information quality as well, where information quality is an information system that has three characteristics, namely accuracy of information which must always be right and in accordance with the circumstances, timeliness of information which is always up to date and meaningful relevance information must be relevant to

user needs and have benefits for users (Wati et al., 2016) (Rachmawati et al., 2019) After SIM marketing and information quality has been carried out to the fullest, complemented by good and friendly service from managers and all the people in Kampung Warna to visiting tourists, it will create satisfaction for tourists Tourist satisfaction is a level of positive feelings of tourists towards a service product that is in accordance with tourists' expectations, where if tourists feel satisfaction, the tourist will visit again (Rachmawati et al., 2019) (Saway et al., 2021), from the satisfaction felt by tourists will make return visits to these tourist destinations, return visits illustrate tourist loyalty, this loyalty can also be described as a positive image that tourists have towards a tourist destination (Listyawati, 2019) (Ningtiyas, 2021). By looking at the things that can create tourist loyalty, the purpose of this study is to analyze the impact of the marketing sim, information quality, and service quality on tourist loyalty in the Colorful Village of Malang City through tourist satisfaction

Method

This research is an explanatory research study, where this research aims to explain the causal relationship between research variables through hypothesis testing (Hidayatullah et al., 2023)(Sugiyono, 2017), which uses a quantitative approach. The population in this study are all tourists who have visited Kampung Warna Warni at least twice with an unknown amount, so the researchers used the opinion (Hair, Jr, 2015) which recommends a sample size if the population size is unknown, then the minimum sample size is 5-10 times the number of statement items contained in the questionnaire. The number of statement items in this study is 21 using a minimum size, so the sample of this study is 5 x 21 = 105 respondents, the data analysis technique used in this research is path analysis technique.

Result and Discussion

1. Frequency Distribution of Respondents

From the number of questionnaires distributed via the Google form, there were 105 questionnaires. Based on the recapitulation of the questionnaire, the results of the analysis of the frequency distribution of the respondents were obtained as follows:

Table 1. Frequency Distribution of Respondents

No	Gender	Frekuensi	Percentage
1	Male	65	61,9
2	Female	40	38,1
	Total	**105**	**100**
No	Age	Frekuensi	Percentage
1	15-20 Age	13	12,4
2	21-25 Age	60	57,1
3	25-30 Age	25	23,8
4	30-35 Age	7	6,7
5	>35 Age	0	0
	Total	**105**	**100**
No	Work	Frekuensi	Percentage
1	Pegawai Negeri Sipil	5	4,8
2	Pegawai Swasta	57	54,3
3	Pelajar/ Mahasiswa	40	38,1
4	Dll	3	2,9
	Total	**105**	**100**
No	Income	Frekuensi	Percentage
1	Malang	56	53,3
2	Luar Malang	29	27,7
3	Luar Jatim	20	19
	Total	**105**	**100**
No	Long Visited	Frekuensi	Percentage

1	1 Kali	25	23,9
2	2 Kali	58	55,2
3	3 Kali	15	14,2
4	4 Kali	7	6,7
	Total	**105**	**100**

Source: Primary Data, processed, 2023

2. Test Instruments

a. Validity and Reliability Test

The validity value is obtained by comparing the calculated r value of each statement item with the r table value. The validity comparison value can be said to be valid if the comparison value is greater than the r table value where r table is a 90% confidence level ($\alpha = 0.05$) with a total of 105 respondents is 0.195. Based on data management in tables with a total of 21 statement items tested, all statement items have a calculated r value greater than r table, and the probability is smaller $\alpha = 5\%$, so there is a significant relationship between each score of each statement item with a total score. A significant correlation shows that the statement items really can be used to measure the variable to be measured, in other words the instrument used is valid, thus it can be used in research.

Furthermore, from the respondent's answer score with the cronbach alpha approach calculated using the SPSS program, it shows a cronbach's alpha value above 0.90 so that it can be said that the reliability is perfect.

b. Model 1 Multiple Linear Regression Test

Model Equation 1 ➜ $Z = PZ X_1 + PZ X_2 + PZ X_3 + e$…..

Table 2. Regression Analysis Path Test Results for Model I

Model	Var	Unstandardized Coefficients		Standardized Coefficients	t	Sig
		ß	Std Error	Beta		
Constant		1,578	1,394		1,132	0,216
SIM Marketing	X_1	0,131	0,048	0,208	2,729	0,007
Information Quality	X_2	0,058	0,070	0,084	0,836	0,405
Service Quality	X_3	0,172	0,032	0,595	5,366	0,000
Dependent Variabel	**Tourist Satisfaction (Z)**					
R	0,818					
R^2	0,668					
R^2 Adjusted	0,659					
F hitung	67,891					
Line Equation	$Z = P_Z X_1 + P_Z X_2 + P_Z X_3 + e$…					
Result	$Z = 0,208 + 0,084 + 0,595 + e$….					

Source: Primary Data, processed, 2023

In Table 2 it can be seen that the regression model model I where the significant value of the Marketing SIM variable (X1 = 0.208) with a significance level of 0.007, Information Quality (X2 = 0.084) with a significance level of 0.405, and Service Quality (X3 = 0.595) with a a significance of 0.000 means that the variables X1 and X3 have a significant effect because the sig value is less than 0.05, while the variable X2 has no significant effect because the sig value is greater than 0.05, but the value of R2 or RSquare is 0.818, this shows that the contribution or the contribution of X1 and X2 to Z is 81.8%, while the remaining 18.2% is contributed by other variables included in this study.

To find out whether the regression model above has an effect simultaneously or simultaneously, an F test is needed. The F test is obtained by the output of the regression model I obtained by calculating the F result of 67.891 with a significant value of 0.000, this means 0.000 <0.05, this means X1 and X2 together have an effect on Z.

c. Model 2 Multiple Linear Regression Test

Model Equation 2 ➜ $Y = P_y X_1 + P_y X_2 + P_Y X_3 + P_Y Z + e$

Tabel 3. Hasil Uji Jalur Analisis Regresi Model 2

Model	Var	Unstandardized Coefficients		Standardized Coefficients	t	Sig
		ß	Std Error	Beta		
Constant		-1,444	0,889		-1,624	0,107
SIM Marketing	X_1	0,169	0,067	0,173	2,529	0,013
Information Quality	X_2	0,161	0,094	0,149	1,713	0,090
Service Quality	X_3	0,101	0,049	0,225	2,068	0,041
Tourist Satisfaction	Z	0,659	0,134	0,425	4,958	0,000
Dependent Variabel	**Tourist Loyalty (Y)**					
R	0,868					
R^2	0,754					
R^2 Adjusted	0,744					
F hitung	76,487					
Line Equation	$Y = P_y X_1 + P_y X_2 + P_y X_3 + P_y Z + e…$					
Result	$Y = 0,173 X_1 + 0,149 X_2 + 0,225 X_3 + 0,425 Z + e…..$					

Source: Primary Data, processed, 2023

Referring to table 3, it is known that the significant value of the Marketing SIM variable (X1) = 0.173 with a significance level of 0.013, Information Quality (X2) = 0.149 with a significance level of 0.090, Service Quality (X3) = 0.225 with a significance level of 0.041, Tourist Satisfaction (Z) = 0.425 with a significance level of 0.000. This gives the conclusion that MIS Marketing (X1), Service Quality (X3), Tourist Satisfaction (Z) have a significant effect on Tourist Loyalty (Y), then Information Quality (X2) has a sig probability value of 0.090 greater than 0.05 , meaning that Information Quality (X2) has no effect on the Tourist Loyalty variable (Y). The value of R2 or RSquare is 0.754, this shows that the contribution or influence of X1, X3 and Z on Y is 75.4%, while the remaining 24.6% is contributed by other variables not included in this study.

To find out whether the regression model II above has a joint or simultaneous effect, an F test is needed. The F test is obtained by the output results of the model II regression results obtained by calculating F 76.487 with a significant value of 0.000, this means 0.000 <0.05, this means X1, X3 and Z together have a significant effect on Y

d. Path Analysis

Table 4. Path Analysis Test Results

Path	Direct Effect	Indirect Effect	Total Effect	Information
X_1-Z	0,208			Significant
X_2-Z	0,084			No Significant
X_3-Z	0,595			Significant
X_1-Y	0,173			Significant
X_2-Y	0,149			No Significant
X_3-Y	0,225			Significant
Z-Y	0,425			Significant
X_1-Z-Y		0,208 x 0,425 = 0,088	0,173 + 0,088 = 0,261	Significant
X_2-Z-Y		0,084 x 0,425 = 0,036	0,149 + 0,036 = 0,185	Significant
X_3-Z-Y		0,595 x 0,425 = 0,253	0,225 + 0,253 = 0,478	Significant

Source: Primary Data, processed, 2023

Discussion

1. SIM Marketing affects Tourist Satisfaction

   From the results of the research that has been done, it was found that the Marketing SIM has an effect on the satisfaction of tourists visiting Kampung Warna Warni in Malang City, the results of this study are in line with research conducted by(Lapalelo, 2015) that the marketing SIM at PT Hasjrat Abadi Manado has an influence on customer satisfaction, which means that marketing SIM plays an important role in promoting and introducing products to customers, so that customers get appropriate, accurate and up-to-date information. A website-based marketing information system will assist in promotional activities (Hernandhi et al., 2018). Other research, stated that information systems have an influence on customer satisfaction at EL Hotel Bandung (Erpurin, 2019), from the three studies it proves that marketing information systems assist in promotional activities so that they have an impact on tourist/customer satisfaction

2. Information Quality affects Tourist Satisfaction

   The results of the study show that the quality of information affects the satisfaction of tourists visiting Kampung Warna Warni Malang City, the results of this study are in line with research conducted by (Rachmawati et al., 2019) that the quality of information influences online purchasing decisions, where this research shows that not only convenience and consumer confidence, but in online purchases the quality of information also has an influence, in contrast to research conducted by where in this study the quality of information has no effect on customer satisfaction or loyalty. The quality of information has an influence on the satisfaction of Instagram social media users on the @bbtnbromotenggersemeru account (Patalo et al., 2021), so from this study it was found that the quality of information provided to customers or tourists must of course be up to date and accurate

3. Service Quality affects Tourist Satisfaction

   The results of the study show that service quality affects the satisfaction of tourists visiting Kampung Warna Warni Malang City, the results of this study are in line with the results of research conducted by(Vidianto, 2016) (Putro et al., 2014) both argue that service quality has strong enough to make tourists feel satisfied. Another opinion was conveyed by (Widhiarsa, 2019) that service quality has a major influence on the satisfaction of guests staying at the hotel. From the three previous studies it can be found that service quality has a major influence on tourist satisfaction, or in other words one that makes tourists feel satisfied when visiting a tourist destination is good service quality from tourist destination managers

4. SIM Marketing affects Tourist Loyalty

   From the results of the study it was shown that SIM Marketing had an effect on the loyalty of tourists visiting Kampung Warna Warni in Malang City, the results of this study were in line with research conducted by(Erpurin, 2019) (Rakhmadian et al., 2017) where the two results of this study jointly argue that marketing SIM is one of the factors that can influence tourist loyalty. Research conducted by (Afrina et al., 2016) says that a marketing information system that uses an android mobile that displays all tourist information will make it easier for tourists, the ease of getting information will make tourists feel satisfied and tourists will also be loyal

5. Information Quality affects Tourist Loyalty

   The results of the study show that the quality of information does not affect the loyalty of tourists visiting Kampung Warna Warni Malang City. The results of this study are not in line with the results of research conducted by (Rukmiyati & Budiartha, 2016), and significant feelings of Satisfaction. The quality of information available on social media Instagram @bbtnbromotenggersemeru has an influence on the loyalty of visiting tourists (Patalo et al., 2021).

6. Service Quality affects Tourist Loyalty

   The results of the study show that service quality affects the loyalty of tourists visiting Kampung Warna Warni Malang City, the results of this study are in line with research conducted by(Normasari, 2013) which states that service quality has a significant effect on tourist satisfaction.

7. Tourist Satisfaction affects Tourist Loyalty

   From the results of the study indicate that tourist satisfaction affects the loyalty of tourists visiting Kampung Warna Warni Malang City, this research is in line with research conducted by (Hanif et al., 2016)(Hermawan, 2011)(Saputra, 2013) from the three studies it was found that if consumers are satisfied with an item/service, then these consumers will be loyal to the goods/services, as well as in this study tourists who feel satisfied on their visit to Kampung Warna Warni Malang City, then these tourists will loyal by making return visits to this tourist destination.

8. SIM Marketing has an effect on Tourist Loyalty through Tourist Satisfaction

   From the results of the study it was shown that SIM Marketing had an effect on tourist loyalty through the satisfaction of tourists visiting the Colorful Village of Malang City. This research is in line with research conducted by (Hidayatullah et al., 2020) where the results of this study also show that if the Marketing SIM is improved properly it will help attract tourists to visit and make tourists loyal and satisfied with Kampung Warna – Warni

9. Information Quality has an effect on Tourist Loyalty through Tourist Satisfaction

   From the results of the study it was shown that the quality of information affects tourist loyalty through the satisfaction of tourists visiting Kampung Warna Warni Malang City, this research is in line with research conducted by(Rukmiyati & Budiartha, 2016) (Kartikasari, 2017) that Information Quality has a positive effect on Tourist Loyalty through Tourist Satisfaction.

10. Service Quality has an effect on Tourist Loyalty through Tourist Satisfaction

    From the results of the study it was shown that service quality affects tourist loyalty through the satisfaction of tourists visiting Kampung Warna Warni in Malag City, this research is in line with research conducted by (Setyowati, 2017) That said every satisfied traveler attests that they have positive feelings after they visit their chosen destination and comply (Oroh et al., 2015), If loyal tourists come to these destinations, they are satisfied with the services they receive, so they have the desire to continue visiting these destinations. The two theories above reinforce that Service Quality has a positive influence on Tourist Loyalty through Tourist Satisfaction (Putra Pratama et al., 2021)

Conclusions and Suggestions

From the results of the research that has been done, it can be concluded that SIM marketing, information quality, and service quality affect tourist loyalty through tourist satisfaction. This indicates that the marketing carried out by Kampung Warna Warni through a marketing information system is able to provide satisfaction for visiting tourists so that visitors are loyal, as well as the quality of information that has been carried out by Kampung Warna Warni which is accurate and up to date, so that tourists visiting get information that is in accordance with what was previously obtained, as well as services from the friendly management of Kampung Warna Warni so that tourists feel happy when visiting.

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