

The Influence of Marketing Communication and Service Quality on the Satisfaction of Tourists of Air Manis Beach in Padang City, West Sumatra

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ABSTRACT

The problem in this study is how the influence of marketing communication and service quality on the satisfaction of tourists at Air Manis Beach in Padang City, West Sumatra.

This study aims to determine the influence of marketing communication and service quality on the satisfaction of tourists at Air Manis Beach in Padang City, West Sumatra.

The types of research used are quantitative and associative. The population in this study is all consumers at Air Manis Beach in Padang City, West Sumatra and the sample in this study is 96 respondents. The sampling technique used in this study is the accidental sampling technique. The analysis method used is multiple regression analysis.

The results of this study show that based on the results of the t-test on the Marketing communication variable, it has a positive and significant effect on the satisfaction of Tourists of Air Manis Beach, Padang City, West Sumatra. This is evident from the result where the t-value is calculated 5.022 and the value ($\text{sig} = 0.000 < 0.05$). With $\text{df} = 96 - 3 = 93$ obtained a table of 1.985, from the above results it can be seen that the $\text{tcount} > \text{table}$ is $5.022 > 1.985$, this shows that H_a is accepted and H_o is rejected. So marketing communication has an effect on tourist satisfaction. The Service Quality Variable has a positive and significant effect on the satisfaction of Tourists of Air Manis Beach, Padang City, West Sumatra. This is evident from the result where the t-value is calculated 4.872 and the value ($\text{sig} = 0.000 < 0.05$). With $\text{df} = 96 - 3 = 93$ obtained a table of 1.985, from the above results it can be seen that the $\text{tcount} > \text{table}$ is $4.872 > 1.985$, this shows that H_a is accepted and H_o is rejected. So the quality of service affects tourists. Based on the results of the F test, the value of F_{cal} was obtained $87.024 > 3.094$, meaning that marketing and service quality together have a positive and significant effect on the variable of tourist satisfaction. The value of the determinant coefficient (R-Square) obtained was 0.668 or 66.8%. This figure shows that 66.8% of tourist satisfaction (bound variable) can be explained by marketing communication and service quality. The remaining 33.2% was influenced by other factors that were not explained in this study.

Keywords: Marketing Communication, Service quality and tourist satisfaction

1. Introduction

In this millennial era, the development of competition in the business world, especially in the city of Padang, is a very interesting phenomenon for us to observe. It is proven that in the field of tourism services, recreational or tourism activities can be used to release a sense of boredom, this is due to the patterns and lifestyles of people who are increasingly busy in their various routines. The narrowness of time, makes many people need to travel to tourist attractions to release tension and obtain a new atmosphere that is refreshing and entertaining. Businesses in the field of tourism services are very promising, as evidenced by the number of tourism service businesses today.

Service providers must be active to always know the developments that are happening. What is needed by visitors so that visitors feel satisfied and will return to visit the tourist attraction. A very important element in marketing activities is communication. At a basic level, communication can inform and make consumers aware of the existence of the products offered. Communication is able to persuade consumers and can be used as a reminder for consumers about the existence of the product.

In essence, the meaning of marketing in general is no different from the definition of tourism marketing, but because of the nature of tourism as a service, which is intangibles, not durable, cannot be stored, production and consumption must be at the same time, meaning that tourists must come to buy or enjoy the desired product. So that the definition of tourism marketing will be different in terms of the products produced but the consumers are the same, which must be satisfied in totality. However, to market tourism industry products not only requires coordination, but also good cooperation is needed between organizations responsible for tourism development and all parties involved and related to tourism activities.

J. Krippendorf, formulated "Tourism marketing is a system and coordination that must be carried out as a policy for tourism industry group companies, whether private or government-owned, in the local, regional, national or international scope to achieve tourist satisfaction by obtaining reasonable profits". Meanwhile, according to Salah Wahab (2017) provides limitations on tourism marketing, namely "A management process carried out by national tourism organizations or companies. Included in the tourism industry group to identify tourists who already have a desire to travel for tourism. However, in general, the definition of tourism marketing is always associated with tourism activities as a service industry that is different from manufactured products that are more physical. So that the definition of tourism marketing combines the marketing function in general with the characteristics of tourism as an industry.

In general, the word communication in English is called Communication which has the meaning of relationship, news, announcement or notification. In Latin, communication is called communication or communis which means the same, the same meaning, or having the same views. In this sense, it can be understood that communication can take place well if there is a similarity of meaning or view between one party and another.

Through communication, humans can convey information, opinions, ideas, conceptions, knowledge, feelings, attitudes, deeds and so on to others in a reciprocal manner, both as a presenter and receiver of communication. According to James A.F. Stoner, as quoted by Widjaja, communication is a process where a person tries to provide understanding by transferring messages.

According to Lasswell, communication includes the following elements: communicator, message, media, communicator, and effect. Thus, communication is the process of conveying messages by communicators to communicators through media that causes certain effects. There are many reasons why humans communicate. Thomas M. Scheidel (in Edi Santoso) said that people communicate primarily to express and support their identity, to build social contact with people around them, and to influence others to feel, think, or behave as desired. But the main purpose of communication is to control the physical and psychological environment.

The tourism sector is one part of the development sector which is expected to be the main source of income, creating business opportunities, creating jobs and alleviating poverty. The tourism sector should be improved by developing and utilizing existing tourism sources and potentials so that it can become a reliable source of economic activities. Tourism can also be said to be an increasingly advanced and rapidly growing industry, almost every country in the world is trying to develop an industry in the tourism sector. The tourism industry is seen as having bright prospects and is quite promising and brings a lot of profits.

The success of a company or service in marketing the products produced also depends on the way messages are delivered to consumers. In order for communication goals to be achieved properly, in addition to the need for creative and interesting messages, it is necessary to have communication goals. Communication in terms of promotion has a very important role in introducing the existence of a product along with its functions and uses. Without promotional communication, consumers and the public will not understand and know the existence of products in the market today.

The determination of who is the target of communication will greatly determine the success of a communication. With goal setting and packaging of the right and creative message, the communication process will run effectively and efficiently. One solution to help market tourism products is to make brochures, videos, and various other means of information about the types of tourism products offered to introduce and increase

public interest in tourism products (Pitana & Diarta, 2012: 155).

Currently, the government is actively carrying out development in the tourism sector to boost the preservation of tourist attractions, empower the potential around tourist attractions and carry out promotions to optimize the tourism sector in attracting investors and attracting more visitors. One of them is the Tourism of Padang City, West Sumatra which offers natural tourism objects that have great potential in the tourism sector. Padang Beach and Air Manis Beach (Batu Malin Kundang) are the mainstay tourist attractions in Padang City. The following is data on tourist attractions in Padang City, West Sumatra.

1.1 Purpose

Based on the formulation of the problem mentioned, the objectives of this study are as follows:

1. To find out the Influence of Marketing Communication on the Satisfaction of Tourists of Air Manis Beach in Padang City, West Sumatra.
2. To find out the Effect of Service Quality on Tourist Satisfaction of Air Manis Beach in Padang City, West Sumatra.
3. To find out the Influence of Marketing Communication and Service Quality simultaneously on the Satisfaction of Tourists of Air Manis Beach in Padang City, West Sumatra.

Benefits of research

The research carried out will provide several uses or benefits, including:

1. For Researchers

This research is expected to help add insight, knowledge and experience regarding the influence of marketing communication and service quality on the satisfaction of tourists at Air Manis Beach in Padang City, West Sumatra.

2. For the Tourism Office

For the Padang City Tourism Office, it can contribute by increasing tourist satisfaction through marketing communication and service quality so that it can increase the revenue of the tourism office and is expected to be a reference for formulating policies and decision-making in an effort to increase tourist satisfaction.

3. For Academics

The results of the study are expected to provide useful suggestions, thoughts and information related to marketing communication and service quality affecting the satisfaction of tourists at Air Manis Beach in Padang City, West Sumatra.

4. For Further Research

It can be used as a guideline and reference, can expand insight and knowledge about marketing communication and service quality, supplement or for the development of new ideas for further research, and can be used as a reference that will hold a wider study in this discussion. and as a consideration for other organizations or agencies that face the same problem.

2. Literature Review

A. Satisfaction

According to Tjiptono (2016:349), it is defined that satisfaction is an emotional response to the evaluation of the experience of consuming a product or service. According to Susanti (2017:57) stated that satisfaction is a label used by consumers to summarize a set of actions or actions that are seen, related to a product or service. According to Kotler (2016:35) explained that satisfaction is the level of a person's feelings after comparing (performance or results) perceived compared to their expectations.

In general, the definition of tourist satisfaction is a tourist's assessment of services that have provided the expected level of enjoyment. A consumer, if he is satisfied with the value provided by the product or service, is very likely to become a customer for a long time. Satisfaction is a person's feeling of pleasure or disappointment as a result of a comparison between the achievement or service he feels and what he or she expects.

The definition of satisfaction is the goal of every marketing. Marketing targets satisfied tourists on the basis of the services it has provided. Consumer satisfaction is so important for marketing because consumer satisfaction is a factor that has a positive impact in the long run, for example tourist loyalty. Satisfying the needs of tourists is the desire of every company. In addition to being an important factor for survival in competition, tourists who are satisfied with products and use services at every same need reappear in the future. This means that satisfaction is a return factor for tourists in making repeat purchases, which is a large portion of the company's sales volume.

As explained in the definition above, satisfaction is a function of perception of impressions of performance and expectations. If the performance is below expectations, tourists will be disappointed. If the performance meets expectations, tourists will be satisfied and if the performance exceeds expectations, tourists will be very satisfied, happy and happy.

Based on some of the definitions above, it can be concluded that satisfaction is the level of a person's feelings of pleasure or disappointment that comes from the result of a comparison between what is received and expectations for a service. A number of studies show that the dimensions, attributes or factors used by tourists in evaluating satisfaction/dissatisfaction with manufactured products and services tend to be different.

According to Tjiptono (2017:101). Indicators that form satisfaction consist of:

- a. Expectation Suitability
It is the level of conformity between the performance and services expected by tourists and those perceived by tourists.
- b. Interest in Returning
It is the willingness of tourists to revisit or reuse related services
- c. Availability Recommend
It is the willingness of tourists to recommend services that have been felt to friends or family.

B. Marketing Communications

Marketing communication is two meaningful words that are combined so that they give importance in the discipline of marketing. Marketing communication is a company's

communication activity aimed at consumers through various media and channels with the hope of changes in consumers, namely changes in knowledge, attitudes and actions (Muh. Ridho Akbarr, 2016). Marketing communication is informative, persuasive and reminds consumers about the products/services offered so that a good relationship is built between the company and consumers (Shimp, 2016), through value transfer and exchange of company activities. There is a process of conveying meaning from the company to the consumer (Chitty et al., 2018)

Communication is important in conveying messages so that each party understands what each party wants between the communicator and the communicant (Harahap & Amanah, 2018). Marketing communication is a management process in which an organization engages with its various audiences. Before evaluating and acting on responses, organizations seek to develop and present messages to the stakeholder groups they identify by understanding the audience's communication environment. They encourage the audience to offer attitude and behavioral responses, by conveying messages of significant value. In essence, marketing communication is carried out with a one- or two-way interaction approach that aims to meet consumer needs.

Thus, marketing communication is an integrated effort of all marketing tools to convey a message to the public, especially target consumers regarding the existence of products. The concepts that are generally used to convey messages to the public are the promotion mix and the marketing mix. Therefore, the purpose of marketing communication is not only as a promotion to consumers, but also serves to invite and communicate with consumers, so Duncan (2018) explained that several elements of integrated marketing communication consist of: 1) Advertising; 2) Sales promotion; 3) Personal sales; 4) Public relations; and 5) Direct marketing.

According to (Kotler & Keller, 2017) there are 8 Indicators in Marketing communication, namely:

1. Advertisement
Information structures and non-personal communication structures that are financed and persuasive and promotional about products or ideas by sponsors identified through various media'
2. Sales Promotion
Various short-term incentives to encourage product experimentation or purchase.
3. Events and Experiences
Company-sponsored activities and programs designed to create daily interactions or interactions related to a particular brand.
4. Public Relations and Publicity
A variety of programs designed to promote or protect the image of a company or its individual products.
5. Direct Marketing
Use of mail, telephone, fax, e-mail or the internet to communicate directly with or request a response from customers.
6. Interactive Marketing

Online activities and programs designed to engage customers and directly or indirectly raise awareness, improve image and create product sales.

7. Word-of-Mouth Marketing

Verbal, written and electronic communication between communities related to the excellence or experience of buying a product.

8. Personal Sales

Face-to-face interaction with one or more prospective buyers for the purpose of making presentations, answering questions and procuring orders.

C. Quality of Service

Quality is a dynamic condition related to products, services, people, processes and the environment that meet or exceed Tjiptono's expectations (2016:110). Quality is often considered as a relative measure of the goodness of a product or service consisting of design quality and conformity quality. Design quality is a function of product specifications, while conformity quality is a measure of how far the product is able to meet the requirements or quality specifications set by Lupiyoadi (2018:175).

Good quality is not based on the perception of the service provider but based on the perception of consumers, because consumers are the ones who consume and enjoy the service so that consumers should determine the quality of service provided by the service provider.

Service quality is a measure of the extent to which the services provided can meet consumer expectations. Service quality is the expected level of excellence and the control of that level of excellence to meet the desires of consumers. In other words, there are "two main factors that affect the quality of services, namely *expected service* and *perceived service or expected service* quality and the quality of service received or felt.

In general, the definition of service quality is all forms of activities carried out by the company to meet consumer expectations. Service quality can be defined as how far the difference between reality and consumer expectations for the consumer satisfaction they receive or obtain. According to Tjiptono (2017:331) Service Quality is basically the principle of service quality (service quality) centered on efforts to fulfill consumer satisfaction and desires and the accuracy of delivery in balancing consumer expectations. If the quality of service is getting better, it is carried out on reliable service, has responsiveness, has a guarantee of service and good empathy (sense of attention), then customers will feel satisfied

From the various descriptions above, it can be concluded that service quality is all forms of activities carried out by service companies to fulfill the desires or satisfy consumers by providing or delivering services that exceed consumer expectations.

According to Tjiptono (2018:75) to evaluate the quality of customer service, generally using 5 dimensions are as follows:

1. *Tangibles* are clear evidence of the care and attention given by service providers to tourists. The importance of this *tangibles* dimension will give rise to the *image* of service providers, especially tourists. new in evaluating the quality of services.
2. *Reliability* is the ability of a company to carry out services in accordance with what has been promised in a timely manner. The importance of this dimension is that tourist

satisfaction will decrease if the services provided are not in accordance with what was promised.

3. *Responsiveness* or catchiness is the ability of a company to be carried out directly by employees to provide services quickly and responsively.
4. *Assurance* or guarantee is the knowledge and behavior of employees to build trust and confidence in tourists in consuming the services offered.
5. *Empathy* is the company's ability to pay attention to individual tourists, including sensitivity to customer needs.

3. Research Methods

Type of Research

In this study, the types of research used are quantitative and associative approaches. Where seen from the type of data, the research uses a quantitative approach, but also when viewed from the way of explanation, the research uses an associative approach. Associative research according to Sugiyono (2016:5) is a research that aims to determine the relationship between two or more variables.

Population and Sample

According to Sugiyono (2017: 62) states that population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by the researcher and then conclusions are drawn. The population used in the study is tourists from the Pantai Air Manis Padang City

The sample is part of several numbers and has characteristics in that population (Sugiyono, 2017: 63). The purpose of this study is to obtain information about the object of research by observing only a part of the population. The sampling technique used is *accidental sampling*. *Accidental sampling* is a sampling technique based on chance, that is, anyone who happens to meet the researcher can be used as a research sample if the person is considered suitable as a source of data

Sampling Techniques

. The number of samples used in this study was tourists from Air Manis Beach, Padang City, West Sumatra, which was 96 visitors. In determining the size, the lemeshow formula is used, namely:

$$n = \frac{Z^2 \times P(1 - P)}{d^2}$$

Where:

n = Number of Samples

d = Precision

P = Estimated Proportion

Z = Trust Level

The commonly used confidence levels are 95% (1,960) and 90% (1,645). The estimated value of the proportion is 0.5 and the tolerance error rate (precision) is 10% (0.1).

So the number of samples is:

$$n = \frac{1,96^2 \times 0,5(0,5)}{0,1^2}$$

$$n = \frac{3,8416 \times 0,25}{0,01}$$

$$n = 96,04$$

Based on the results of the calculation, the number of samples in this calculation is 96.

4. Results and Discussion

Classical Assumption Test

Normality Test

The normality test is carried out with the intention of checking whether it is normally distributed or not. The normality test of this study data used the Kolmogorov-Smirnov test for each variable. The assessment criteria for this test are:

- If the sig value or significance or probability value (p) < 0.05 (95% confidence level), the distribution is abnormal.
- If the sig value or significance or probability value (p) > 0.05 (95% confidence level), the distribution is normal.

The results of processing normality test data can be seen in the following table 4.12:

Table 4.12
Results of the One-Sample Normality Test Kolmogorov-smirnov Test

Asymp Sig (2-tailed)	Information
0,353	Usual

Source: SPSS data processing results

Based on table 4.12 above, it can be seen that the significance value (Asymp.Sig 2-tailed) is 0.353. Since the significance value is greater than 0.05, it can be concluded that the data has been distributed normally.

Multicollinearity Test

The multicollinearity test aims to test whether the regression model finds a correlation between independent variables. If in the test it turns out that a conclusion is obtained that the independent variables are bound to each other, then the test cannot be carried out to the next stage due to the inability to determine the regression coefficient of the variable cannot be determined and also assessed *Standard Error* to infinity. If the value *tolerance* > 0.10 and $VIF < 10$, then there is no multicollinearity

If the *tolerance value* < 0.01 and $VIF > 10$, then multicollinearity occurs The results of the multiclinicality test can be seen from table 4.13 below:

Table 4.13
Multicollinearity Test Results

Variable	Tolerance	VIF	Information
Marketing Communications	0,443	2,25	Free Multicollinearity

		9	
Quality of Service	0,443	2 , 2 5 9	Free Multicollinearity

Source : SPSS Data Processing Results

Based on the results of data processing for the multicollinearity test as seen in table 4.13 above, it is known that the *tolerance value* of Collinearity *Statistics* > 0.1 , namely marketing communication (X1) 0.443, service quality (X2) 0.443 and *VIF* (*Variance Inflation Factor*) value for all independent variables < 10 (ten) where, marketing communication 2,259 and 2,259 service quality. This shows that there is no meaningful relationship between the independent variables. Therefore, it can be concluded that the data from this study does not experience cases of multicollinearity so that data processing with multiple linear regression can be carried out because there are no cases of multicollinearity between independent variables.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether the regression model has variance inequality and residual from one observation to another. If the variance from the residue of one observation to another remains constant, it is called homoscedasticity or heteroscedasticity does not occur. The method used in this study to detect it is the presence or absence of a certain pattern in the *scatter plot* between SPESID and ZPRED, where the Y axis is the predicted Y, and the X axis is the residual (predicted Y – true Y) that has been *standardized*. The following is a picture of the results of the heteroscedasticity test.

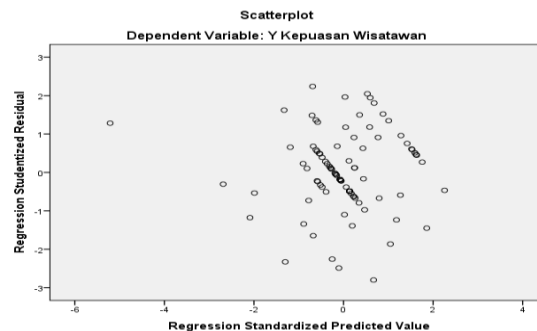


Figure 4.2
Heteroscedasticity Test Results

Based on figure 4.1 above, it can be concluded that there is no case of heteroscedasticity because the data spreads above and below the 0 axis and the distribution of the data does not form a certain pattern.

Autocorrelation Test

The autocorrelation test aims to test whether in a multiple linear regression model there is a correlation between the perturbation error in the t -period and the error in the $t-1$ period

(previously). If there is a correlation, it is called an autocorrelation problem. A good regression model is a regression that is free from autocorrelation. The autocorrelation test was carried out using the Durbin-Watson (D-W) test, with the following conditions:

4.5.3.1 Positive autocorrelation occurs if the D-W value < -2

4.5.3.2 No autocorrelation occurs if the D-W value is between -2 and $+2$

4.5.3.3 Negative autocorrelation occurs if the value of D-W $> +2$

Table 4.14
Autocorrelation Test Results

Type	Durbin-Watson	Information
1	1,926	No Autocorrelation

Source : SPSS Data Processing Results

Based on table 4.14 above, it can be seen that the Durbin-Watson value is 1.926 and is between -2 to $+2$, so it can be concluded that there is no autocorrelation.

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to see the influence of independent variables on related variables. The independent variables used in the study were marketing communication and service quality, while the bound variable in this study was the satisfaction of Tourists of Air Manis Beach in the city of Padang City, West Sumatra. To see the influence of marketing communication and service quality on the satisfaction of Air Manis Beach Tourists in Padang city, West Sumatra is as follows:

Table 4.15
Multiple Linear Regression Analysis Results

Type	B	T	Sig
(Constant)	0,815	0,711	0,479
Marketing Communication (X1)	0,210	5,022	0,000
Quality of Service (X2)	0,186	4,872	0,000

Source : SPSS Data Processing Results

From table 4.15 above, the value of the regression coefficient estimator of each variable can be distributed into multiple linear regression equations as follows:

$$Y = 0.815 + 0.210 (X1) + 0.186 (X2) + e$$

Test t (partial)

This test is used to see the influence of each independent or independent variable on the bound or dependent variable. The criteria for this t-test are

4.5.3.1 If the count > t table and sig < 0.05 then Ha is accepted and Ho is rejected.

4.5.3.2 If t counts < t table and sig > 0.05 then Ha is rejected and Ho is accepted.

Test Results t(Partial)

Variable	B	T	Sig
Tourist Satisfaction (Y)	0,815	0,711	0,479
Marketing Communication (X1)	0,210	5,022	0,000
Quality of Service (X2)	0,186	4,872	0,000

Source : SPSS Data Processing Results

Based on table 4.16 above, the t-test can be explained as follows: Marketing Communication Variable with a tcount value of 5.022 and a value (sig=0.000<0.05), with df = 96-3 = 93, then a ttable of 1.985 is obtained from the results above, it can be seen that tcount > ttable or 5.022 > 1.985 means that Ha is accepted and Ho is rejected. Therefore, it can be concluded that the marketing communication variable has a significant positive effect on the satisfaction of Air Manis Beach tourists in the city of Padang West Sumatra.

The variable of service quality with a tcount value of 4.872 and a value (sig=0.000> 0.05) with df = 96-3=93 obtained a ttable of 1.985. From these results, it can be seen that the tcount > ttable or 4,872> 1,985. From the processed results, a significant value = 0.000< 0.05, meaning that Ha is accepted or Ho is rejected, then it can be concluded that the variable of service quality has a significant positive effect on the satisfaction of Tourists of Air Manis Beach in Padang city, West Sumatra.

Test F (Simultaneous)

The F test is used to see together the influence of the independent variable on the bound variable. With the help of the SPSS program, it is known that the F value is calculated in the Anova table as follows:

Table 4.17
Simultaneous F test results

Type	F	Sig.
1	96,549	0,000

Source : SPSS data processing results

Based on the F test, it is known that the F value is calculated as 96.549 and the F table is (df1 = K-1, df2 = n-k, k = number of research variables, n = number of research respondents) df1 = 3-1 = 2, df2 = 96-3 = 93 obtained a ftable of 3.094 from the above results, it can be seen that the Fcal>Ftable or 96.549 > 3.094 with a significant value of (0.000<0.05) shows where Ha is accepted and Ho is rejected. It can be concluded that together (simultaneously) marketing communication and service quality affect the satisfaction of Tourists of Air Manis Beach, Padang City, West Sumatra.

Determination Coefficient Test (R-Square)

The determination coefficient test is useful to see the contribution of the influence of the

independent variable to the bound variable. To find out how much marketing communication and service quality contribute to the satisfaction of Air Manis Beach Tourists in Padang City, West Sumatra.

Table 4.18
R-Square Test Results

Type	R Square
1	0,668

Source : SPSS Data Processing Results

Based on table 4.18, the value of the determination coefficient of satisfaction of Tourists of Air Manis Beach in Padang City, West Sumatra with an *R square* value of **0.668**, this means that the contribution of the influence of service quality and facilities to the satisfaction of Tourists of Air Manis Beach in Padang City, West Sumatra is **66.8%** while **33.2%** is influenced by other variables.

Conclusion

Based on the results of data analysis obtained from 96 samples about the influence of service quality and facilities on consumer satisfaction, conclusions can be drawn, as follows:

1. Marketing communication variables have a positive and significant effect on the satisfaction of Tourists of Air Manis Beach in Padang City, West Sumatra. This is evident from the result where the t-value is calculated 5.022 and the value ($\text{sig} = 0.000 < 0.05$). With $\text{df} = 96 - 3 = 93$ obtained ttable of 1.985, from the above results it can be seen that $t_{\text{calculated}} > t_{\text{table}} 5.022 > 1.985$, this shows that H_a is accepted and H_o is rejected. So Marketing Communication has an effect on the satisfaction of Tourists of Air Manis Beach in Padang City, West Sumatra.

2. The Service Quality variable has a positive and significant effect on the satisfaction of Tourists of Air Manis Beach, Padang City, West Sumatra. This is evident from the result where the t-value is calculated 4.872 and the value ($\text{sig} = 0.000 < 0.05$). With $\text{df} = 96 - 3 = 93$ obtained ttable of 1.985, from the above results it can be seen that $t_{\text{calculated}} > t_{\text{table}} 4.872 > 1.985$, this shows that H_a is accepted and H_o is rejected. So the Quality of Service affects the Tourists of the Sweet Water Beach in Padang City, West Sumatra.

3. The results of the F test show Marketing Communication and Service Quality together affect Tourist satisfaction. This can be seen from the calculation of the F test where F_{hitung} it is $87.024 > F_{\text{tabel}} = 3.094$.

4. The results of the determination test showed that 66.8% of Tourist satisfaction was explained by the variables of Marketing Communication and service quality. While the remaining 33.2% was explained by other variables that were not included in this research model.

Suggestion

Based on the above conclusions, several suggestions can be put forward to be considered by the Padang City Tourism Office for the Sweet Water Beach in Padang City, West Sumatra and for the next researchers, namely:

5.1.1 For Companies

For companies, it is expected to improve marketing communication because based on the results of this study, marketing communication positively and significantly affects tourist satisfaction. Improving marketing communication can be done by improving marketing capabilities in promoting to tourists or visitors. Another thing related to improving marketing communication can also be done by providing the best marketing.

Based on the results of the data analysis conducted by the author, it can be seen that marketing communication and service quality have a great influence on tourist satisfaction. However, based on the questionnaire of the statement item regarding the quality of service The officer is able to provide clear information to tourists The average score is 3.79, which is quite low compared to other statements of service quality variables. Therefore, the author gives suggestions for the quality of service to the Air Manis beach tourist attraction can be improved and attention is paid to both the facilities and infrastructure in the Air Manis beach object. Because the manager does not pay attention to the quality of service of the tourist attraction, therefore the manager must improve the quality of service to tourists who come to visit Air Manis beach.

5.1.2 For the next researcher

For further research, it is suggested that researchers can research other variables that can affect consumer satisfaction, such as price perception and location. This aims to ensure that further research can be useful for researchers and companies.

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