

The Influence of Customer Relationship Management and Promotion from Digital Marketing on Visitor Satisfaction through Purchase Decisions as Intervening Variables at Matan Andau Agro Tourism Objects in Central Borneo - Indonesia

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Abstract

Customer Relationship Management (CRM) is an implementation of customer relationship management strategy to create visitor satisfaction in order to a competitive advantage. Promotion from Digital marketing is one of the trending marketing concepts today, using the Internet and all social media platforms and has been widely applied in many business models. The study aims to analyze the impact of customer relationship management (CRM) and promotion from digital marketing on visitor satisfaction through visiting decisions as an intervening variable. The population in this study is the tourist visitor of Matan Andau with a visit intensity of at least two visits. Sample size of 85 visitors to Matan Andau with data collection using a questionnaire. The data analysis method uses descriptive and partial least squares analysis (PLS) with the SmartPLS analysis tool. The research results show that customer relationship management has a significant positive effect on visitor satisfaction, customer relationship management does not have a significant effect on the decision to visit. Promotion from Digital marketing has a significant positive effect on visitor satisfaction and digital marketing has a significant positive effect on the decision to visit. The decision to visit is proven to be able to moderate the strengthening of promotion from digital marketing relationships with visitor satisfaction, while the decision to visit is proven to be unable to strengthen the customer relationship management relationship with visitor satisfaction.

Keywords: Customer Relationship Management, Promotion from Digital Marketing, Visitor Satisfaction, Visit Decision.

1. Introduction

The tourism industry in Indonesia is growing rapidly. In this case, it can be seen from its performance that it is increasingly attractive for tourists to visit. The success of a business can be measured by the number of tourists who visit a tourist spot, in this case the decision to visit is one of the factors determining the superiority of the tourism sector which is classified as a service sector.

As time goes by, many tourist attractions have emerged in Palangka Raya City because they have very high natural potential to develop tourism businesses, both ecotourism and agrotourism. Because it is supported by a cool atmosphere and green views, Matan Andau has become a new natural tourist destination in Palangka Raya City, located at Km. 30 Tangkiling

Village, Bukit Batu District, Central Kalimantan Province. One strategy related to creating visitor satisfaction in order to achieve competitive advantage that can be implemented is the implementation of customer relationship management (CRM) (Fithrianto et al., 2023). CRM is known as an information system, but you need to know that CRM is not just software but a business strategy that integrates business processes that relate directly to consumers (marketing, sales and service) with business actors, business processes and supporting technology. to get customers. storage. Apart from that, digital marketing is also an effort that can be made to introduce products or services to the public or potential consumers via the internet, which usually conveys information in the form of interesting videos or photos.

Table 1. Number of Visitors

Years	Number of visitors
2022	4.079
2023	2.218
2024 (jan-april)	917

The problem that occurs in Matan Tourism is that there are a lot of visitors only during holidays, and during certain celebrations or on big holidays, on normal days there are few visitors, and the number of visitors (tickets sold) is not able to cover weekday operations. All product or service companies must be aware of customer satisfaction, and customer satisfaction must be achieved in order to get loyal customers. Customer loyalty means people who buy, especially those who buy regularly and repeatedly. All customers hope for good service from the products or services purchased in terms of promotion, price, facilities, quality of service before and after purchasing the product, and customers have the right to correct information and conformity of the product with advertising, conformity with the facilities offered and conformity with service quality.

2. Literature Review

According to research (Cornellya et al., 2023), research results show that digital marketing, customer relationship management (CRM) and service quality have a significant and subtle influence on consumer satisfaction. According to (Handayani et al., 2022), research results show that there is a subtle influence on product quality, price and digital marketing on consumer satisfaction.

Research conducted by Dini Amalia (2021) shows that the customer relationship management variable has an effect on visitor satisfaction, while the digital marketing variable has no significant effect on visitor satisfaction. Likewise, research conducted by Putri Dianti (2022) shows that customer relationship management has an effect on visitor satisfaction. Meanwhile, research conducted by Sugiharto Nur Jayadi Thior (2023) shows that digital marketing has a

significant effect on visitor satisfaction and customer relationship management does not have a significant effect on visitor satisfaction.

A hypothesis is a temporary answer to a problem formulation, where the research problem formulation is arranged in the form of a question sentence. Based on this definition, the hypothesis in this research is as follows:

H1: It is suspected that customer relationship management (CRM) has a significant effect on visitor satisfaction at the Matan Andau tourist attraction.

The level of visitor satisfaction is the main goal of marketing. Customer relationship management (CRM) is a method of attracting attention, maintaining visitor satisfaction and improving and strengthening relationships with visitors. Research (Suci Fika: 2021) states that there is a positive and significant influence of customer relationship management (CRM) on visitor satisfaction.

H2: It is suspected that customer relationship management (CRM) has a significant influence on the decision to visit the Matan Andau tourist attraction.

Often the company cannot identify customer needs. As a result, it has an impact on reducing customers who will visit. Customer relationship management (CRM) is a business strategy for dealing with problems that occur. With CRM, customers can easily access information about new things and can improve good relationships with customers. Research (Elan: 2020) states that there is a positive and significant influence of customer relationship management (CRM) on visiting decisions, and the presence of good CRM can increase visiting loyalty and make it easier to get new customers.

H3: It is suspected that digital marketing has a significant influence on the decision to visit the Matan Andau tourist attraction.

Every product and service must be marketed so that it is known to the wider community and potential and loyal customers. Nowadays, with the development of digital technology, marketing also uses digital methods and media to communicate with customers and potential customers. Previous research conducted by Shantharam et al. (2019) who firmly stated that digital marketing currently has an increasingly greater influence over time on purchasing decisions for products and services. The research also more specifically emphasizes the large role of social media, especially experience factors and information factors which have the most influence on current visiting decisions. If a company can actively display information on social media that tells pleasant personal experiences, including user testimonials, interesting photos or videos when a product or service is used, it will be more attractive for potential visitors to visit (Shantharam et al., 2019).

H4: It is suspected that digital marketing has a significant effect on visitor satisfaction at the Matan Andau tourist attraction.

Nowadays marketing is innovative, one of the things that is often used to market products or services and satisfy customers is digital marketing. In research (Neffi Sulkaishi: 2023) digital

marketing promotional content has a positive and significant effect on tourist satisfaction. The results of this research indicate that the increase and decrease in visitors cannot be separated from the quality of content found by tourists on social media or the web. The more quality and beautiful the content found by tourists, the greater the tourist satisfaction with tourist attractions. This means that these findings prove that promotional content provides meaning and contributes to tourist satisfaction.

H5: It is suspected that the decision to visit has a significant effect on visitor satisfaction at the Matan Andau tourist attraction.

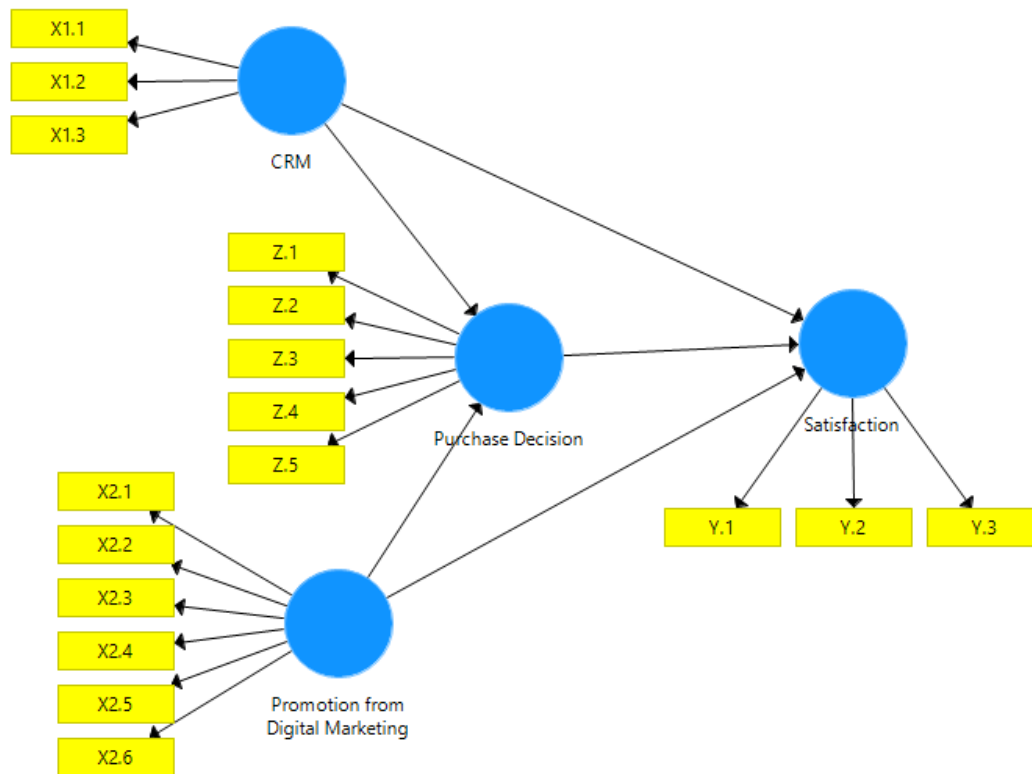
Visiting decisions and satisfaction do not have a direct relationship. However, if we look back at the theory regarding decision-making stages, it is found that a destination or tourist attraction is selected after going through a series of stages. Through a series of stages and considerations, several final alternative choices are produced. The decision to visit made by tourists refers to the final options that have been determined previously. The various alternative choices of tourist destination locations certainly have their respective advantages and disadvantages, so that when they become the final alternative, all of these alternatives naturally bring tourists to the relevant level of satisfaction.

H6: It is suspected that customer relationship management (CRM) has a significant effect on visitor satisfaction through the decision to visit the Matan Andau tourist attraction.

In creating visitor satisfaction in order to achieve competitive advantage, what can be done is implementing customer relationship management (CRM) strategies (Fithrianto et al., 2023). CRM is a strategy for optimizing profitability through consumer/visitor satisfaction. Apart from that, digital marketing is also an effort that can be made to introduce products or services to the public or potential consumers via the internet, which usually conveys information in the form of interesting videos or photos. The success of a business can be measured by the number of tourists visiting a tourist spot, in this case the decision to visit is one of the determining factors for excellence in the tourism sector which is classified as a service sector.

H7: It is suspected that digital marketing has a significant effect on visitor satisfaction through the decision to visit the Matan Andau tourist attraction.

Figure 1. Conceptual Framework



3. Research Method

This research is quantitative research. The data source used for this research was obtained from the research object, namely Matan Andau Tourism. The sample in this study used a non-probability sampling technique in the form of purposive sampling. In this research, 85 samples of Matan Andau tourist visitors were used with certain criteria. These criteria include the following:

- Minimum 17 years
- Have visited Matan Andau Tourism at least 2 times

The variables and indicators used in this research can be seen in the following table:

Table 2. Operational Definition of Variables

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Variable	Definition of Variable	Indicator	Measuring Scale
<i>Customer Relationship Management (CRM) (X1)</i>	T Urban (2018), states that CRM is a service approach to consumers that focuses on building long-term and sustainable consumer relationships that can provide added value for customers and the company..	1. Relationships between customers 2. The process of conveying information 3. Build a sense of trust	Likert
<i>Promotion From Digital Marketing (X2)</i>	<i>Digital marketing is a marketing activity that uses digital media using the internet which utilizes media in the form of web, social media, e-mail, database, mobile/wireless and digital TV to increase target consumers and to find out the profile, behavior, product value and loyalty of consumers. customers or target consumers to achieve marketing goals (Chaffey and Chadwick).</i>	1. Accessibility 2. Interactivity 3. Entertainment 4. Creadibility 5. Informativeness 6. Irritation	Likert
<i>Purchase Decision (Z)</i>	Purchasing decisions are a problem solving approach to human activities to purchase goods or services to fulfill their wants and needs which consists of identifying needs and desires, searching for information, evaluating purchasing alternatives, purchasing decisions and behavior after purchase (Private & Handoko, 2018) .	1. Identify the problem 2. Information Search 3. Evaluate alternatives 4. Purchase decision 5. Attitude after purchase	Likert
<i>Satisfaction (Y)</i>	Customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing the expected performance (results) of a product or service with the expected performance, (Atmaja 2018).	1. Matching expectations 2. Interest in reuse 3. Willingness to recommend	Likert

4. Finding and Discussion

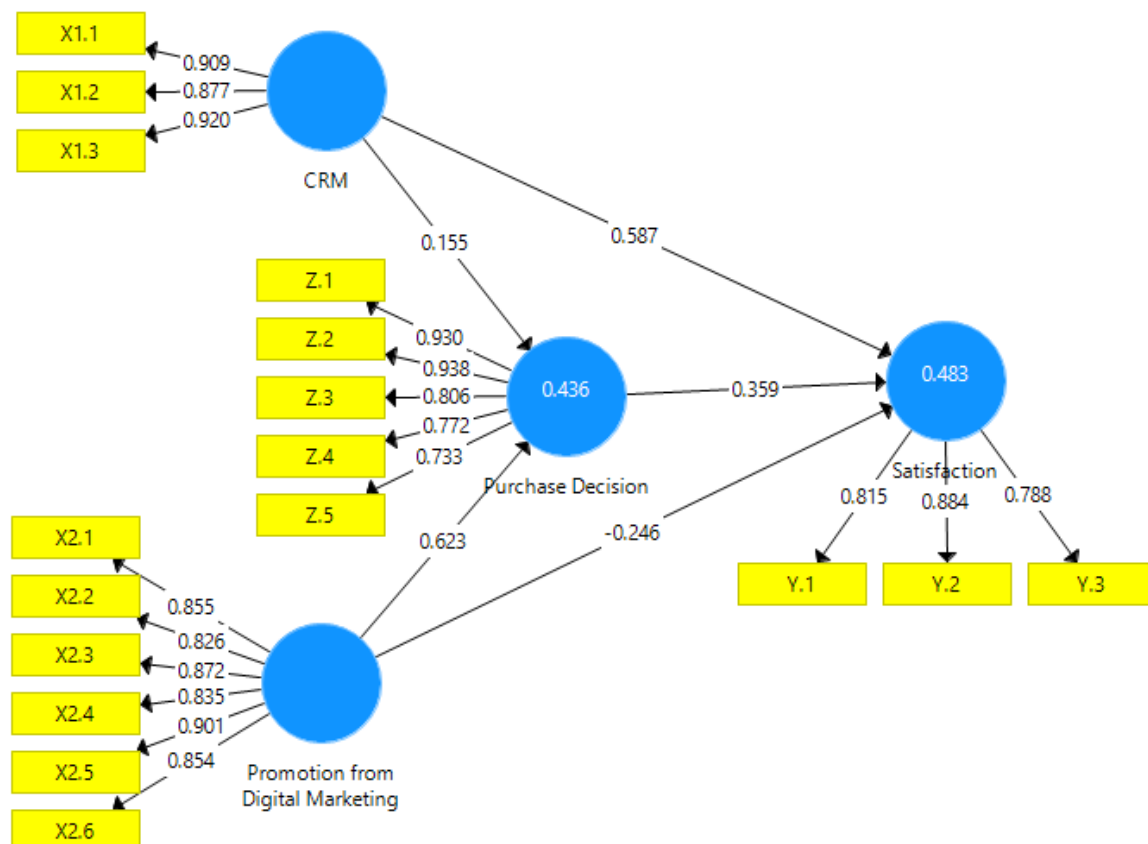
In the initial research, an outer loading test was carried out which showed that all indicators could be variable measures. In this study, the outer loading results were >0.7 , which means that they are all valid as measurements in the research variables. Next, the r-square test was carried out and the following results were obtained.

Table. 3. Uji R-Square

	R-Square	R-Square Adjusted
Purchase Decision	0.436	0.422
Satisfaction	0.483	0.464

Based on the table above, the R Square value shows that where R square has a joint or simultaneous influence on Visitor Satisfaction of 0.483, that is, all exogenous constructs simultaneously influence Y by 48.3% percent. And the remaining 51.7% percent is explained by other variables. So the influence of exogenous constructs on Y is classified as moderate. Where the R square of the joint or simultaneous influence on the decision to visit is 0.436, that is, all exogenous constructs simultaneously influence Y by 43.6 percent. And the remaining 56.4 percent is explained by other variables.

Figure 2. PLS Algorithm Output Results



In Figure 2 it can be explained that the round shape is reflected as a variable and the square shape is reflected as an indicator. In this research, each variable is the same as the indicator. Such as the customer relationship management (CRM) variable with its indicators, followed by digital marketing, visiting decisions and visitor satisfaction. Then it is also explained between direct and indirect relationships. The direct relationship is customer relationship management (CRM) with visitor satisfaction, customer relationship management (CRM) with visiting decisions, digital marketing with visitor satisfaction, digital marketing with visiting decisions, and visiting decisions with visitor satisfaction. Meanwhile, the indirect relationship is that the decision to visit mediates/does not mediate customer relationship management (CRM) on visitor satisfaction and the decision to visit mediates/does not mediate digital marketing on visitor satisfaction.

Table 4. F- Square

	Costumer Relationship Management (X1)	Digital Marketing (X2)	Purchase Decision (Z)	Satisfaction (Y)
Costumer Relationship Management (X1)			0.042	0.632
Promotion from Digital Marketing (X2)			0.679	0.069
Purchase Decision (Z)				0.141
Satisfaction (Y)				

In table 4. the influence of customer relationship management on the decision to visit is 0.042 (low), digital marketing on the decision to visit is 0.679 (strong relationship), Customer Relationship Management on visitor satisfaction is 0.632 (strong relationship), digital marketing on visitor satisfaction is 0.069 (quite strong relationship), the decision to visit and visitor satisfaction is 0.141 (strong relationship).

Table 5. Path Diagram Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Result
Costumer Relationship Management (X1) -> Satisfaction (Y)	0.643	0.659	0.061	10.582	0.000	H1 Accepted
Costumer Relationship Management (X1) -> Purchase Decision (Z)	0.155	0.170	0.074	2.099	0.018	H2 Accepted
Digital Marketing (X2) -> Purchase Decision (Z)	0.623	0.610	0.123	5.064	0.000	H3 Accepted
Digital Marketing (X2) ->	-0.022	-0.044	0.128	0.173	0.431	H4

Satisfaction (Y)								Not Accepted
Purchase Decision (Z) -> Satisfaction (Y)	0.359	0.357	0.108	3.336	0.000			H5 Accepted
Customer Relationship Management (X1) -> Purchase Decision (Z) -> Satisfaction (Y)	0.056	0.060	0.030	1.834	0.034			H6 Accepted
Digital Marketing (X2) -> Purchase Decision (Z) -> Satisfaction (Y)	0.224	0.220	0.090	2.492	0.007			H7 Accepted

Hypothesis Testing 1 : The results of hypothesis testing show that the influence of customer relationship management (X1) on visitor satisfaction (Y) is a significant influence with a value of 0.643. This can also be seen from the results of the comparison between t-statistics > t-table, namely 10,582 > 1.96 and the p value namely 0.000 < 0.05. Based on this description, it can be concluded that hypothesis 1 H0 is rejected and Ha is accepted.

Hypothesis Testing 2 : The results of hypothesis testing show that the influence of customer relationship management (X1) on the decision to visit (Z) is positive with a value of 0.155. This can also be seen from the results of the comparison between t-statistics > t-table, namely 2,099 > 1.96. For the p value 0.018 < 0.05, based on these results it can be concluded that hypothesis 2 H0 is rejected and Ha is accepted.

Hypothesis Testing 3 : The results of hypothesis testing show that the influence of digital marketing (X2) on the decision to visit (Z) is significantly positive with a value of 0.623. This can also be seen from the results of the comparison between t-statistics > t-table, namely 5,064 > 1.96 and the p value, namely 0.000 < 0.05. Based on this description, it can be concluded that hypothesis 3 H0 is rejected and Ha is accepted.

Hypothesis Testing 4: The results of hypothesis testing show that the influence of digital marketing (X2) on visitor satisfaction (Y) is negative and not significant with a value of -0.022. This can also be seen from the results of the comparison between t-statistics < t-table, namely 0.173 > 1.96 and the value p value is 0.000 < 0.05. Based on this description, it can be concluded that hypothesis 4 H0 is accepted and Ha is rejected.

Hypothesis Testing 5 : The results of hypothesis testing show that the influence of the decision to visit (Z) on visitor satisfaction (Y) is significantly positive with a value of 0.359. This can also be seen from the results of the comparison between t-statistics > t-table, namely 3,336 > 1.96 and the p value, namely 0.000 < 0.05. Based on this description, it can be concluded that hypothesis 5 H0 is rejected and Ha is accepted.

Hypothesis Testing 6 : The results of hypothesis testing show that the influence of customer relationship management (X1) on visitor satisfaction (Y) through the decision to visit (Z) has a positive influence with a value of 0.056. This can also be seen from the results of the comparison between t-statistics > t-table, namely 1,834 > 1.96. For a p value < 0.05, namely 0.034 < 0.05.

Based on this description, it can be concluded that the decision to visit (Z) as an intervening variable is proven to strengthen the relationship between customer relationship management (X1) and visitor satisfaction (Y). So in hypothesis 6 H_0 is rejected and H_a is accepted.

Hypothesis Testing 7 : The results of hypothesis testing show that the influence of digital marketing (X2) on visitor satisfaction (Y) through the decision to visit (Z) has a significant effect with a value of 0.224. This can also be seen from the results of the comparison between t-statistics > t-table, namely $2,492 > 1.96$. For the p value, namely $0.007 < 0.05$. Based on this description, it can be concluded that the decision to visit (Z) as an intervening variable is proven to strengthen the relationship between digital marketing (X2) and visitor satisfaction (Y). So in hypothesis 7 H_0 is rejected and H_a is accepted.

5. Conclusion

Based on the results of the tests that have been carried out, the following conclusions can be drawn from this research:

The research results show that customer relationship management (CRM) has a significant positive effect on visitor satisfaction at the Matan Andau tourist attraction, that customer relationship management (CRM) does not have a significant effect on the decision to visit the Matan Andau tourist attraction.

The research results show that digital marketing has a significant positive effect on the decision to visit the Matan Andau tourist attraction, and digital marketing has a significant positive effect on visitor satisfaction at the Matan Andau tourist attraction.

The research results show that the decision to visit has a significant positive effect on visitor satisfaction at the Matan Andau tourist attraction.

The research results show that the decision to visit as an intervening variable is proven to strengthen the relationship between customer relationship management (CRM) and visitor satisfaction at the Matan Andau tourist attraction. And it shows that the decision to visit as a significant positive intervening variable is proven to strengthen the relationship between digital marketing and visitor satisfaction at the Matan Andau tourist attraction.

Suggestions that can be given based on the research results are: For businesses managing Matan Andau tourism in the city of Palangkaraya, Central Kalimantan-Indonesia, through this research they can maximize promotions with digital marketing in increasing visitor decisions and satisfaction at the Matan Andau tourist attraction. Companies can increase efforts in digital marketing, so that this tourism can become more popular and visited by a wider community both within the region and outside the region. Future researchers are advised to take more samples, this aims to better data accuracy in their research and increase data diversity. Carrying out ongoing research, this is so that you can see and assess any changes in tourist visitor behavior over time. It is hoped that other variables can be added which might also influence many things in this research, such as brand awareness.

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