

The Effect of Marketing Mix and Service Quality on Satisfaction and Revisit Intention to Kampung Coklat, Blitar Regency

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ABSTRACT

Marketing mix and service quality are two important aspects that need to be considered by a tourist attraction in order to provide satisfaction to tourists. Tourist satisfaction can be achieved if the products sold are supported by good quality and price of products and services. Satisfaction can also affect the intention of tourists to revisit these tourist attractions. The problem that occurs in educational tourism in Kampung Coklat, Blitar Regency is that some tourists are not satisfied with the elements of the marketing mix and the quality of the services offered. This study aims to analyze the effect of marketing mix and service quality on tourist satisfaction in Kampung Coklat, Blitar Regency, to analyze the effect of marketing mix and service quality on revisit intention to Kampung Coklat, Blitar Regency and to analyze the effect of tourist satisfaction on revisit intention to Kampung Coklat, Blitar Regency. The number of respondents in this study were 100 people who were chosen deliberately with the criteria being at least 17 years old and visiting Kampung Coklat for the first time. The analysis was performed using Structural Equation Modeling (SEM) through the SmartPLS version 3.0 application. The results showed that marketing mix and service quality had a significant effect on tourist satisfaction, marketing mix and service quality had a significant effect on revisit intention, and tourist satisfaction had a significant effect on revisit intention.

Keywords: *Marketing Mix, Service Quality, Satisfaction, Revisit Intention*

INTRODUCTION

One of the famous tourist attractions in Blitar Regency is Kampung Coklat. This educational tour is located in Plosorejo Village, Kademangan District, Blitar Regency. Initially Kampung Coklat was a 750 m² area of cocoa plantation owned by Kholid Mustafa's family which later became a new tourist attraction in Blitar Regency. The concept of this new tourist attraction is cocoa educational tour and was officially opened in August 2014. This concept is a distinct advantage among other tourist attractions in Kademangan District. After the opening of Kampung Coklat, the number of tourist visits tends to continue to increase even though in 2016 it experienced a decline due to the emergence of various new tourist attractions in Blitar Regency. In order to increase the number of return visits in the following year, the management of the Kampung Coklat educational tour carried out the promotion, development and expansion of land.

Irawan (2002) describes several driving factors of customer satisfaction, namely service quality, product quality, emotional factors and the ease of obtaining products or services. Furthermore, Lupiyoadi (2001) stated that service quality is a determining factor for the success and quality of a company. Although in 2017 and 2018 the number of visits to educational

tourism in Kampung Coklat has increased significantly, there are still complaints that tourists feel while in this tourist attraction. Complaints about the quality of service that tourists feel include some employees being unfriendly and polite, the unavailability of packaging and delivery services directly from Kampung Coklat, cleanliness of toilets, parking areas and chocolate galleries are too crowded, especially during the holiday season.

In addition to service quality, customer satisfaction can be achieved if the company is able to sell products with good quality and affordable prices. Therefore, price and product are important aspects in the marketing mix that companies must pay attention to. The fact is that tourists are not satisfied with the price of processed cocoa products which are classified as expensive but do not match the good quality of the product. Some tourists argue that the processed cocoa products for educational tours of Kampung Coklat are less innovative and creative and lack authentic and delicious taste. Revisit intention is defined as an encouragement for someone to return to a destination that has been previously visited (Nuraeni, 2014). Crompton (1992) explains that there is a relationship between satisfaction and revisit intention to a destination. Crompton's statement is supported by Ahmad, et.al (2011), namely if tourists

have the intention to revisit it is very likely that someone will recommend a tourist attraction to others.

The urgency of this study is to analyze the effect of the marketing mix and service quality on tourist satisfaction and revisit intention to educational tourism in Kampung Coklat, Blitar Regency. The results of the study are expected to be used as consideration for the educational tourism management of Kampung Coklat in understanding the needs and desires of tourists as well as recommendations to increase the number of tourist visits to Kampung Coklat in Blitar Regency.

Research Purposes

This research aims to:

1. Analyzing the effect of marketing mix and service quality on tourist satisfaction in Kampung Coklat, Blitar Regency.
2. Analyzing the effect of the marketing mix and service quality on revisit intention to Kampung Coklat, Blitar Regency.
3. Analyzing the effect of tourist satisfaction on the revisit intention to Kampung Coklat, Blitar Regency.

LITERATURE REVIEW

Previous Research

Suryawardani and Wiranatha (2018) conducted a research on tourist behavior based on Theory Planned Behavior to evaluate marketing strategies at the Sanur village festival. The conclusion of the study is that visiting intention is significantly influenced by attitudes toward behavior and perceived behavior control, plan to revisit (actual behavior) is significantly influenced by behavioral intention and perceived behavior control. Suryawardani (2018) examines the effect of service quality (physical evidence, reliability, responsiveness, assurance, and empathy) on tourist satisfaction in Pulina Bali Agro-tourism. This research results in service quality (physical evidence, reliability, responsiveness, assurance and empathy) which has a significant effect on tourist satisfaction and tourist satisfaction has a significant effect on the revisit intention of tourists to Pulina Bali Agro-tourism.

Suryawardani, et.al (2019) examined the effect of service quality on revisit intention through tourist satisfaction in Sasak Sade Village, Lombok. Suryawardani, et.al (2019) found that service quality has a significant effect on tourist satisfaction, tourist satisfaction has a significant effect on revisit intention,

service quality has a significant effect on revisit intention to Sasak Sade Lombok Village. Suryawardani, et.al (2019) examined the influence of tourist motivation on revisit intention in traditional villages with the results that push and pull factors have a significant effect on tourist satisfaction, satisfaction has a significant effect on revisit intention, driving factors have no significant effect on revisit intention while pull factors have a significant effect on tourist satisfaction.

Suryawardani and Wiranatha (2019) examined the role of motivation and trust for golf tourist loyalty in Bali. This study proves that intrinsic and extrinsic motivation has a positive effect on tourist trust, motivation affects the level of tourist loyalty through the variable of trust as a mediating variable, tourist trust has a significant effect on loyalty. Wiranatha and Suryawardani (2018) examined the loyalty of foreign tourists to cultural and historical heritage tourism in Bali and found that the variables that affect tourist satisfaction are intrinsic, extrinsic motivation and trust.

Suryawardani and Wiranatha (2017) found that intrinsic and extrinsic motivation has a significant effect on the loyalty of foreign tourists as natural tourism visitors mediated by tourist satisfaction. Wiranatha and Suryawardani (2016) examined the loyalty of foreign tourists to marine tourism in Bali and found that

intrinsic motivation has a significant effect on tourist confidence in diving, extrinsic motivation has a significant effect on satisfaction. In addition, tourist satisfaction in carrying out diving activities has a positive effect on loyalty in carrying out further activities.

Mahadewi (2018) conducted research on the effect of marketing mix and service quality on revisit intention through satisfaction with the results of the marketing mix having a significant negative effect on tourist satisfaction. Service quality has a significant positive effect on tourist satisfaction at the Grand Watu Dodol destination, marketing mix has a significant positive effect on revisit intention, service quality has a significant positive effect on revisit intention and tourist satisfaction has a significant negative effect on revisit intention.

Marketing Mix

Kismono (2001) explains that the marketing mix is a combination of variables or activities that are the core of marketing which consists of product, price, promotion and distribution strategies. Foster quoted by Subagyo (2010) marketing mix is a term that describes all elements of marketing and production factors that are deployed to achieve company goals. According to McDaniel and Gates (2001) marketing mix is a unique mix of products or services,

pricing, promotion, offering and distribution, designed to meet consumer needs. Kotler and Armstrong (2008) classify the marketing mix into 4Ps, namely product, price, promotion and place.

Quality of Service

Tjiptono (2007) states that service quality is an effort to meet the needs and desires of consumers and the accuracy of their delivery in balancing consumer expectations. Zeithaml (in Umar, 2000) describes five dimensions of service quality, namely:

1. Reliability is the company's ability to provide services as promised accurately and reliably
2. Responsiveness is the responsiveness of employees to assist and provide prompt and accurate services by delivering clear information to customers.
3. Assurance is the manners, abilities, and knowledge of employees to instill customer trust. Assurance consists of competence, credibility, courtesy, and security
4. Empathy is individual attention in order to understand customer wants and needs. Empathy consists of access, communication and understanding of customers

5. Tangibles or physical evidence, namely the company's ability to show its existence to external parties.

Satisfaction

Satisfaction can be said as an effort to fulfill something or make something adequate (Tjiptono and Chandra, 2011). Customer satisfaction is the level of a person's feelings after comparing the perceived results with their expectations (Kotler and Armstrong, 2001). Some of the driving factors for customer satisfaction according to Irawan (2002) include product quality, service quality, emotional factors and the ease of obtaining a product or service. Tjiptono (2005) explains that there are four methods that can be used to measure customer satisfaction, namely 1) complaint and suggestion systems, 2) ghost shopping, 3) lost customer analysis and 4) customer satisfaction surveys.

Customer satisfaction surveys can be conducted in four ways, namely 1) directly reported satisfaction (measuring satisfaction using specific items that directly state the level of customer satisfaction), 2) derived satisfaction (questions asked related to customer expectations of products and customer perceptions of actual performance) products), 3) problem analysis (respondents are asked to disclose the problems they face related to the product or service and

suggestions for improvement) and 4) the importance of performance analysis (respondents are asked to rate the importance of various relevant attributes and the level of company work on each attribute).

Revisit Intention

Petrick, et.al (2001) explained that revisit intention is the desire to travel in the future and is influenced by consumer attitudes towards the past. According to Miller (in Basiya and Rozak, 2012) revisit intention is the mental state of a person who plans to take certain actions for a certain period of time. Nuraeni (2014) defines revisit intention as an encouragement for someone to revisit to a destination that has been visited before. The main factor determining tourists will revisit a destination is the experience and satisfaction obtained while in that destination (Choo & Petrick, 2014; Petrick, et.al, 2001; Ranjbarian & Pool. 2015; Um et.al, 2006). Crompton (1992) explains that there is a relationship between satisfaction and revisit intention to a destination.

RESEARCH METHODS

Site and Time of Research

The research site was carried out in the educational tour of Kampung Coklat, which is located at Jalan Banteng Blorok

No. 18 Plosorejo Village, Kademangan District, Blitar Regency. The time for conducting this research was for two months, namely January to February 2020.

Population and Research Sample

The population of this study was the number of tourist visits in Kampung Coklat, Blitar Regency in 2018, namely 761,666 people. This study uses purposive sampling technique, namely the technique of determining respondents with certain considerations, in which respondents were selected with terms relevant to the research method (Sugiyono, 2009). Domestic tourists who were used as respondents in this study were selected by applying the criteria of being at least 17 years old and visiting Kampung Coklat, Blitar Regency for the first time. Hair, et.al (2010) explains that the sample size is at least 50 and the total sample is 5 to 10 indicators. Therefore, the number of samples is determined using five times the number of research indicators, namely 5×20 indicators = 100 samples. Thus, the number of samples used in this study was 100 respondents.

Research Variables and Indicators

Research variables and indicators can be seen in Table 1 below.

Table 1. Variables and Indicators of Research

Variable	Indicator	Code	Total	Source
Marketing Mix (X1)	The location of Kampung Coklat is easy to reach	X1.1	5	Kotler dan Amstrong (2008); Tjiptono (2005); Chandra (2002); Mahadewi (2018); Ananda et.al (2013); Laksana (2008); Nurapriani (2015)
	The price of admission to Kampung Coklat is affordable	X1.2		
	Kampung Coklat advertisement on social media is interesting and informative	X1.3		
	There are directions to Kampung Coklat which are easily seen	X1.4		
	Tour packages are available to learn about the process of making processed chocolate	X1.5		
Quality of Service (X2)	Employees understand the needs of tourists	X2.1	6	Suryani (2017); Priyanto (2018); Suryawardani (2018); Parasuraman, et.al (1988); Mahadewi (2018); Umar (2000)
	Toilet hygiene is well maintained	X2.2		
	The employees have good knowledge about Kampung Coklat's products	X2.3		
	Employees communicate using polite language	X2.4		
	Employees serve tourists friendly	X2.5		
	Neat-looking employees	X2.6		
Satisfaction (Z)	The experience gained is as expected	Z1	5	Kotler dan Amstrong (2001); Suardana (2014); Suryawardani (2018); Priyanto (2018)
	Satisfied with the admission price of Kampung Coklat	Z2		
	Happy to visit Kampung Coklat because the location is easy to reach	Z3		
	The services provided are as expected	Z4		
	Satisfied with the quality of processed cocoa products	Z5		
Revisit Intention (Y)	Making Kampung Coklat the first choice for revisiting	Y1	4	Mahadewi (2018); Griffin (2005); Listyowati (2018); Fitriani (2017); Zhang, et.al (2017)
	Wish to revisit Kampung Coklat in the future	Y2		
	Recommend Kampung Coklat to friends, family, colleagues	Y3		
	Invite family, friends or colleagues to visit Kampung Coklat	Y4		

Data Analysis Technique

The data analysis technique used is SEM or Structural Equation Modeling with the help of the SmartPLS version 3.0 application. Some of the tests carried out are:

1. Evaluation of the Measurement Model (Measurement / Outer Model)
2. Evaluation of the Structural Model (Structural / Inner Model)

RESULTS

General Characteristics of Respondents

The characteristics of the research respondents were classified into several sections, namely based on gender, age, occupation, latest education, arrival, source of information and purpose of visit. The majority of respondents were female (69%). Most of the respondents (53%) were between the ages of 17 and 25 years with the most recent predominantly Bachelor's education (64%) and worked as private employees (30%). Domestic tourists who were respondents in this study mostly aimed to vacation (72%) with family (56%) and they knew about the educational tourism of Kampung Coklat from friends or relatives (65%).

Test of the Validity and Reliability of Research Variables

The validity and reliability tests in this study were conducted on 100 respondents. The validity test was carried out by looking at the value of Convergent Validity and Discriminant Validity. Convergent Validity is tested by looking at the loading factor value of each indicator on each variable. The loading factor value must also meet the requirements above 0.70 which are presented in Table 2 below.

Table 2. Result of Convergent Validity Test

Code	Marketing Mix	Quality of Service	Satisfaction	Revisit Intention
X1.1	0.825			
X1.2	0.823			
X1.3	0.711			
X1.4	0.787			
X1.5	0.774			
X2.1		0.863		
X2.2		0.793		
X2.3		0.811		
X2.4		0.867		
X2.5		0.729		
X2.6		0.870		
Z1			0.788	
Z2			0.871	
Z3			0.800	
Z4			0.754	
Z5			0.763	
Y1				0.799
Y2				0.903
Y3				0.930
Y4				0.904

Source: Primary and Processed Data, 2020

Discriminant Validity assessment is carried out by comparing the square root of the Average Variance Extracted (\sqrt{AVE}) for each variable with the correlation

between variables and other variables. Table 3 below presents the results of the Discriminant Validity test.

Table 3. Results of the Discriminant Validity Test

Variable	Average Variance Extracted (AVE)	Marketing Mix	Quality of Service	Satisfaction	Revisit Intention
Marketing Mix	0.577	0.760			
Quality of Service	0.660	0.802	0.812	0.845	0.666
Satisfaction	0.603	0.855		0.777	0.798
Revisit Intention	0.784	0.923			0.885

Source: Primary and Processed Data, 2020

Based on Table 2 and Table 3 above, it can be seen that each indicator in each variable has an outer loading value of more than 0.70 and the AVE value of the four research variables is more than 0.50. This shows that the indicators of each research variable used are valid.

In addition to the validity test, the next is to test the variable reliability assessed from Cronbach's Alpha and Composite Reliability of each variable. A variable is said to be reliable if the Cronbach's Alpha and Composite Reliability values are more than 0.70. The results of the research variable reliability test are presented in Table 4 below.

Table 4.
Research Variable Reliability Test Results

Variable	Reliability	
	Cronbach's Alpha	Composite Reliability
Marketing Mix	0.878	0.905
Quality of Service	0.926	0.939
Satisfaction	0.940	0.948
Revisit Intention	0.907	0.935

Source: Primary and Processed Data, 2020

Based on the results of the reliability test of the research variables presented in Table 4 above, it is known that the value of Cronbach's Alpha and Composite Reliability on the four variables is more than 0.70 so that all research variables have met good reliability. From

the results of the validity and reliability test, it can be concluded that the indicators as measuring latent variables are valid and reliable measures.

Results of the Measurement Model Analysis (Outer Model)

Analysis of the measurement model (outer model) shows the role of indicators in reflecting the variables formed by the constituent indicators. The indicator is reflective, where the estimator value can be seen from the outer loading value. Ghazali (2014) refers to Chin (1998) suggests that an individual's reflexive measure is said to be high if it correlates more than 0.70 with

the construct to be measured. However, for research in the early stages of developing a measurement scale the loading value of 0.50 to 0.60 is considered sufficient. The significance of this relationship can be obtained through a bootstrap process of 500 times and a sample of 100.

Testing Results of Measurement Model for Marketing Mix Variable

The results showed that all indicators reflect the marketing mix variable significantly. The output of the measurement results of the marketing mix variable is reflected by 5 indicators which can be seen in Table 5 below.

Table 5. Testing Results of Measurement Model for Marketing Mix Variable

Code	Indicator	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	Significance
X1.1	The location of Kampung Coklat is easy to reach	0.825	0.035	23.798	Significant
X1.2	The price of admission to Kampung Coklat is affordable	0.823	0.044	18.775	Significant
X1.3	Kampung Coklat advertisement on social media is interesting and informative	0.711	0.071	9.986	Significant
X1.4	There are directions to Kampung Coklat which are easily seen	0.787	0.049	16.042	Significant
X1.5	Tour packages are available to learn about the process of making processed chocolate	0.774	0.061	12.767	Significant

Source: Primary and Processed Data, 2020

Based on Table 5 above, it can be seen that the value on the X1.1 indicator, namely the location of Kampung Coklat is easy to reach, is the highest among other indicators of 0.825. This reflects that tourists who are visiting Kampung Coklat for the first time in Kademangan District, Blitar Regency feel that this educational tourism location is easily accessible by private transport. Furthermore, the indicator with the smallest outer loading value is X1.3, namely Kampung Coklat advertisement on social media which is interesting and informative of 0.711. The

small value of the X1.3 indicator shows that the use of social media as a media for online promotion and the creation of attractive and informative advertisements needs to be optimized.

Test Results of the Service Quality Variable Measurement Model

The results showed that all indicators reflect service quality variables significantly. The output of the measurement of service quality variables is reflected in the 6 indicators can be seen in Table 6 below.

Table 6. Testing Results of Service Quality Variable Measurement Model

Code	Indicator	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	Significance
X2.1	Employees understand the needs of tourists	0.863	0.037	23.334	Significant
X2.2	Toilet hygiene is well maintained	0.793	0.048	16.415	Significant
X2.3	The employees have good knowledge about Kampung Coklat's products	0.811	0.050	16.213	Significant
X2.4	Employees communicate using polite language	0.867	0.031	27.997	Significant
X2.5	Employees serve tourists friendly	0.729	0.062	11.750	Significant
X2.6	Neat-looking employees	0.870	0.040	21.926	Significant

Source: Primary and Processed Data, 2020

From Table 6, it is known that the outer loading value of the X2.1 indicator, namely neatly-looking employees, is the highest at 0.870. Therefore, the X2.1 indicator needs to be maintained in order to

give a good impression to tourists. The indicator with the lowest outer loading value is the X2.5 indicator, which means that employees serve tourists friendly at 0.729. The facts in Kampung Coklat show

that there are some employees who are less friendly in providing services to tourists. This indicates that the attitude of employees when serving tourists needs to be improved.

Testing Results of the Satisfaction Variable Measurement Model

The results showed that all indicators were able to reflect the

satisfaction variable significantly. The output of the measurement of the satisfaction variable is reflected in 5 indicators, which can be seen in Table 7 below.

Table 7. Testing Results of the Satisfaction Variable Measurement Model

Code	Indicator	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	Significance
Z1	The experience gained is as expected	0.788	0.053	14.902	Significant
Z2	Satisfied with the admission price of Kampung Coklat	0.871	0.033	26.760	Significant
Z3	Happy to visit Kampung Coklat because of its easy to reach location	0.800	0.068	11.807	Significant
Z4	The services provided are as expected	0.754	0.062	12.120	Significant
Z5	Satisfied with the quality of processed cocoa products	0.763	0.039	19.783	Significant

Source: Primary and Processed Data, 2020

In Table 7, it can be seen that the indicator with the highest outer loading value is Z2, which is satisfied with the entrance ticket price for Kampung Coklat, which is 0.871. The Z4 indicator, namely the services provided is as expected, has the lowest outer loading value of 0.754. Overall, the five indicators can reflect the tourist satisfaction variable with an average tourist response value of 4.05.

Test Results of the Measurement Model of Revisit Intention Variable

The results showed that all indicators were able to significantly reflect the revisit intention variable. The output of the measurement results for the revisit intention variable is reflected by 4 indicators which can be seen in Table 8 below.

Table 8. Measurement Model Testing Results for Variable of Revisit Intention

Code	Indicator	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	Significance
Y1	Making Kampung Coklat the first choice for a return visit	0.799	0.059	13.601	Significant
Y2	Wish to revisit Kampung Coklat in the future	0.903	0.035	25.692	Significant
Y3	Recommend Kampung Coklat to friends, family, colleagues	0.930	0.017	56.092	Significant
Y4	Invite family, friends or colleagues to visit Kampung Coklat	0.904	0.021	43.010	Significant

Source: Primary and Processed Data, 2020

From Table 8 above, it can be seen that the Y3 indicator, which is recommending Kampung Coklat to friends, family, colleagues have an outer loading value of 0.930 and Y1 makes Kampung Coklat the first choice to revisit of 0.799. The perception of tourists is good for the revisit intention variable, which is 3.91. In

general, the revisit intention variable can be reflected by the four indicators.

Results of the Structural Equation Model Analysis (Inner Model)

The output of the structural equation model developed after analysis through the 500 times Bootstrapping process can be seen in Figure 1 below.

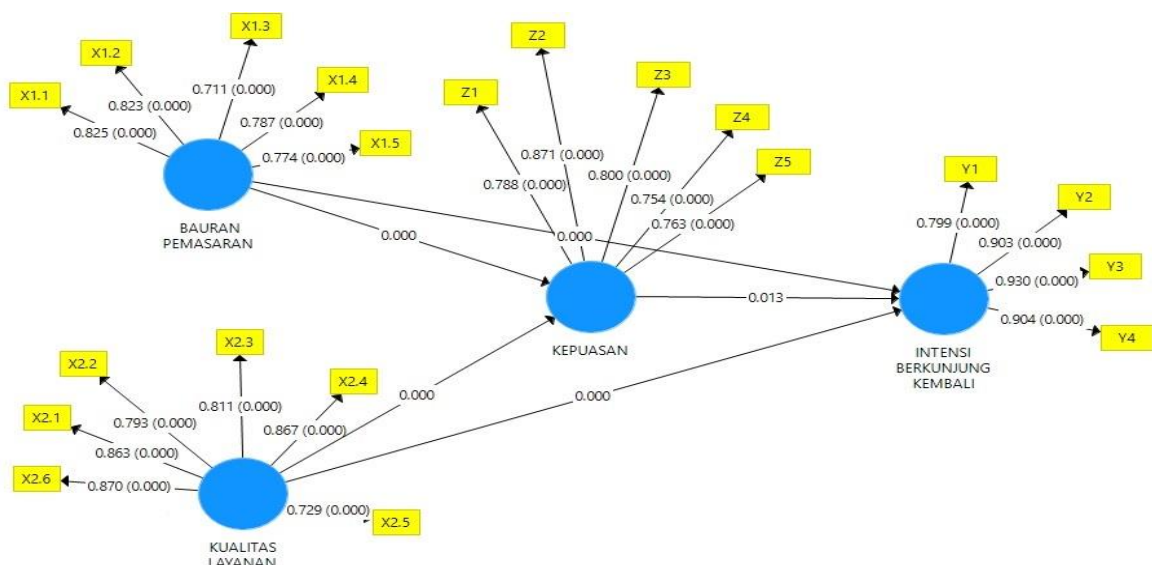


Figure 1
Structural Equation Model of the Effect of Marketing Mix and Service Quality on Satisfaction and Revisit Intention

The feasibility test of the structural model is carried out by looking at the coefficient of determination (R^2). Chin (1998) states that a model is said to be weak, moderate and strong if the R^2 value is 0.19-0.32, 0.33-0.66 and more than 0.67 (Ghozali, 2014). In the structural model, there are two values of R^2 , namely the satisfaction variable (Z) of 0.802 and the revisit intention (Y) variable of 0.876. The magnitude of the R^2 value means that the predictive power of the two variables is in the strong category. This category means

that as much as 80.2% of the variance of the satisfaction variable can be explained by the marketing mix and service quality and satisfaction is able to explain the revisit intention variable by 87.6%.

Direct Effect

The direct effect can be seen through the value in the output path coefficient. The results of the direct effect of exogenous variables on endogenous variables are presented in Table 9 below.

Table 9. Direct Effect of Exogenous Variables on Endogenous Variables

Hypothesis	Exogenous Variable → Endogen Variables	Outer Loading	Standard Deviation (STDEV)	T Statistics (O/STD EV)	P Values	Significance
H1	Marketing Mix → Satisfaction	0.496	0.097	5.101	0.000	Significant
H2	Marketing Mix → Revisit Intention	0.982	0.071	13.904	0.000	Significant
H3	Quality of Service → Satisfaction	0.447	0.092	4.867	0.000	Significant
H4	Quality of Service → Revisit Intention	-0.303	0.069	4.371	0.000	Significant
H5	Satisfaction → Revisit Intention	0.214	0.086	2.497	0.013	Significant

Source: Primary and Processed Data, 2020

Table 9 above shows that the five research hypotheses can be accepted because they meet the assessment criteria according to Ghozali (2014), namely a p-value less than 0.05 (5% significance level)

and a T-Statistics value of more than 1.96. Based on the value of the direct effect in Table 9 shows that:

- a. Marketing mix (X1) has a significant effect on satisfaction (Z) and revisit intention (Y)
- b. Service quality (X2) has a significant effect on satisfaction (Z) and revisit intention (Y)
- c. Tourist satisfaction (Z) has a significant effect on revisit intention (Y)

Indirect Effect

The indirect effect can be seen through the value at the output of the specific indirect effect. The results of the indirect effect of exogenous variables on endogenous variables that are associated with intervening variables are presented in Table 10 below.

Table 10. Indirect Effect of Exogenous Variables on Endogenous Variables

Exogenous Variables → Endogenous Variables	Outer Loading	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Significance
Marketing Mix → Satisfaction → Revisit Intention	0.106	0.048	2.212	0.027	Significant
Quality of Service → Satisfaction → Revisit Intention	0.096	0.044	2.191	0.029	Significant

Source: Primary and Processed Data, 2020

Table 10 shows that the marketing mix has a significant effect on revisit intention through satisfaction and service quality has a significant effect on revisit intention through satisfaction. Both of these relationships show that the satisfaction variable (Z) is able to mediate the marketing mix variable (X1) and service quality (X2) on revisit intention (Y) well.

Total Effect

The total effect can be seen through the value on the total effect output. The total effect is a combination of the direct

effect and indirect effect of an exogenous variable on endogenous variables. The test results used a significance level of 5% (0.05). The total effect of the relationship between variables is presented in Table 11 below.

Table 11. Effect of Total Exogenous Variables on Endogenous Variables

Exogenous Variables → Endogenous Variables	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Significance
Marketing Mix → Satisfaction	0.496	0.097	5.101	0.000	Significant
Marketing Mix → Revisit Intention	1.089	0.052	21.122	0.000	Significant
Quality of Service → Satisfaction	0.447	0.092	4.867	0.000	Significant
Quality of Service → Revisit Intention	-0.207	0.060	3.421	0.001	Significant
Satisfaction → Revisit Intention	0.214	0.086	2.497	0.013	Significant

Source: Primary and Processed Data, 2020

Table 11 above shows that the marketing mix (X1) and service quality (X2) have a significant effect on tourist satisfaction (Z) and revisit intention (Y) to educational tourism in Kampung Coklat, Blitar Regency. Furthermore, it is known that the dominant tourist satisfaction is influenced by the marketing mix of 49.6%. This finding is in line with the results of previous studies that the marketing mix has a dominant influence on satisfaction (Susila, 2017; Abdul, 2018; Hendranata, 2017; Setiawan, 2016; Amilia, 2016; Hasanah, 2016).

Result of Feasibility Analysis of Structural Equation Model

Evaluation of the feasibility of structural equation models needs to be done before interpreting the results of the analysis (Suryawardani, 2018). Table 12 below shows the results of the model feasibility test carried out using the SEM method through the SmartPLS version 3.0 application.

Table 12. Feasibility Statistical Value of Research Variables

Variable	Variable Type	Composite Reliability	AVE	R ²
Marketing Mix	Exogenous	0.905	0.577	NA
Quality of Service	Exogenous	0.939	0.660	NA
Satisfaction	Exogenous / Endogenous	0.948	0.603	0.802
Revisit Intention	Endogenous	0.935	0.784	0.876
	Mean	0.929	0.656	0.839

Source: Primary and Processed Data, 2020

Based on Table 12 above, the AVE value is 0.656 and the R² value is 0.839. The feasibility of a complete structural equation model or calculating the GoF (Goodness of Fit) value of a model is carried out using the following formula Tenenhaus, et.al (2005).

$$\text{GoF} = \sqrt{\text{Com}} \times R^2 = \sqrt{\text{AVE}} \times R^2$$

Referring to Table 12 for the above equation, AVE is the weighted average value obtained from the number of indicators of each variable using the formula of Tenenhaus, et.al (2005) above, then the GoF of the model is calculated as 0.808 and more than the 0.50 threshold to state the model can be accepted and interpreted so that the analysis can be used.

DISCUSSION

Several previous researchers stated that the marketing mix has a positive and significant effect on tourist satisfaction

(Abdul, 2018; Amilia, 2016; Hasanah, 2016; Hendranata, 2017). One of the elements of the marketing mix that has a dominant effect on satisfaction is price (Setiawan, 2016; Susila, 2017). This dominant influence is in line with the results of this study, namely the X1.2 indicator for the entrance ticket price of Kampung Coklat has the highest outer loading value of 0.823.

The high value of the X1.2 indicator is also supported by the results of the analysis of respondents' responses to the Z2 indicator i.e. satisfied with the Kampung Coklat entrance ticket price of 4.24. This means that as many as 83% of respondents are satisfied with the affordable price of admission tickets to educational tours in Kampung Coklat. Thus, this study proves the theory of consumer behavior in Sangadji and Sopiah (2013) that satisfaction results from the evaluation process of consumption activities that have been carried out.

Furthermore, it is found that one of the indicators on the service quality variable needs to be improved. The indicator is X2.5 namely employees serving tourists friendly with the lowest outer loading value of 0.729. Field facts show that there are some employees serving tourists less kindly. This finding is in line with the respondents' low perception of the Z4 indicator of services provided according to expectations of 3.82. This low perception value indicates that the expectations of tourists regarding service quality are not fulfilled properly so that it has an impact on the satisfaction of tourists in Kampung Coklat, Blitar Regency. This is consistent with Irawan's (2002) statement that service quality is one of the driving factors for tourist satisfaction. Referring to Table 11 which shows that service quality has a significant effect on tourist satisfaction by 44.7%. These results are also supported by the findings of Suryawardani (2018) that the five elements of service quality, namely physical evidence, reliability, responsiveness, assurance and empathy have a significant effect on the satisfaction of Agro tourism tourists in Pulina Bali.

The role of satisfaction as an intervening variable between marketing mix and intention to return is presented in Table 10. Based on Table 10, it is known that the effect of marketing mix on revisit intention to educational tourism in

Kampung Coklat through tourist satisfaction is significant as indicated by a p-value of 0.027 (<0.05). This p-value means that the higher the tourists' satisfaction with the marketing mix will indirectly have an impact on the high revisit intention to educational tourism in Kampung Coklat. This indirect effect is in accordance with the findings of Suryani (2017) that marketing mix through satisfaction has an effect on the revisit intention of tourists who love snorkeling on Pahawang Island, Lampung. The results of the indirect effect test in this study prove the statements of several researchers (Choo & Petrick, 2014; Petrick, et.al, 2001; Ranjbarian & Pool, 2015; Um, et.al, 2006) that the main factors determining tourists will revisit a destination is the experience and satisfaction that visitors get while in the destination.

The opinion of some researchers is reinforced by Mowen & Minor (2002) that tourists expect satisfaction so that it can be assumed. If tourists are satisfied with their tourism experience, they will recommend it to others. The opinion of Mowen & Minor (2002) was also found in the results of the analysis of respondents' responses to the Y3 indicator recommending Kampung Coklat to friends, family, colleagues of 4.06. This value of 4.06 means that as many as 75% of respondents are willing to recommend educational tours of Kampung Coklat to

others. However, the X1.3 indicator of Kampung Coklat advertisement on social media is interesting and informative, which needs to be of particular concern to the Kampung Coklat manager. This X1.3 indicator has the lowest outer loading value of the five marketing mix indicators of 0.711. The results of the observations show the fact that the number of Kampung Coklat advertisements on social media Instagram and YouTube is small and the design is less attractive and informative. The low value of the X1.3 indicator is supported by the results of research by Elia (2018) that the promotion mix has a direct effect on visiting decisions.

The findings of Elia (2018) are in accordance with the results of testing the direct influence of the marketing mix variable on the revisit intention variable which is presented in Table 9. value 0.000 (<0.05). In addition, the effect of the marketing mix on revisit intention is shown in Table 11, namely the revisit intention of tourists to revisit the educational tourism in Kampung Coklat, which is influenced by the marketing mix variable by 89%. This finding is also supported by the average value of responses to the marketing mix of 4.36 and previous research that the marketing mix has a significant effect on revisit intention (Mahadewi, 2018; Mulyati, 2018).

The next influence mediated by satisfaction is the quality of service on revisit intention to visit Kampung Coklat, Blitar Regency. The results showed that service quality had a significant effect on revisit intention through tourist satisfaction with a T-Statistic value of 2,212 (> 1.96). This indirect effect indicates that a tourist will return to the educational tour of Kampung Coklat because he/she is satisfied with the services. Therefore, the indirect effect found in this study proves the findings of Shonk and Chelladurai (2008) that satisfaction can be a mediating variable between service quality and revisit intention in sports tourism.

Furthermore, tourist satisfaction with the quality of service provided by the employees of Kampung Coklat is evidenced by the average value of the responses to the service quality variable of 3.87. The average value is also supported by the number of research respondents (77%) having a good perception of the X2.6 indicator of neat-looking employees. The good value of tourist perceptions on the X2.6 indicator and based on the statement of Kotler (2005) regarding the method taken to increase the number of customers, the management should be able to provide consistently good quality service. This needs to be done because based on the theory of Tjiptono (1998) a satisfied tourist will become loyal by revisiting a tourist

attraction in the future. The theory of Tjiptono (1998) is shown in the results of the respondents analysis on the Y2 indicator wanting to revisit Kampung Coklat in the future at 3.90 and an outer loading value of 0.903. In other words, 67% of respondents have the intention to revisit to Kampung Coklat in the future.

The results of this study also indicate that service quality has a direct and significant effect on revisit intention. This direct effect is evidenced by a p-value of 0.000 (<0.05) which is presented in Table 9. This significant effect is in line with the research of Nuraeni (2014) that one of the variables that has a significant effect on interest in returning to visit is service quality. Suryani (2017) also found that the interest in returning tourists to Pahawang Island in Lampung is directly influenced by the quality of service. Research by Nuraeni (2014) and Suryani (2017) is also supported by the results of the analysis of respondents' responses to the Y4 indicator, namely: inviting family, friends or colleagues to visit Kampung Coklat with a score of 4.09. The Y4 indicator value means that if tourists feel the quality of services provided has met expectations, tourists will invite people around them to visit the educational tour of Kampung Coklat.

CONCLUSION

Based on the results of the research and discussion that has been presented, it can be concluded that 1) marketing mix and service quality have a significant effect on tourist satisfaction in Kampung Coklat, Blitar Regency, 2) marketing mix and service quality have a significant effect on the revisit intention to Kampung Coklat, Blitar Regency, 3) Tourist satisfaction has a significant effect on the revisit intention to Kampung Coklat, Blitar Regency. In general, the tourist satisfaction variable is able to become an intervening variable between the marketing mix and service quality on revisit intention to educational tourism in Kampung Coklat, Blitar Regency. In addition to being an intervening variable, satisfaction can also directly influence the tourist intentions of Kampung Coklat by 21.4%. The marketing mix at 49.6% and the service quality at 44.7% influenced the dominant tourist satisfaction. This indicates that satisfaction needs to be the focus of the management in order to significantly increase the intention of tourists to return to the educational tour of Kampung Coklat.

In order to increase tourist satisfaction with the promotional elements (advertisements) in the marketing mix variable, it can be done by improving the advertising design to be more attractive and

informative. In addition, the management of Kampung Coklat is expected to be able to maximize the use of social media, especially Instagram as a medium for online promotion. So far, the number of advertisements on Instagram is still minimal, the use of hashtags is also not maximized and there are almost no English advertisements found. Therefore, management is advised to make advertisements using English, optimizing the use of hashtags when promoting Kampung Coklat on Instagram. This needs to be done so that domestic and foreign tourists can find out about educational tours of Kampung Coklat from social media. Furthermore, the management of Kampung Coklat is advised not to increase the price of entrance tickets because tourists' perceptions of the affordability of entrance tickets are good. Thus, tourist satisfaction with this educational tour entrance ticket needs to be maintained.

The aspect of service quality also deserves attention in order to increase tourist satisfaction which will also have an impact on the number of tourist visits. The service quality that needs to be improved is the attitude of employees when serving tourists. The perception of tourists towards employee friendliness in providing services is said to be quite good. Improving service quality can be done by regularly conducting training and evaluating employee

performance. The management is expected to provide maximum training so that employees are able to serve tourists in a friendly manner. In addition to improving service quality in terms of employee friendly attitudes, management needs to maintain the neatness of employee appearance.

In addition to improving the promotional elements in the marketing mix and employee friendliness when serving tourists, management needs to pay attention to product prices and the quality of processed chocolate products produced and sold in educational tours in Kampung Coklat. On the background of the problem, it is explained that tourists are not satisfied with processed cocoa products that are sold too expensive but are not accompanied by innovations and creations of authentic and delicious flavors. Therefore, there is a need for product quality control to be able to produce various types and tastes of delicious processed chocolate that are sold at affordable prices.

In addition, it is recommended that the educational tourism management of Kampung Coklat be able to cooperate with goods delivery expeditioners to facilitate tourists who want to send chocolate and other souvenirs directly from Kampung Coklat without packing and shipping themselves. This will make it easier for tourists who want ease of delivery. The

cleanliness of the toilets also needs to be improved, and the parking area and chocolate gallery need to be expanded again. The improvements that need to be done will also have an impact on the satisfaction and comfort of tourists so that in the future more and more tourists will visit the educational tour of Kampung Coklat, Blitar Regency.

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