THE INFLUENCE OF INFORMATION QUALITY, PROMOTION, AND SERVICESCAPE ON REVISIT INTENTION MEDIATED BY VISITOR SATISFACTION DURING THE NEW NORMAL ERA OF COVID-19 IN DUNIA FANTASI JAKARTA

by
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Article Info	ABSTRACT
Article history: *Received July 10, 2022* *Revised August 11, 2022* *Accepted Sept 27, 2022* *Keywords:* *Information Quality* *Promotion* *Servicescape* *Customer Satisfaction* *Revisit Intention* *Theme Park*	*The Covid-19 virus has resulted in a number of government regulations and policies. It also has an impact on the Dunia Fantasi Jakarta, one of the most popular tourist attractions in Indonesia's capital city, which must learn to adapt to various health protocols imposed by the government. The purpose of this study is to determine how the quality of information, promotion, and servicescape affect revisit intention, with visitor satisfaction acting as a moderator. This research using testing hypothesis method was conducted on 200 respondents who used the website of Taman Impian Jaya Ancol. The data was analyzed statistically using Smart PLS tools. The findings revealed that the variable quality of information had no positive effect on customer satisfaction or intent to return. Promotion and servicescape, on the other hand, had a positive effect on customer satisfaction and revisit intention, and customer satisfaction had a positive effect on revisit intention. Then the visitors' perceptions of promotion and servicescape mediated by visitor satisfaction obtained a positive and significant effect on revisit intention. In contrast, the quality of information mediated by customer satisfaction did not significantly affect the revisit intention variable.*

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1. INTRODUCTION

The COVID-19 pandemic caused an economic crisis in Indonesia, especially in the tourism sector, so the contribution of GDP to the travel and tourism sector in Indonesia decreased from 941.11 trillion to 502.22 trillion. In 2020-2022, Indonesia's tourism sector weakened due to the many policies and mitigations implemented to prevent and inhibit the spread of the virus. People feel very disadvantaged when they are forced to limit themselves from traveling out of the house, doing activities as usual in turning the wheels of the family economy and the highest level, namely the State, even though they must be at risk for the spread of the coronavirus (Abdini, 2020; Setiaji, 2020). The policy of closing the borders of each country and the existence of a reasonably long quarantine period makes tourists think twice when they plan their tourism activities. Moreover, this also weakens the desire of tourists to go to tourist destinations, especially in Jakarta, which has a relatively high rate of COVID-19 spread compared to other regions in Indonesia.

Based on BPS (2022), the number of visits foreign tourists who came to Indonesia decreased from 16,106,954 in 2019 to 4,052,923 people in 2020 continued in 2021 decline to 1,557,530 due to policies implemented by the Indonesian Government. This declining trend, not only Indonesia but also impact to DKI Jakarta, as one of

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International Journal of Social Science (IJSS)
Vol.2 Issue.3 October 2022, pp: 1651-1662
ISSN: 2798-3463 (Printed) | 2798-4079 (Online)

the entry gates for Indonesia, decreased by 4.85% from 15.24% in 2020 and continued to decline to 7.66% in 2021. Table 1 shows how the decline in foreign tourist arrivals.

Table 1. Number of Foreign Tourists Visiting DKI Jakarta and Indonesia

Year	Number of Foreign Tourist		
	2019	2020	2021
DKI Jakarta	2,421,124.00	435,888.00	119.362.00
Indonesia	16,106,954.00	4,052,923.00	1.557.530.00
Percentage	15,24%	10,39%	7,66%

Source: Badan Pusat Statistik, 2022

Tourism policy is an ethical framework that focuses on the issues at hand and effectively reconciles community needs with plans for sustainable tourism development (Edgell and Swanson, 2013). Several policies from the Regional Government in the recovery of Tourism are viewed from various aspects, and the most important are economic and health. Both are the most critical things in making policies in the new normal era considering the great hope to protect the whole community by reviewing and paying attention to everything collected and concluded from the results of descriptive economics and micro and macroeconomic theory. Tourism in DKI Jakarta is one of the leading sectors, so efforts to restore the tourism economy in Jakarta are interpreted not only as sectoral efforts in the tourism sector it but in all related sectors and have a multiplier effect on the entire community (Rachmawati, 2022). The government can start a tourism policy for leading tourist destinations in DKI Jakarta by looking at data from each destination. Based on the data in table 1, the decrease in the number of tourist visits in Jakarta has an impact on the decrease in tourist visits to the leading tourist attractions in Jakarta based on the following table:

Table 2. Number of Tourist Visits to Featured Tourist Attractions by Location in DKI Jakarta

No	Featured Attractions	2019	2020	2021
1	Taman Impian Jaya Ancol	9,282,441	2,351,961	3,248,408
2	TMII	5,071,980	1,123,542	889,993
3	Ragunan	5,407,858	633,963	784,639
4	Monumen Nasional	12,112,946	443,034	-
5	Museum Nasional	305,086	67,088	28,700
6	Museum Satria Mandala	17,132	3,183	2,465
7	Museum Sejarah Jakarta	746,971	153,223	51,952
8	Pelabuhan Sunda Kelapa	38,058	16,348	32,950
	Jumlah/Total	32,982,472	4,792,342	5,039,107

Source: Badan Pusat Statistik, Jakarta, 2022

Table 2 shows that of the 8 (eight) leading tourist attractions in Jakarta, the overall decline in number has decreased significantly from 2019 to 2020 and 2021. In 2020 there was a decrease of 28,190,130 tourists who disappeared from the previous year. An increase in tourist arrivals in 2021 amounted to 246,765 people, which is the impact of several policies taken by the Government, one of which is the closure of tourist objects, especially tourist destinations that are under the management of the DKI Jakarta Provincial Government. The DKI Jakarta Provincial Government conveys information uploaded through the official Instagram account, namely @jakarta_tourism that the temporary closure of several indoor and outdoor tourist destinations in Jakarta under the management of the DKI Jakarta Provincial Government due to the spread of the COVID-19 virus. The simultaneous closure of tourist destinations in Jakarta for the first time was carried out on March 14-29, 2020, and continued from March 30 to

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April 12, 2020. While closing all tourist destinations, each destination is cleaned with disinfectants to prevent the virus from sticking goods in each of these tourist destinations. The following policy taken by the DKI Jakarta Provincial Government is to open periodically by looking at the number of Covid-19 spreads in the area; where in June 2020, a transitional Large-Scale Social Restriction policy was established to adapt to new habits. The transitional PSBB stage was extended up to 5 times and ended in September 2020 due to a spike in mid-September 2020, making the DKI Jakarta Provincial Government return to the PSBB policy. After the PSBB tightening for approximately one month, the transitional PSBB was carried out again until January 2021. Only in 2021 did the restriction policy replace the term Community Activity Restriction Enforcement (PPKM) issued by the Central Government, especially for the Java - Bali area, and has a level of PPKM 1-4, which is adjusted to the level of spread of covid in an area (https://corona.jakarta.go.id/id , 2022).

Taman Impian Jaya Ancol, the prima donna of tourist destinations in DKI Jakarta, has survived for the last two years with tourist who is far from the arrival target. One artificial tourism object in Taman Impian Jaya Ancol is Dunia Fantasi Jakarta (Dufan), which was inaugurated on August 29, 1985. Dufan presents a variety of exciting rides in an area of 20 hectares with concepts built based on the characteristics of each continent, namely Indonesia, Jakarta, Asia, Europe, America, Greece, Hikayat, and most recently, the Cartoon World, which was inaugurated in 2019. In the new normal era, of course, many people want to travel to previously closed destinations. Searching for information that is done first before making a purchase helps consumers to get clarity about the regulations that apply to the destination and ultimately helps to make purchasing decisions (Jogiyanto, 2005; Anggraeni and Irviani, 2017). According to Fendini (2013), user satisfaction can be obtained if the information system's information has accuracy, relevant timeliness, and other measures that can meet the quality of information. The information presented is undoubtedly valuable data that can be used as the basis for a decision in the form of a report and can now be presented online. To improve a quality of information requires the following characteristics:

1. Accurate: information must reflect the actual situation and be free from errors, and should not be misleading (Jogiyanto, 2005; Fendini et al., 2013)
2. Timely: the information must be available or present when the information is needed before losing the capacity to influence a decision (Jogiyanto, 2005; Kuswanto and Manaf, 2015)
3. Relevant: the information provided must follow what is needed by individuals at various levels and parts of the organization (Fendini, 2013)
4. Complete: information must be given in full, not half-assed so that the information obtained is accepted or used as best as possible (Husodo, 2015)

As one of the leading tourist destinations in Jakarta, Dufan provides detailed information through the website www.ancol.com. On the site, all tourist can see the status that the Regional Government has applied for these destinations, promotions for each recreational vehicle, and the purchase of digital tickets so that the needs of potential tourists can be met appropriately. Before the pandemic, to enter the Ancol area, tourist could buy tickets for vehicles directly (On the Spot) at the gate. Dufan tickets can also be purchased directly at the ticket counter. After paying and getting the ticket, tourists are allowed to enter the Fantasy World area by the officer by giving a stamp or stamp in hand.
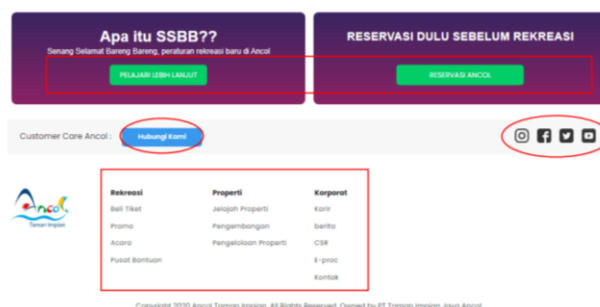

Figure 1. Dufan Website

In addition to having good quality information, an important marketing strategy is needed to provide information and persuade the targeted market. Promotion is an activity that involves introducing a product or selling a company's product to consumers in order to make the product more appealing to them. Promotions must be as appealing as possible in order for information to be adequately conveyed to consumers and for consumers to be interested in purchasing products sold by the company (Tjiptono, 2019). According to Kotler and Armstrong (2012),

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International Journal of Social Science (IJSS)
Vol.2 Issue.3 October 2022, pp: 1651-1662
ISSN: 2798-3463 (Printed) | 2798-4079 (Online)

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promotion indicators include 1) Advertising, 2) Sales promotion, 3) Personal selling, 4) Public relations 5) Direct marketing.

Figure 2. Dunia Fantasy Admission Ticket Promotion 2022

The promotions carried out by Dufan during January – June 2022 have many variations, starting with the annual pass Dufan ecard promotion for Rp. 350.000, six months pass+dufan ecard Rp. 290,000, Dufan at night promotion, Ramadhan promotion, Eid early bird promotion from April - May, school holiday period for June - July, and other promos by Dufan. Based on Riyanti et al. (2020), the promotion positively and significantly impacts return visit intentions. Also, it has a positive and significant effect where customer satisfaction is an intervention (Anggraeni et al., 2022). In addition to promotions, service escape for a tourist destination is very important where the physical environment is deliberately created to support the services provided, especially for a theme park. Dufan, a place for recreation with a particular theme, provides different rides in each region. With different designs, of course, this affects customer satisfaction, customer expectations, customer choices, and other behaviors. Lupiyoadi in Putri (2018) defines the company's servicescape (service environment), where services are created and where service providers and consumers interact, plus any tangible elements used to communicate or support the role of the service. The Servicescape dimension is divided into three parts: 1) Ambient Condition, 2) Spatial Layout and Functionality, and 3) Sign, symbol, and artifact.

Those variables above are very influential on tourist satisfaction, where tourist satisfaction is one indicator of marketing success that plays a vital role in competing with other companies. Tourist satisfaction is a feeling of pleasure or disappointment after comparing the perception/impression of performance or expectations of a tourist destination with the realization after consuming the product/service (Rahma, 2018; Nzei, 2018). It is helpful to provide a reasonable basis for repeat purchases and encourage the creation of customer loyalty. Tourist satisfaction can be measured using five factors, namely: 1) Product Quality, 2) Service Quality, 3) Emotional, 4) Price, and 5) Cost (Tjiptono and Chandra, 2012). For a destination, it is essential to have a level of tourist satisfaction as a result of evaluating the products or services provided and, of course, having a positive and significant relationship with the intention to return or revisit (Ingkadijaya et al., 2022). According to (Banerjee & Singhania, 2018), revisit intention is defined as a form of the evaluation carried out by someone on the experience of overall satisfaction and influencing future behavior and the desire to return to the same destination recommended to others. Revisit intention is also defined as the desire to visit the exact destination for the second time within a certain period (Stylos et al., 2016).

The conditions of suitable products and services shape customer satisfaction, increasing the intention to revisit (Pidada and Wandebori, 2016). Revisit intention is considered very important for the sustainability of a tourist place. Acquiring new customers is considered more expensive than retaining existing customers; this is a reason why retaining existing customers is so important. Moreover, one strategy to retain existing customers is to give them satisfaction. (Setyo and Rahmawati, 2015) supporting customer satisfaction is influenced by the quality of information obtained by customers. In addition, the findings of Suhud and Wibowo (2016) reinforce that customer satisfaction is also assessed from the perception of value and atmosphere, where customer satisfaction forms customer trust and ultimately encourages tourist to be able to revisit a destination (Citaningtyas et al., 2021). According to Huang and Liu (2017), revisit intention has three dimensions, namely: 1) Returning to a tourist destination, 2) Having a plan to revisit a tourist destination, and 3) Expecting to be able to revisit a tourist destination.
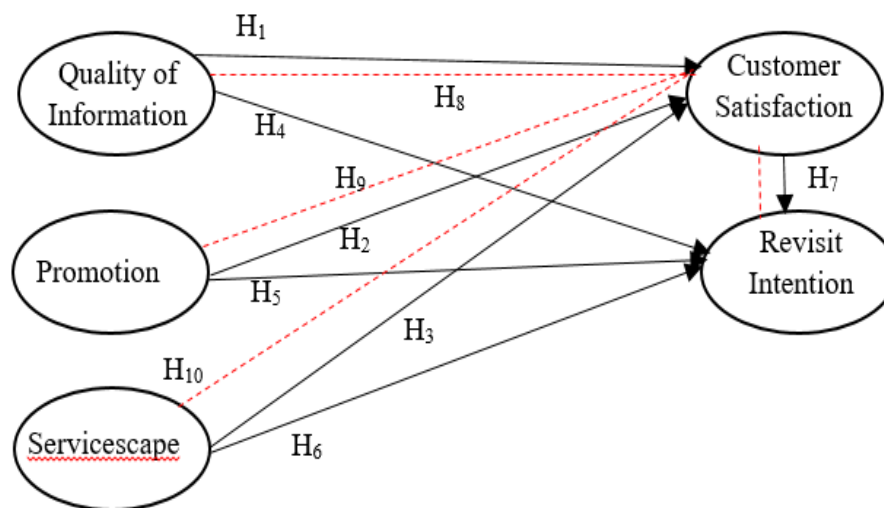
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Figure 3. Research Framework

Based on the framework model in figure 3, the perception of tourist will be measured using the following hypothesis:

H1 : Quality of Information has a positive effect on Customer Satisfaction
H2 : Quality of Information has a positive effect on Revisit Intention
H3 : Promotion has a positive effect on Customer Satisfaction
H4 : Promotion has a positive effect on Revisit Intention
H5 : Servicescape has a positive effect on Customer Satisfaction
H6 : Servicescape has a positive effect on Revisit Intention
H7 : Customer Satisfaction has a positive effect on Revisit Intention
H8 : Customer Satisfaction mediates the effect of Quality of Information on Revisit Intention
H9 : Customer Satisfaction mediates the effect of Promotion on Revisit Intention
H10 : Customer Satisfaction mediates the influence of Servicescape on Revisit Intention

2. RESEARCH METHOD

This study uses a testing hypothesis method, which aims to examine the effect of the quality of information, promotion, and servicescape on revisit intention mediated by visitor satisfaction during the new normal era of covid-19 at Dufan Jakarta. The independent variables used are the quality of information, promotion, and service escape. While the dependent variable used is revisited intention. The distribution of questionnaires (questionnaires) as primary data and the use of secondary data collected from previous studies and documentation were used as data sources in this study. The population is an infinite population, making it impossible for researchers to calculate the total population (Suryani and Hendryadi, 2015). The sampling method in this research is purposive sampling with specific considerations, namely Dufan tourists who buy tickets through the Ancol website, namely www.ancol.com, during the New Normal Era in April - June 2022. According to Hair et al. (2014), determining the number of samples with a minimum of 5 variables, then the number of samples that must be met is 100 samples, 150 samples for a minimum of 7 variables, and 300 samples when using variables above 7, and 500 samples for models with very many variables. Based on the theory above, to meet the minimum sample limit, the author uses 200 samples of Dufan tourists who have used the Ancol website to purchase Dufan Jakarta tickets during the research period. The data analysis method that will be used in this study is to use a structural equation model. Path analysis used in this study is Partial Least Squares (PLS), using software Smart PLS 3.0. Partial Least Square (PLS) analysis aims to obtain the relationship of latent variables and predict the construct's structural indicators. The measurement model (outer model), structural model (inner model), and hypothesis testing.

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ISSN: 2798-3463 (Printed) | 2798-4079 (Online)

3. RESULTS AND ANALYSIS

3.1 Outer Model

There are three criteria for using data analysis techniques with SmartPLS to assess the outer model: Convergent Validity, Discriminant Validity, and Composite Reliability. Convergent validity of the measurement model with reflexive indicators is assessed based on the correlation between item scores/component scores estimated with PLS software. Individual reflexive measures are considered high if they correlate more than 0.70 with the measured construct. However, according to Chin 1998 (Ghozali, 2006), it is considered sufficient for research in the early stages of developing a measurement scale for the loading value of 0.5 to 0.6. In this study, a loading factor limit of 0.5 was used. According to the table below, the validity test results produce an outer loading value greater than 0.5 for all indicators that form dimensions or form variables, implying that all measurement indicators are proven to be valid.

Table 3. Testing Instruments and Descriptive Statistics

Item	*Outer Loading*	Cronbach alpha	*Mean*	Standar Deviasi
Variable : Quality Information				
QI1	0.765		4.280	0.861
QI2	0.694		3.930	0.840
QI3	0.641		3.085	0.853
QI4	0.683	0.904	4.210	0.718
QI5	0.765		4.235	0.872
QI6	0.826		3.870	0.862
QI7	0.804		3.735	0.851
QI8	0.871		4.120	0.778
Variable : Promotion				
PR1	0.626		4.020	0.489
PR2	0.612		4.045	0.493
PR3	0.606		4.100	0.480
PR4	0.646		4.120	0.506
PR5	0.781		4.110	0.564
PR6	0.820	0.905	4.150	0.589
PR7	0.801		4.205	0.550
PR8	0.807		4.250	0.517
PR9	0.785		4.245	0.620
PR10	0.785		4.255	0.624
Variable : Servicescape				
SE1	0.715		3.965	0.473
SE2	0.706		3.920	0.494
SE3	0.772		3.915	0.498
SE4	0.753		3.975	0.494
SE5	0.655		4.030	0.468
SE6	0.622	0.895	4.105	0.494
SE7	0.717		4.080	0.551
SE8	0.767		4.115	0.576
SE9	0.721		4.170	0.540
SE10	0.703		4.220	0.502

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Item	Outer Loading	Cronbach alpha	Mean	Standar Deviasi
Variable: Customer Satisfaction				
CS1	0.749		4.595	0.708
CS2	0.653		3.800	0.995
CS3	0.792		4.490	0.707
CS4	0.693	0.852	4.365	0.649
CS5	0.743		4.625	0.628
CS6	0.769		4.550	0.676
CS7	0.692		4.420	0.885
Variable: Revisit Intention				
RI1	0.715		4.375	0.644
RI2	0.869		4.665	0.568
RI3	0.813	0.885	4.635	0.618
RI4	0.797		4.455	0.799
RI5	0.789		4.450	0.719
RI6	0.797		4.515	0.632

Source: Processing Data, 2022

Reliability relates to the accuracy and precision of the measurement. The value on composite reliability can be used to test the reliability value of each indicator on a variable. Hair et al. (2014) stated that the composite reliability value should be > 0.70 even though the value of 0.60 is still acceptable. A construct can be said to have a high-reliability value if the composite reliability value is > 0.70. Reliability testing was conducted to test whether the data obtained from the research instrument showed adequate internal consistency. The reliability test in this study was carried out by looking at the value of Cronbach's Alpha. A research instrument is said to be reliable if the Cronbach's Alpha value is > 0.60 (Ghozali, 2016). Therefore, the decision-making criteria in the reliability test are as follows:
• If the value of Cronbach's Alpha > 0.60, then the question items in the questionnaire are reliable.
• If the value of Cronbach's Alpha < 0.60, then the questionnaire question items are unreliable (not reliable).

All measurement indicators, which include eight indicators for information quality, ten indicators for promotion, ten indicators for servicescape, seven indicators for customer satisfaction, and six indicators for revisit intention, have been determined to be valid and reliable.

AVE Testing

Convergent validity aims to determine the validity of each relationship between the indicator and its latent construct or variable. Convergent validity means that a set of indicators represents one latent variable that underlies the latent variable. This representation can be demonstrated through the unidimensionality expressed using the average variance extracted (AVE). The AVE value is at least 0.5. This value describes adequate convergent validity, which means that one latent variable can explain more than half the variance of its indicators on average (Ghozali, 2016).

• If the outer loading of the variable measurement indicator is 0.5, the indicator is said to be valid
  • If the outer loading of the variable measurement indicator <0.5, then the indicator is said to be invalid

The processed results show the outer loading value of all indicators of Quality of Information, Promotion, Servicescape, Customer Satisfaction, and Revisit Intention > 0.5, it concluded that all indicators are valid.

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International Journal of Social Science (IJSS)
Vol.2 Issue.3 October 2022, pp: 1651-1662
ISSN: 2798-3463 (Printed) | 2798-4079 (Online)

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Tabel 4. Results AVE Test (Average Variance Extracted)

Variable	Average Variance Extracted (AVE)
Customer Satisfaction (CS)	0,531
Promotion (PR)	0,536
Quality of Information (QI)	0,577
Revisit Intention (RI)	0,637
Servicescape (SE)	0,510

Source: Processing Data, 2022

Based on Table 4 above, the value of the AVE construct for all variables is above 0.50, so it can be concluded that there is no problem with Convergent Validity.

3.2. Measurement Model
1. Multicollinearity Assumption Test
The purpose is to prove that the independent variables are not directly related (for the independent variables must be related or have an effect on the independent variables)

Tabel 6. Inner VIF Values

Var	CS	PR	QI	RI	SE
CS				1,159	
PR	1,058			1,148	
QI	1,005			1,006	
RI					
SE	1,062			1,101	

Source: Processing Data, 2022

If VIF < 10, then there is no multicollinearity
If VIF > 10, then there is multicollinearity

1) For the Customer Satisfaction model
   Four independent variables produce VIF < 10 so that in the resulting model, there is no multicollinearity
2) For the Revisit Intention model
   Five independent variables produce VIF < 10 so that in the resulting model, there is no multicollinearity.

2. Model Fit (Coefficient of Determination)
The coefficient of determination is used to explain how much variation or behavior of the independent variable can explain the variation or behavior of the dependent variable. The value of R square between 0 to 1, the closer to 1 the model is, the more fit it is. The closer to 0 the model, the less fit.

Tabel 7. R square

Var	R Square	R Square Adjusted
CS	0,137	0,124
RI	0,385	0,372

Source: Processing Data, 2022

The results for the commitment model obtained an R square adjusted value of 0.124, which means the variation or behavior of the independent variables Quality Information, Promotion. Servicescape can explain the variation of the dependent variable (Customer Satisfaction) of 12.42%, and the remaining 87.58% are variations from other independent variations that affect Customer Satisfaction but are not included in the model. Meanwhile, the value of R square adjusted Revisit Intention was obtained at 0.372, which means that the behavior of the independent variables Quality of Information, Promotion, Servicescape, and Customer Satisfaction was able to explain the variation of the dependent variable (Revisit Intention) of 37.2%. The remaining 62.8% is a variation of other independent variations that affect Revisit Intention but are not included in the model.

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Tabel 8. Hypothesis Test Results

	Var	Expected	Estimates	T Statistics (|O/STDEV|)	P Values 1 Tail	Summary
H1	QI -> CS	(+)	0,034	0,376	0,354	Hypothesis Not Supported
H2	QI -> RI	(+)	0,103	1,213	0,113	Hypothesis Not Supported
H3	PR -> CS	(+)	0,280	5,397	0,000***	Hypothesis Supported
H4	PR -> RI	(+)	0,150	2,570	0,005**	Hypothesis Supported
H5	SE -> CS	(+)	0,182	3,037	0,001***	Hypothesis Supported
H6	SE -> RI	(+)	0,271	2,610	0,005***	Hypothesis Supported
H7	CS -> RI	(+)	0,399	4,227	0,000***	Hypothesis Supported

Source: Processing Data, 2022

Tabel 9. Results Mediate

	Var	Estimates	T Statistics (|O/STDEV|)	P Values 1 Tail	Summary
H8	QI -> CS -> RI	0,014	0,353	0,362	Hypothesis Not Supported
H9	PR -> CS -> RI	0,112	3,013	0,001***	Hypothesis Supported
H10	SE -> CS -> RI	0,073	2,333	0,01*	Hypothesis Supported

Source: Processing Data, 2022

All tests in this study used the assessment criteria at alpha 1%, 5%, and 10%.

Based on the results of hypothesis testing in table 8, five hypotheses support the theory, namely (1) the effect of Promotion on Customer Satisfaction, the estimated value is positive 0.280, and the P-Values 1 Tail (sig) value of 0.000 is smaller than 0.01, so the hypothesis supported at alpha 1%. That is, the Promotion variable (X2) has a positive and significant effect on the Customer Satisfaction variable (Z); (2) the effect of Promotion on Revisit Intention obtained a positive estimate value of 0.150 and a P-Values 1 Tail (sig) value of 0.005 which is smaller than 0.05, the hypothesis supported at alpha 5%. That is, the Promotion variable (X2) has a positive and significant effect on the Revisit Intention variable (Y); (3) the effect of Servicescape on Customer Satisfaction obtained a positive estimate value of 0.182 and a P-Values 1 Tail (sig) value of 0.001 which is smaller than 0.01, the hypothesis supported at alpha 1%. That is, the Servicescape variable (X3) has a positive and significant effect on the Customer Satisfaction variable (Z); (4) the effect of Servicescape on Revisit Intention obtained a positive estimate value of 0.271 and P-Values 1 Tail (sig) value of 0.005 which is smaller than 0.05, the hypothesis supported at alpha 5%. That is, the Servicescape variable (X3) has a positive and significant effect on the Revisit Intention variable (Y); and (5) the effect of Customer Satisfaction on Revisit Intention obtained a positive estimate value of 0.399 and a P-Values 1 Tail (sig) value of 0.000 which is smaller than 0.01. The hypothesis is supported at alpha 1%. Furthermore, the variable Customer Satisfaction (Z) positively and significantly affects the variable Revisit Intention (Y). Therefore, this study accepts five direct effect hypotheses based on these data.

The theory is then contradicted by two hypotheses: (1) A positive estimate value of 0.034 is assigned to the effect of Information Quality on Customer Satisfaction. However, the P-Values 1 Tail (sig) value of 0.354 ≥ 0.01, 0.05, and 0.1, so the hypothesis does not support alpha 1%, 5%, or 10%. The Quality of Information variable (X1) has no significant effect on the variable Customer Satisfaction (Z). (2) the effect of Quality of Information on Revisit Intention, a positive estimate value of 0.103 is obtained. However, the P-Values 1 Tail (sig) value of 0.113 ≥ 0.01, 0.05, and 0.1, so the hypothesis does not support alpha 1%, 5%, or 10%. It means that the Quality of Information (X1) variable has no significant effect on the Revisit Intention (Y) variable. It can be concluded that two hypotheses in this study are rejected.

Based on table 9, two indirect hypotheses supported the theory, (1) the effect of Promotion on Revisit Intention by mediating Customer Satisfaction, get a positive estimate value of 0.112 and a P-Values 1 Tail (sig) value of 0.001, which is smaller than 0.01. Hence, the hypothesis supported an alpha of 1%. The following hypotheses are that Promotion (X2), as mediated by Customer Satisfaction (Z), has a positive and significant effect on Revisit Intention (Y); (2) the influence of Servicescape on Revisit Intention by mediating Customer Satisfaction gets a positive estimate value of 0.073 and a P-Values 1 Tail (sig) value of 0.01, which is smaller than 0.1. Hence, an alpha of 10% supports the hypothesis. That is, Servicescape (X3) mediated by Customer Satisfaction (Z) has a positive and significant effect on Revisit Intention (Y). Therefore, it can conclude that the two hypotheses of indirect influence in this study are accepted. The Effect of Quality of Information on Revisit Intention with the Mediation of

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Vol.2 Issue.3 October 2022, pp: 1651-1662
ISSN: 2798-3463 (Printed) | 2798-4079 (Online)
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Customer Satisfaction, which obtained a positive estimate value of 0.014, does not support the theory. However, with P-Values 1 Tail (sig) values of 0.362 > 0.01, 0.05, and 0.1, the hypothesis is not supported at alpha levels of 1%, 5%, and 10%. The hypothesis in this study is rejected because the variable Quality of Information (X1), as mediated by Customer Satisfaction (Z), has a negative and insignificant effect on the variable Revisit Intention (Y).
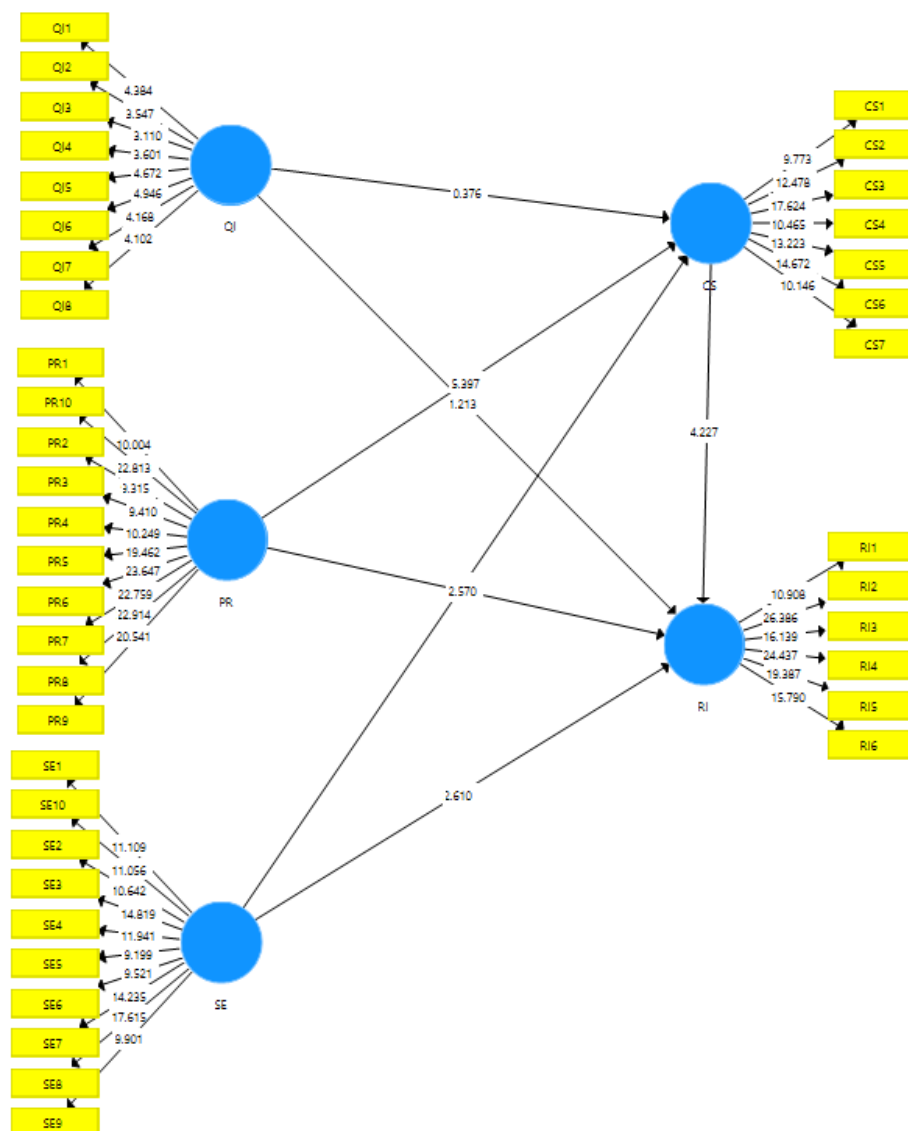

Figure 4. Hypothesis Testing
Source: Processing Data, 2022

CONCLUSION

This study measures three independent variables based on the perception of tourists visiting the Dufan Jakarta tourist attraction. During the new normal of the Covid-19 era, these variables are Quality of Information, Promotion, and Servicescape on one dependent variable, Revisit Intention, which is mediated by Customer Satisfaction. As a result, five supported hypotheses were obtained, namely H3, H4, H5, H6, H7, and two unsupported hypotheses, namely H1 and H3. The results of the mediation test obtained two supported hypotheses, namely H9 and H10, while one hypothesis was not supported, namely H8.

Based on this hypothesis, it concluded that Tourist Perceptions during the new normal era on Information Quality of Dufan Jakarta did not positively affect Customer Satisfaction and Revisit Intention. On the contrary, Visitor Perceptions regarding Promotion and Servicescape positively affected Visitor Satisfaction and Revisit Intention. Also, Customer Satisfaction has a positive effect on Revisit Intention. Then on Tourist Perceptions about Promotion and Servicescape mediated by Customer Satisfaction, there was a positive and significant effect on

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Revisit Intention. At the same time, the Quality of Information mediated by Customer Satisfaction had no significant effect on the Revisit Intention variable. This finding is similar to previous studies, in Rizan., Saidani., Anggraeni (2022), Jin et al. (2015), and Novianti et al. (2018), conclude that satisfaction has a significant effect on Revisit Intention. It means the number of tourists in Dufan Jakarta during the new normal prioritize the quality of promotions and the condition of the physical environment where the service process occurs. It is supported by the hygiene, health, security, and environmental sustainability (CHSE) protocols to rebuild trust and a sense of security and comfort for tourists to travel in the pandemic and post-pandemic era. This can serve as a foundation for Dufan's manager to understand tourists' perceptions of their desire to return for sightseeing in this post-pandemic era. Few tourism researchers address the quality of information for their tourism destination or attractions. It will assist other destination managers in selecting and providing appropriate information, whether on their own website, social media, or any other platform. Future studies could also take a different approach, for example, by incorporating other variables such as price, experiential marketing, transaction convenience, trust, and others. In order to investigate other variables that may influence revisit intention. To share new and broader knowledge, research can be expanded by expanding the scope of research, the number of respondents, and different research models and characteristics. It is hoped that additional research will deepen research findings by increasing references or accurate information sources as support.

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