

The Role of Customer Satisfaction in Mediating Marketing Mix and Service Quality on Customers Loyalty of Tourists in Makassar, Sulawesi Selatan

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Abstract

Purpose of the study: Indonesia's tourism sector is currently developing rapidly and has made a positive contribution to the industry, so that it can have an impact on all parties involved in the skilled management of the sector. The purpose of this study is to evaluate and analyze the marketing mix on visitor satisfaction, identify and analyze the quality of service on visitor satisfaction, know and analyze the return visit loyalty marketing mix, identify and analyze the quality of service on return visit loyalty, identify and analyze visitor loyalty satisfaction. Return visits, recognizing and assessing the return visit loyalty marketing mix mediated by visitor satisfaction, and deciding and analyzing the level of service on return visit loyalty mediated by visitor satisfaction.

Methodology: Tourists visiting Makassar using data of 2018 were the population in the study where the tourist population who visited was 599.564. So that the population is taken with an accuracy of 7 percent based on the consideration of purposive sampling, the definition of the samplesizeis 204 respondent samples. Data collection was calculate using Structural Equation Modeling via the distribution of questionnaires and research techniques (SEM).

Main Findings: The findings showed that the marketing mix had a positive and significant impact on visitor satisfaction, that service quality had a positive and significant impact on visitor satisfaction, the marketing mix had a negative and marginal impact on return visit loyalty, the service quality had a positive and significant impact on return visit loyalty, that visitor satisfaction had an impact. The marketing mix has a positive and significant effect on return visit loyalty mediated by visitor satisfaction, and the standard of service has a positive and significant impact on return visit loyalty mediated by visitor satisfaction.

Applications of this study:This study can be useful for the tourism industry or public business sectors as well as that applied quality and loyalty of consumer.

Novelty/Originality of this study: this study has some novelty that may benefit for tourism sectors, also there are a new objects at Makassar Tourism Industrial Sector, which was never conducted before.

Keywords: marketing mix, satisfaction, quality of service, loyalty, tourism industry.

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I. INTRODUCTION

There are numerous aspects of domestic and foreign tourism, including sociological aspects; psychological; legal; economic; ecological; and many other significant aspects. Tourism significantly affects the foreign exchange earnings of the country and also taxes and raises local residents' salaries. Because of the importance of the tourism sector in world economic growth, it is sometimes referred to as a development passport, such that almost all countries currently compete with each other to sell their natural beauty, their cultural uniqueness, and the friendliness of the population to become their pet market. According to Yudananto (2012), in the industrial world, the role of the tourism sector in the economy can take the form of developing or adding fields and job opportunities for local communities, such as hotels, restaurants, tour guides, musicians, travel agencies and other services.

The ocean region with waters covering an area of 93,000 km and a coastline of around 81,000 km, or almost 25 percent of the world's coastline, is much of Indonesia's 70 percent natural resources, making Indonesia the world's largest maritime nation (www.indonesia.travel: 2018). There are 17,504 islands and natural tourist attractions in Indonesia that have excellent potential to draw tourists. Tourism has a very significant and strategic significance in South Sulawesi Province. This is because this region also has tourism items that are very extensive in addition to having four ethnic groups, as tourist destinations that offer natural nuances, artificial tourist objects, marine tourism objects, cultural attractions in cultural tourism packages that

are naturally presented on the basis of these four tribes. According to the Dinas Kebudayaan dan Pariwisata Provinsi Sulawesi Selatan and Badan Pusat Statistik Sulawesi Selatan, the level of domestic tourism visits in South Sulawesi reached 7 million tourists in 2015. This figure has risen dramatically from a target of 5.5 million visitors, taking South Sulawesi to seventh position in the national ranking of 16 tourist destinations in all Indonesian provinces.

Tourist visits to Makassar City crossed 2.378.035 in 2017. Where the number of visiting domestic tourists is as high as 2.324.619. 53.416 individuals and international tourists. Meanwhile, there were 2.550.750 people on domestic tourist visits from January 1 to June 30, 2018. And international visitors hit a population of 53.764. The total tourist visits, then, reached 2.605.334 individuals. Nusantara tourist visitors have increased to 5.4 million from January to December 2018, while international tourists have increased by 105.000 from January to December 2018. It was confirmed by the government and the Tourism Office that this data was up from the 2017 period. The number of Indonesian tourists visiting the archipelago reached 4.184.499 people in 2017, as well as 85.696 people visited by foreign tourists. The presence of the best service quality variables for tourists ranging from lodging, destinations to be visited, and transportation is one of the causes of growing domestic tourists visiting Makassar. In Makassar Region, tourist destinations can provide a special attraction for domestic tourists to come back to visit and enjoy the beautiful atmosphere of the place. Service quality and satisfaction of domestic tourists who want to visit Makassar City are indicated by the current conditions.

In an attempt to provide optimum service, in partnership with the Dinas Pariwisata dan Ekonomi Kreatif, the Pemerintah Kota Makassar has a planning and development mechanism focused on a priority scale that steadily and sustainably refers to the vision and purpose of tourism. Several strategic steps have been taken to allow the community to experience tourism in Makassar City so that better tourism services can be carried out. In the world of tourism, tight competition, including existing tourism services, raises demands to boost the standard of service so that visitors who visit feel happy and loyal. The current phenomenon shows that the key to increasing tourist loyalty lies in the tourism capacity of each area, especially Makassar City, to construct the efficiency of satisfaction that is generated from the marketing mix and quality of service factors. How to draw new visitors and retain the trust of tourists to come and visit again is the challenge faced at this period in the service sector today. Each competing area aims to increase its market share and attract new potential tourists.

Various consumer loyalty studies (Zeithaml, et al, 1996; Fornell and Wernerfelt, 1987; Riechheld and Sasser, 1990; Parasuraman, et al, 1988) indicate that partnership-based marketing does not attract researchers' attention as a variable that influences the high and low loyalty of consumers. Customer loyalty is the overall result of a purchase that is defined as an attitude and intention to act in the future, and is conveyed by things such as a commitment to buy from a business if you need a product or service, a commitment to give others feedback through saying things - good things about the business and a willingness to pay dearly. For a company to succeed in business rivalry, loyalty is an essential factor. Consumer loyalty is reflected by the customer's passion for the good or service. According to Kotler and Keller (2009) "loyalty is a deeply held commitment to buy or support a preferred product or service back in the future even though there is a site's influence and marketing efforts that have the potential to cause domestic tourists to switch"

The empirical data presented by Ilham., 2015: Afrida., 2015 from the results of his research states that product, price, and promotion in the marketing mix have a significant effect on satisfaction, while place is unable to affect satisfaction. Word. 2010. From the results of his research, physical evidence does not have a significant effect on customer satisfaction. One of the marketing strategies used is to retain visitors but in conditions of very tight competition, so that the implementation aims to improve the level of satisfaction. In addition, the results of previous research from Henelia (2016); Oki (2014) states that the Marketing Mix can increase the loyalty of tourists so that they keep returning to visit. Shyh-Jane, et.al (2011) found that high service quality can significantly increase the satisfaction of domestic tourists. There is a statement that is supported by the research results of Wei Ming, et al. (2011); Sheng & Liu (2010); Chenet et al. (2010); Norizan & Asiah (2010). Furthermore, service quality does not only directly have a significant effect on customer satisfaction but also on customer loyalty and trust. Research findings (Norizan & Salaheldin (2009); Sunil & Keyoor (2008) state that service quality indicators have a positive and significant effect on customer satisfaction. Service quality has a positive and significant effect on customer loyalty (Ilias & Trivellas (2010); Chaniotakis (2009)); Riadh, (2009).

Studies that show that satisfaction has a significant and powerful impact on customer loyalty (Hsin-Chang & Hsin-Wei, 2011; Li Wei Wu, 2011; Sheng & Liu, 2010; Norizan & Asiah, 2010). Then the dimensions of overall customer satisfaction and professional satisfaction have a positive and important impact on loyalty (Abu-Elsamen et al., 2011; and Brunner et al., 2008). The tourist satisfaction phenomenon does not necessarily lead them to return visits. Interest in visiting again is defined as the intention of purchasing, which is a strong desire to buy back (Fillerton and Taylor in Baisya and Rozak, 2012). There are variables that are assumed to be the cause of the lack of interest in visiting tourist destinations for potential tourists, namely the lack of attention from the destination to safety and cleanliness aspects, less structured management, and a lack of creativity that

makes tourists feel happy. Some tourist destinations that depend on natural attractions in their operations are considered to be less concerned with safety aspects.

II. LITERATURE REVIEW

1. Service Marketing Concept

Marketing programs are something that can be separately defined, not materialized, delivered to fulfill needs, according to (William J. Stanton, 1981). By using tangible or intangible objects, services can be created. Service marketing is, according to (Mary Jo Bitner, 2000), an economic operation whose performance, not the commodity, is consumed at the same time as production and provides added value. According to Lovelock and Gummesson (2011; 36), business service is a mode of service in which the intended service value will support customers or consumers. The definition of service marketing is essentially an attempt to combine the goods or services provided by a business with potential customers who may use those services, so that the products and services produced by a company or company must be capable of satisfying the customer's needs and desires. In the meantime, Rismiyati (2005; 270) describes service marketing as any operation or profit offered by one company. The researcher concludes, looking at the opinions of the experts above, that service marketing is the process of any action or profit provided and supplied by a party which is essentially intangible.

2. Marketing Mix

Tjiptono (2005) notes that the marketing mix is collection of methods that marketers may use to shape the characteristics of the services provided to consumers. These instruments may be used to strategize and design short-term tactical programs in the long term. In order to achieve organizational objectives, the composition of the components of the marketing mix can be compared to a cook who blends a selection of ingredients into a nutritious and delicious meal. There is something in common with the method of concocting ingredients carried out by advertisers and chefs, namely that they are both a blend of science and art. In support of the success of marketers and cooks, the elements of expertise, competence, information and imagination thus play an important role. Jerome Mc.Carthy, who formulated it into 4Ps, first popularized the notion of the marketing combination a few decades ago (Product, price, promotion and place). When viewed from the point of view of the consumer, 7P can be formulated into 4C (*Customers needs and wants, Cost, Communications dan Convenience*).

3. Services Quality

The definition of service quality can, in simple terms, be stated as a distinction between the services that tourists expect and the services they receive (Parasuraman et al., 1988). In other words, there are two variables affecting the level of service, namely anticipated service and perceived service. If the service obtained or thought is in line with what visitors expect, then the standard of the service is considered to be good and satisfying. If the service received exceeds tourists' standards, the quality of the service is viewed as the ideal quality. On the other hand, the quality of the service is viewed as bad if the service offered is lower than anticipated. The standard of service must begin with tourists' needs and end with tourists' perception. A thorough evaluation of tourists of the benefits of a service is the understanding of tourists of the quality of the service itself. "Tjiptono (2005) states that: "Quality is a tourist subjective assessment, this evaluation is defined by the perceptions of products (goods and services) by tourists. Such perceptions can change due to different factors, such as successful ads, a specific product's popularity, experiences, friends, etc. Parasuraman, Zethaml, and L. Berry, who conducted special research on extreme advertising. The indicators used can be defined as follows (Parasuraman, et al., 1985): Tangibles; Reability; Responsiveness; Competence; Access; Courtesy; Communication; Reliability; Security; Customer knowledge/understanding. In addition, in 1988, the definition of servqual was condensed by three marketing experts namely Parasuraman, Barry, and Zeithaml in five main business dimensions, namely: physical proof; reliability; responsiveness; guarantee/ assurance; and empathy.

4. Customer Satisfaction

In the marketing philosophy, the term satisfaction has an important meaning and is generally associated with a single slogan of fulfilling tourists' needs and desires. In the modern period, the use of the expression satisfaction appears to be common and is related to the terms satisfactory and satisfied. There is a very special sense to the word tourist satisfaction in marketing management itself. Tourist satisfaction is the feeling of tourists that their hopes have been fulfilled, by paying attention to the skill of tourists and their friends, attention to their families, attention to the needs of tourists, so that the best possible consistency between satisfaction and results is obtained for each tourist and banking service. Tjiptono (2001), tourist satisfaction is a buyer assessment in which the alternative chosen provides at least the same result as the expectations of tourists. When the findings obtained do not meet the expectations of visitors, disappointment emerges. In Padma et al. (2010), Oliver (1997) notes that satisfaction is the reaction of visitors to their needs. This implies an evaluation that a

type of privilege of a product or service or the goods/services themselves offers a degree of comfort associated with fulfilling a need, including requirements below expectations or meeting needs that surpass tourist expectations. It can be concluded that tourist satisfaction is a changing goal, as reported by Padma et al. (2010), so there is a need for a clearer image of what tourists need in any company transaction. Customer satisfaction has recognised as a critical success factor in any company, Satisfied customers tend to be less influenced by competitors, are less sensitive to price, and their loyalty lasts longer for their product choices (Syahnur & Basalamah, 2019)

5. Customer Loyalty

The company's future focus will undergo a change from traditional to contemporary approaches. Tourist satisfaction, cost savings, market share, and market analysis are emphasized by the traditional approach. The contemporary strategy, however, focuses on visitor loyalty, retention of visitors, zero defections, and lifetime clients. There are four kinds of potential relationships between tourist satisfaction and tourist loyalty, according to Schnaars (1998): setbacks, coerced loyalty, defectors, and achievements. Not only do visitors who are very loyal have the opportunity to become word-of-mouth advertisers, but they are much more likely to be loyal for a long time to the product and service portfolio of the company. In fact, the word tourist loyalty is a large part of brand loyalty that represents the loyalty of tourists to a specific brand and can not be separated and used interchangeably. In choosing savings, loyalty can be calculated by the proportion of decisions. It only looks at consumer behavior effectively in this measure of loyalty, the drawback is that this calculation does not clarify whether the repeat transactions that occur are a habit, history, the impact of marketing tactics such as low rates, discounts and gifts.

III. METHODOLOGY

A quantitative approach is the technique used in this study (positivism). The quantitative method is analysis that operates with numbers, the data is in the form of numbers, analyzed using statistics to answer questions or test particular research hypotheses and to make predictions that, according to other variables, those variables influence other variables (Creswell, 2002). The quantitative methodology bases the analysis on concepts of empirical rationality. Therefore, the researcher must have problems and hypotheses before conducting research to be evaluated based on the specified parameters and the analytical tools to be used. The influence of the marketing mix approach on interest in revisiting tourist artifacts is examined in this research.

MacciniSombala Park, Lakkang Tourism Village, Bugis Water Park, Losari Beach, Barombong Beach, Akkarena Beach, KuriCaddi Beach, TanjungBayang Beach, Kayangan Island, BarrangCaddi Island, Lae-lae Island, Paotere Harbor are the locations for this study. Fort Rotterdam, Trans Studio Makassar, La Galigo Museum, Makassar City Museum, and the Mandala Monument of West Irian Liberation. The explanation why researchers use these tourist objects is that the amount of domestic / domestic tourists increased at the end of 2018 due to the data that has been explained in the sense, so researchers are interested in exploring more deeply why Winus comes back to visit these tourist attractions and the distance is not too far away. From February to April 2019, this research was performed.

The population in this study were all tourists visiting Makassar using the latest data in 2018 which paid attention to the tourist population who visited as many as 599.564, so the population was taken based on consideration (purposive sampling). The study sample is part of the population taken as a data source and is capable of representing the entire population of all domestic visitors/tourists visiting tourist attractions in the Makassar region. The Stratified Proportional Random Sampling Technique is carried out by deciding the sample based on the Slovin formula (Umar, 1999) so that the sample can be assumed to be representative, where the description sample size of 204 samples of respondents is 7 percent correct, of the total population of 599,564 tourists at the end of 2018.

Structural Equation Modeling (SEM) using the AMOS (Analysis of Structural Moment) software is the inferential statistical approach used in the data analysis of this study. The underlying explanation for SEM to be used (AMOS). This research uses latent variables which are calculated by indicators. To confirm the unidimensionality of different indicators for a build / definition / factor, SEM (AMOS) is acceptable to be used. SEM is a multivariate analysis technique based on the AMOS (Analysis Of Moment Structural) method that makes it possible to perform a series of analyses of many latent variables simultaneously to provide statistical efficiency. SEM is an analysis that incorporates the method of factor analysis, structural modeling, and analysis of the road. Hair et al., 2010 suggested that the model's feasibility test is equivalent to confirmatory analysis, test parameters that are estimated to be equivalent to regression, and the dominant path that is equivalent to path analysis is calculated.

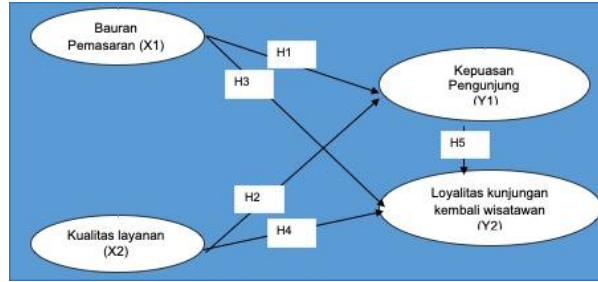
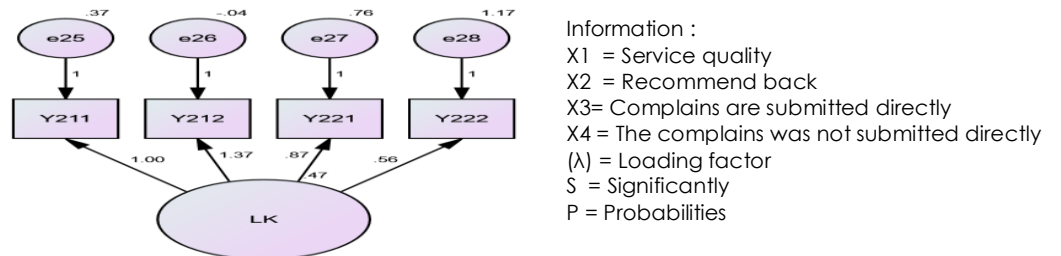


Figure 1 Framework

IV. RESULTS/FINDINGS

Feasibility testing of the structural model helps to assess the suitability of the data with the outcomes of the observations constructed and calculated using the value of standardized regression weights. The developed and estimated structural model consists of a direct relationship and an indirect relationship that relates to the problem's formulation and the goals of study.



Information :
 X1 = Service quality
 X2 = Recommend back
 X3= Complains are submitted directly
 X4 = The complains was not submitted directly
 (λ) = Loading factor
 S = Significantly
 P = Probabilities

Figure 2 Results of Measurement of Confirmatory Factor Variable Loyalty Tourist Visits

The structural model is said to be in accordance with the observed data if the Chi-square is small and non-significant at $\alpha = 0.05$; probability value ≥ 0.05 ; CMI / DF ≤ 2.00 ; GFI, AGFI, TLI, NFI and CFI ≥ 0.90 ; and RMSEA ≤ 0.80 . The computation results show that the criteria for the model suitability test are carried out by comparing the cut-off value of the goodness of fit index obtained from the estimation results of existing models that meet the required criteria. The results of the feasibility test of the structural model through the path diagram can be presented in Fig.

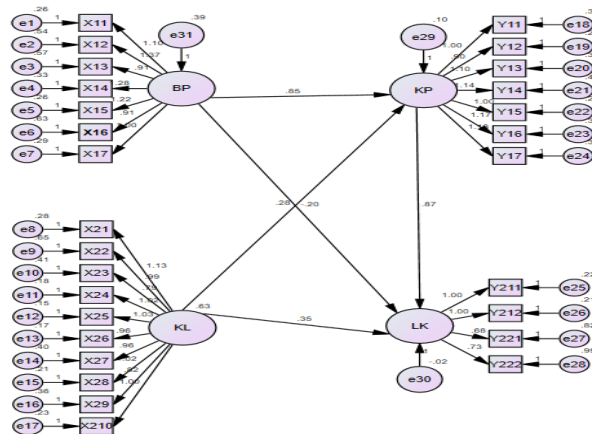


Figure 3 Diagram path full model pengujian model struktural

Figure3 shows the results of testing the full model structural model path diagram, which is the basis for comparing the model suitability index with the cut-off value is presented in the following table.

Table 1 Comparison of Model Suitability Index with Cut-off Value

ModelFitCriteria	Preliminary Structural Model Fit Index	Cut-off value	Information	Reference
Chi-square(df=345)	4218,563	Kecil (<279.288)	Marginal	Santoso, 2018
Probability	0,000	<0,05	Fit	Santoso, 2018
NFI	0,511	≥0,9	Permissble	Santoso, 2018
IFI	0,532	≥0,9	Permissble	Santoso, 2018
CFI	0,530	≥0,9	Permissble	Santoso, 2018
PRATIO	0,913	0-1	Fit	Santoso, 2018
PNFI	0,466	0-1	Fit	Santoso, 2018
PCFI	0,484	0-1	Fit	Santoso, 2018

The results of model testing in Figure 10 and Table 18 show that the eight criteria for goodness of fit in the structural model index are built to estimate parameters according to the observed data, there are 6 criteria that meet the required minimum cut-off point requirements, namely the Chi value. -square; probability, CMI / DF, CFI, TLI and RMSEA. Meanwhile, the other 2 criteria are: GFI and AGFI are not good (marginal). Referring to the parsimony principle (Santoso, 2018) that if there are one or two goodness of fit criteria that meet the expected value, then the model can be said to be good or the development of a hypothetical model conceptually and theoretically can be said to be supported by empirical data. Thus it can be concluded that the structural model built in this research is in accordance with the results of the observations, making it possible to analyze structural relationships and test hypotheses.

The purpose of testing the structural relationship model is to determine the relationship between the latent variables designed in this study. The latent variables built in this study are marketing mix (X1), service quality (X2), visitor satisfaction (Y1) and return visit loyalty (Y2). The marketing mix variable is developed into 7 question items, where each dimension consists of 2 statements. The latent variable of service quality is measured through five dimensions consisting of 10 indicators, where each indicator consists of 2 statement items, the test results of this study indicate that the 10 indicators and the five dimensions are valid and reliable to explain the observed data. Furthermore, the results of measurement analysis by confirmatory factor analysis show that the five dimensions that reflect the latent variables of service quality have a loading factor value above the limiting number indicating that the correlation between all positive variable indicators with factors that reflect the service quality variable. The latent variable of visitor satisfaction is measured by five variable indicators, of the five indicators of measurement of the visitor satisfaction variable are valid and reliable to explain the observed data and have a loading factor of each indicator variable which is still above the cut-off point indicating that the correlation between all positive variables with factors that indicate visitor satisfaction. The next step, the four latent variables in this research are connected to produce 7 structural relationships in this research model, namely 5 direct relationships and 2 indirect relationships. Overall, there are 4 relationships that have a positive and significant effect, and 1 relationship has a negative but significant effect.

Table 2 Tabel Result of Hypothesis Test

HIP	Independent Variables	Dependent Variables	Direct Effect			
			Standardize	C.R/ p-value	Prob.	Information
H1	Marketing Mix	Customer Satisfaction	0,853	7.755	***	Significant
H2	Service of Quality	Customer Satisfaction	0,278	4.291	***	Significant
H3	Marketing Mix	Customer Loyalty	-0,202	-1.482	0,138	Not Significant
H4	Service of Quality	Customer Loyalty	0,346	5.457	***	Significant
H5	Customer Satisfaction	Customer Loyalty	0,866	6.796	***	Significant
Indirect Effect						
Independent Variables		Dependent Variables	Intervening	Indirect Effects		Information
H6	Marketing Mix	Customer Loyalty	Customer Satisfaction	0,241		Significant

H7	Service of Quality	Customer Loyalty	Customer Satisfaction	0,739	Significant
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The estimation results of standardized regression weights, CR (critical ratio) which are equated with the t test in the analysis and probability in table 1 which are also presented in Figure 2 show that there are five direct relationship models built in this research, namely: (1) marketing mix has a positive effect and significant on visitor satisfaction; (2) service quality has a positive and significant effect on visitor satisfaction; (3) marketing mix has a negative and insignificant effect on return visit loyalty; (4) service quality has a positive and significant effect; (5) visitor satisfaction has a positive and significant effect on return visit loyalty. Based on the facts found in this study, hypothesis testing aims to answer whether the proposed hypothesis can be accepted or rejected. The significance level of parameter estimation in hypothesis testing is set at 95% or $\alpha = 0.05$. With the results of the hypothesis H1 test: Marketing Mix has a positive and significant effect on satisfaction; H2: Service quality has a positive and significant effect on visitor satisfaction; H3: Marketing mix has a negative and insignificant effect on return visit loyalty; H4: Service quality has a positive and significant effect on return visit loyalty; H5: Visitor satisfaction has a positive and significant effect on return visit loyalty.

Indirect effect is the effect of the independent variable on the dependent variable, by means of other variables as intervening variables. The results of the indirect test (standardized indirect effect) between the latent variables presented in Table 1 can be explained as follows (1) The indirect effect of the marketing mix variable (X1) on return visit loyalty mediated by visitor satisfaction is the multiplication of the path coefficient of the direct influence variable marketing mix on visitor satisfaction (0.853) with the direct influence path coefficient of marketing mix on return visit loyalty (-0.202). So that the path coefficient value of the indirect influence of the marketing mix variable on return visit loyalty through visitor satisfaction ($0.853 \times (-0.202) = -0.172$). The value -0.172 indicates that the application of the marketing mix is not good / not high, not directly unable to improve return visit loyalty through visitor satisfaction which does not show a significant increase. (2) The indirect effect of variable service quality on visitor satisfaction, which is mediated by visitor satisfaction, is the multiplication of service quality on visitor satisfaction of (0.278) with The path coefficient of the influence of service quality on tourist return visit loyalty is (0.346). So that the path coefficient value of the indirect influence of the variable service quality on return visit loyalty mediated by visitor satisfaction is ($0.278 \times 0.346 = 0.096$). show that service quality can increase return-visit loyalty through visitor satisfaction. The results of the examination are to determine the nature / type of mediation of visitor satisfaction in explaining the effect of service quality on the loyalty of returning tourists. Furthermore, the pattern of indirect relationship (mediation) in this study, the variable service quality on return visitor satisfaction has a significant effect, testing the direct effect between service quality variables on return visit loyalty is also significant. Thus the mediating role of visitor satisfaction is said to be a variable not a mediating variable (non mediation) by (Solimun, 2011; Heir et al., 2010).

V. CONCLUSION

Based on the results of the discussion and research findings, several conclusions and suggestions can be made as follows:

1. The marketing mix has a positive and significant effect on tourist visitor satisfaction in South Sulawesi. This research proves that the attractiveness of tourist objects which include natural tourist attractions (land views, ocean landscapes, beaches, climate or weather), cultural tourism attractions (museums, historical places, customs, religious places, special events, and heritage such as cultural heritage), and social tourist attractions (the lifestyle of the residents at the destination is perceived by visitors well).
2. Quality of service will have a direct effect on visitor satisfaction. This research proves that service quality has a significant effect on visitor satisfaction, which is acceptable. This means that the empathy (empathy) that can be seen when the tour guide has a friendly and polite attitude and is attentive and patient in serving visitors is perceived as good.
3. The marketing mix has a positive and significant effect on the loyalty of return visits to tourism in South Sulawesi. It is proven that the marketing mix on return visit loyalty cannot be accepted / rejected, meaning that the change in the increase in the marketing mix is not significant / will not create return visit loyalty.
4. Service quality will have a direct effect on return visit loyalty. It is evident that tourist attraction includes natural tourist attractions, cultural tourism attractions and social tourism attractions (the lifestyle of residents at the destination).
5. There is an indirect relationship between the marketing mix and customer loyalty which is mediated by visitor satisfaction. This study can say that the role of mediating visitor satisfaction can be said to be a partial mediation variable.

6. There is an indirect relationship between the marketing mix and customer loyalty which is mediated by visitor satisfaction. This study has the role of mediating visitor satisfaction as a perfect mediation variable (complete mediation).
7. The results of this study indicate that the marketing mix does not have a significant effect on return visit loyalty. To increase the marketing mix, the management of tourist attractions must prioritize the marketing mix consisting of products; Promotion (price), location (place), people (people), physical evidence (physical evidence) and process (process).
8. For tourism destinations in South Sulawesi, especially Makassar and Gowa, it is hoped that they will be able to increase the marketing mix. From the research results, the respondents' responses for all indicators are still low.
9. For tourism destinations in South Sulawesi, especially Makassar and Gowa, it is hoped that they will be able to improve the quality of service. Based on the results of research, the respondents' responses for all indicators are still low.
10. Investors and local governments should always work together to develop tourism in South Sulawesi by building facilities for the convenience of visitors.

LIMITATION AND STUDY FORWARD

This study uses the object of tourism industry at Makassar, South Sulawesi. As well as the aims of study to provide an overview of how satisfaction of consumers has an influence on loyalty of consumers. In subsequent studies, it can be continued by using other variables related to customer satisfaction, for example, customer experience.

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