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Tourist Satisfaction in Era Society 5.0 as a Marketing Strategy

Tuti Anggraeni

Department of Management, Universitas Pendidikan Indonesia, Bandung, Indonesia
Department of Engineering, Universitas Winaya Mukti, Bandung, Indonesia

Disman Disman

Department of Management, Universitas Pendidikan Indonesia, Bandung, Indonesia

Vanessa Gaffar

Department of Management, Universitas Pendidikan Indonesia, Bandung, Indonesia

Puspo Dewi Dirgantari

Department of Management, Universitas Pendidikan Indonesia, Bandung, Indonesia

Trustorini Handayani

Department of Management, Universitas Komputer Indonesia, Bandung, Indonesia
Department of Management, Universitas Pasundan, Bandung, Indonesia

ABSTRACT

This research aims to develop a marketing strategy for the society 5.0 era by increasing tourist satisfaction in the lodging industry's business sector. Utilizing a quantitative approach with online data distribution, The sampel in this study is 128 respondents. The PLS-SEM data analysis technique was used to analyse questionnaire data. The results of the study indicate that technological innovation services and tourist engagement influence tourist satisfaction. In contrast, human innovation services, which have no direct impact on tourist satisfaction, must first be filtered through the variable measuring tourist engagement. Engagement of tourist is a moderating variable that influences tourist satisfaction. Directly felt by tourists, technological innovation services and human innovation services will affect tourist satisfaction. This research has the effect of allowing business actors in the lodging establishment industry to develop marketing strategies that increase tourist satisfaction, thereby increasing tourist trust and repeat visits in the future.

Keywords: Tourist Satisfaction, Tourist Engagement, Era Society 5.0, Marketing Strategy

INTRODUCTION

Technology is the salient feature of every era. Indonesia is currently undergoing a manufacturing revolution. However, while other countries have been

advancing toward "society 5.0," Indonesia has been lagging behind in terms of national development. By integrating innovations from the Industrial Revolution, such as the Internet of Things, artificial intelligence, big data, robots, and economic change, into every

industry and way of life. The Revolution Industry 4.0 gave rise to the idea of Society 5.0, which is a concept for a technologically advanced, human-centered society that Japan has effectively developed (Farid Ahmadi, 2020 in Roefendik 2022). The majority of the data gathered from the sensor space in the Society 5.0 period will be gathered in cyberspace Huge Data. The information will then be processed using a variety of supporting technologies, including artificial intelligence, and fed back to the human inside physical area in a variety of formats. This must become a priority for the government. In the era of "society 5.0," the government is preparing for this by enacting the Sustainable Tourist, Skilled People, Diversified Experience, Diversified Products & Services, and Technology Regulation Acts. The hospitality industry in Jawa Barat is growing at a national level

In previous research (Chi-ang and Trimi, 2020; DiPietro and Wang, 2010; Lee and Lee, 2020; Kervenoael et al., 2020; Kim et al., 2018), it was explained that many tourists are now considering the service technology offered by the hospitality industry in terms of self-service for check-in and check-out or other services that use robotic applications. Sadly, these five studies did not go into detail about how human services contribute to higher tourist involvement.

Therefore, this research focuses on elements of human service combined with technological improvements to build tourist engagement so as to achieve tourist satisfaction in accordance with the regulatory goals of the tourist development paradigm in Indonesia, which is one of the newest in research.

The purpose of this research is to ascertain whether the mediating variable of tourist engagement will affect tourist satisfaction as a marketing strategy. 128 respondents responded to online surveys that were sent to travelers from West Java, Indonesia, who had remained at locations other than hotels. PLS-SEM is the analytic method used after the data from the questionnaire is gathered.

This study found that service innovation technology and human service innovation have a direct effect on tourist engagement and satisfaction. Following the completion of quality control, subsequent findings become a mediating variable that influences tourist satisfaction. Tourist can directly feel the technology services and employee services provided by non-hotel lodging, which affects engagement and satisfaction in tourist. The research's innovation is:

1. As a result of research, tourist satisfaction only looks at research objects in places that aren't hotels in West Java, Indonesia.

2. Tourist satisfaction in this study is measured directly by the tourist engagement variable as a mediating variable, and tourist satisfaction is directly affected by the technology service innovation variable and the human service innovation variable.

3. The technology service innovation variable is specifically studied, which has a direct effect on tourist satisfaction and an influence on the tourist engagement variable as a mediating variable.

4. The human service innovation variable is specifically studied, which has a direct effect on tourist satisfaction and an influence on the tourist engagement variable as a mediating variable.

5. The model in this study, namely technology service innovation and human service innovation with mediation of tourist engagement as a mediating variable, is a model made up of a number of previously researched factors.

The goal of this study is to create a marketing plan based on the degree of satisfaction of non-hotel lodging tourists in West Java, Indonesia. Tourist satisfaction is specifically researched on non-hotel lodging research objects in West Java, and the three variables service innovation technology, human service innovation, and tourist engagement which are also specifically researched and discussed on non-hotel lodging objects in West Java and an analysis using a variety of factors are the latest in this study. The method used in this study is a quantitative method that involves distributing questionnaires online to 128 respondents who stay at non-hotel accommodations in West Java, which then results from collecting the questionnaires and processing the data using PLS-SEM.

LITERATURE REVIEW

Tourist Satisfaction

Schiffman and Kanuk (2004), the definition of customer satisfaction is the perception that exists in the minds of customers compared to the expectations they have for a product or service. Customer satisfaction is achieved if expectations are exceeded so that the company's profits will be fulfilled. It can be concluded that a positive effect arises from customer satisfaction and can encourage customer loyalty, which is then expected to lead to repurchases and positive word-of-mouth promotions by customers (Ganesh et al. 2000). Among those who have

studied customer satisfaction levels in the lodging industry are Barsky (1992), Barsky and Labagh (1992), and vaKaratepe (2006). Meanwhile, research in the tourist sector was conducted by Pizam and Milman (1993). According to Gursoy et al. (2003 and 2007) in their research, "tourist satisfaction" is a theme that is often researched in the field of hospitality and tourist. Information on tourist design is needed for the hospitality sector and calls for service innovation. It is hoped that the findings in this research can explain the role of the two types of service innovation (TSI vs. HSI), how these two innovations can satisfy the cognitive needs of customers, and also how they can make customers feel satisfied.

Technologi Service Inovation (TSI)

According to Tether (2005) and Toivonen and Tuominen (2009), the earliest studies demonstrate that new technologies are a significant driver of service innovation. The impact of advanced technologies on operational efficiency, customer communication quality, and service efficiency is evident. Based on the research results of Bitner et al. (2000), it can be concluded that service experience and customer satisfaction can be improved by increasing customization, service recovery, and spontaneous satisfaction using technology. According to Yang et al. (2003), clients can receive more individualized attention and customization with the aid of technology for service, which will increase their satisfaction with their shopping experience. The researcher therefore proposes a hypothesis.

H1: Technology Service Innovation (TSI) has a significant effect on Tourist Engagement (TE)

H2: Technology Service Innovation (TSI) has a significant effect on Tourist Satisfaction (TS)

Human Service Inovation (HSI)

According to Howells and Tether (2004), who define service innovation as including both technological and non-technological innovations (i.e., organizational and relational change). Ottenbacher and Gnoth (2005, p. 218) claim that due to competitors' propensity to obtain comparable resources and technology, technology gives nothing in the way of a competitive advantage for the hotel industry.

Miles (2010), Martin-Rios et al. (2019), Wang et al. (2015), and Luo et al. (2019), human interaction is the most important aspect that influences the pleasure and enjoyment of consumers. As stated by Berry and Carbone (2007), Berry et al. found that the most

desired outcome of establishing sincere emotional connections with clients can be accomplished more successfully through very positive human interactions. Human services can be better than technology because they can meet the emotional needs of customers by giving them empathy, a sense of exclusivity through personal relationships, the social identity they want, and attention.

This study's non-technological service innovation component refers specifically to exceptional service actions exemplified by the utmost professionalism of the service staff (both in their behavior and attitudes), extraordinary empathy and concern, and great assistance in providing one-stop services. Luo and colleagues, 2019. Excellent service is distinguished from average service by frontline employees' empathic and considerate attitudes, acute sensitivity, keen observational skills, elaborative thinking abilities, and proactive and prompt response abilities. (Luo et al. 2019). Superior customer service can promote pleasure creation in addition to ensuring that customers are satisfied. Human service or human interaction has been suggested by numerous researchers to be the most influential factor on customer satisfaction, according to Arnould and Price (1993), Hinkin and Tracy (1998). The researcher proposes the following hypothesis:

H3: Human Service Innovation (HSI) has a significant effect on Tourist Engagement (TE)

H4: Human Service Innovation (HSI) has a significant effect on Tourist Satisfaction (TS)

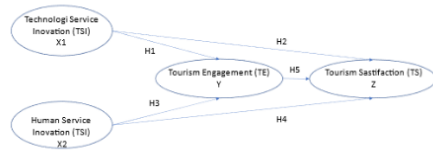
Engagement to tourist engagement

A review of the relevant literature indicates that the term "engagement" has numerous meanings and varying dimensions across numerous disciplines. Engagement in marketing terms relates to how customers engage with a good or service (Brodie et al., 2011). Employee engagement served as the foundation for earlier definitions of consumer (or customer) engagement (CE) in a business setting (So et al., 2014). In addition, the authors have emphasized the significance of retaining employees to instill a sense of ownership that would ultimately lead to the organization's organic growth. Customer engagement is not yet a fully developed concept in marketing. Initially, the concept of engagement existed in the employee engagement psychology field (Vivek et al., 2012).

So et al. (2014b) say that customer engagement is a type of marketing that focuses on how customers think and act. Brodie et al. (2011) found that this is reflected in how customers talk to other customers or companies in a forum to find out about products or

predict the risks of using these products. Researchers in marketing (Brodie et al., 2011; Hollebeek, 2011)

According to some researchers, customer engagement leads to satisfaction, trust, and loyalty (Brodie et al., 2011; Hollebeek, 2011). Some (So et al., 2014a) also think that customer trust, and loyalty come before and after engagement. Relationship between customers and businesses is an alternative metric for customers to measure the quality of services provided by (Brodie et al., 2011). The customer will feel that the company's service or response meets expectations during the interaction, and vice versa (Brodie et al., 2011). Engagement has a significant effect on satisfaction.



Research Framework

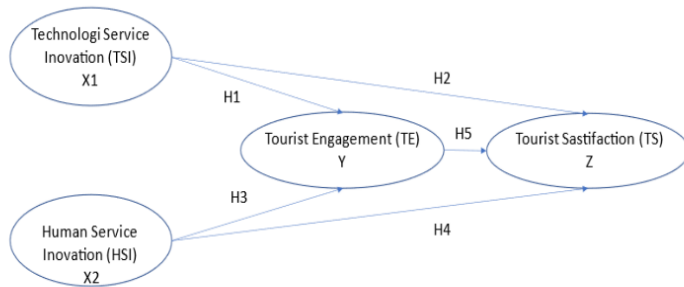


Figure 1. Research Framework
Source: Processed Results

METHODOLOGY

The questionnaires that were gathered were analyzed using the Partially Least Square Structural Equatorial Modeling (PLS-SEM) method in this research. Respondents who stayed at lodging establishments in the Indonesian city of West Java are sent questionnaires via an online survey service during a three-week sampling period in December 2022. The selected population consists of respondents who have visited West Java and stayed at West Java lodging establishments. 128 respondents were selected using a nonprobability sampling technique for this study.

In this study, data analysis is conducted using PLS-SEM. The PLS-SEM model includes the outer and inner models. Using reliability and validity tests, the external model is evaluated. While composite

reliability values are also used to assess the outer model's reliability, the reliability test model's indicators use Cronbach's alpha with a minimal value of 0.70. The internal consistency of the composite reliability of the external model must have a minimal value of 0.7. (Fornell & Larcker, 1981; Sari, 2022). The PLS-SEM validity test employs both the convergent validity and discriminant validity approaches. A set of indicators representing a single latent variable and containing a single latent variable demonstrates convergence validity. The Average Variance Extracted (AVE) value is used in this study to gauge convergent validity. The AVE value must satisfy a 0.5 minimal requirement. (Sari, 2022; Fornell & Larcker, 1981). There must be sufficient differences between the two concepts being measured for discriminant validity to exist. Cross-loading criteria for measuring discriminant validity When each indicator's loading exceeds its corresponding cross-loading, discriminant validity is met.

The structural model, which assesses how latent factors relate to one another, can also be referred to as the internal model. The R2 used as a measurement of each endogenous latent variable in the PLS-SEM structural model is described as follows:

(1) A significant variable is one with an R2 value of 0.67; (2) a variable with a 0.33 R2 value is a moderate

variable; and (3) a variable with an R2 value of 0.19 is a **unstable** variable. The importance is supported by P values of a hypothesis. The P-value must be lower than or equivalent to 0.05 in order to reject the null hypothesis. In this study, PLS-SEM data were analyzed using Smart PLS-SEM software. These indicators are utilized:

Table 1: Variable Measurement

No	Variable	Indicators	Desription	Source
1	Technology Service Innovation	Customer feedback system	TSI1	Piccoli et al. (2017)
		Customer service system	TSI2	
		Hotel online reservation system	TSI3	
		Mobile payment system	TSI4	
		One-stop service	TSI5	
2	Human Service Innovation	Create a sense of familiarity	HSI-1	De Kervenoael et al. (2020)
		Extra friendly and enthusiastic	HSI-2	
		Makes an impression of empathy	HSI-3	
		Ability to solve complex problems	HSI-4	
		Perfect and healthy	HSI-5	
		Sensitive and observant	HSI-6	
		Feel special	HSI-7	
		Serve beyond duties	HSI-8	
3	Tourist Engagement	Customers feel happy about the product/service	TE1	So et al., 2014b
		Customers will reuse products/services	TE2	
		Customers know about product/service	TE3	
		Customers are looking for more product/service information	TE4	
		Customers are looking for more product/service information	TE5	
		Customer will reuse the product/service	TE6	
4	Tourist Satisfaction	Satisfied	TS1	Finn's (2005,2012) Wang (2011)
		Dimensioning customer satisfaction	TS2	
		Confirm expectations	TS3	
		Repurchase intention	TS4	

Source: Processed Results

Each sign is graded from 1 to 5 on a Likert scale (strongly disagree). Each indicator is scored on a Likert scale ranging from 1 to 5 (strongly disagree).

Researchers utilized a descriptive verification design for their study. while quantitative methodology is employed for research. According to Hailu (2019), examining informationally is a method to investigate with

the purpose of explaining the causal factors that are considered when comparing one variable to another. Today, analysts conduct research by launching surveys online and offering item guidance to sites that lead to survey questions. The researcher additionally chooses respondents who will be chosen based on respondents who visited the city of West Java and stayed at lodging establishments in the city of West Jav

DISCUSSION

This study distributed questionnaires to as many as 200 participants, who returned them or provided researchers with primary data. However, 72 respondents were excluded because they were not

included in the study population, namely visitors who did not stay in West Java's lodging establishments. In table 2 of the respondent profile, there are 128 responses. 33.1% of the respondents were women, and 66.9% were men.

Most respondents in this study fell between the ages of 25 and 29. Most respondents are still entrepreneurs, and the most common level of education among respondents is a bachelor's degree. The respondent profile with IDR 25,000,000 as the greatest monthly income frequency for employees, while the highest allowance for students is IDR 5,000,000, and 68.1% of respondents reported having stayed twice at lodging establishments in West Java. Based on All indicators and variables in the measurement model analysis show that all validity and reliability criteria for further analysis have been satisfied. Based on the following details, Table 2 describes the respondent description:

Table 2: Participant Data

No	Variables		Rate
1	Gender	Male	66,9%
		Female	33,1%
2	Age	< 19. Years of age	11,8%
		19 - 24 Years of age	13,8%
		25 - 29 Years of age	35%
		30 - 35 Years of age	28,8%
		> 35 Years of age	10,6%
3	Occupation	Student	18,8%
		Entrepreneur	33,6%
		Private Officer	12,5%
		Civil Officer	13,1%
		Etc	22%
4	Education Level	Senior Hight School	13,3%
		Diploma	23,8%
		Undergraduate	20,3%
		Postgraduate	42,6%
5	Income	< IDR 4,000,000	26,2%
		> IDR 5,000,000 - IDR 14,000,000	40,9%
		> IDR 15.000.000 - IDR 19,000,000	14,4%
		> IDR 20,000,000 - IDR 24,000,000	11,9%
		> IDR 25,000,000	6,6%
6	Pocket money (student) per month	< IDR 2,000,000	10,9%
		> IDR 2,000,000 - IDR 3,000,000	45%
		> IDR 4,000,000 - IDR 5,000,000	29,1%
		> IDR 5,000,000	15%
7	History of staying at a lodging	Once	13,4%

No	Variables	Rate
	establishment in the city of West Java	Twice
		More than twice
		68,1%
		18,5%

Source: Questionnaire data processing, 2022

Table 3 shows the coefficients of associated latent variables. Cronbach's alpha greater than 0.70 concludes the analysis of all composite reliability in the reliability table.

This table also contains the AVE values for each variable. When All AVE values that were used to evaluate convergent validity were higher than the suggested cutoff point for adequate validity, which is 0.5.

Table 3: Latent Variable Coefficients

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
HUMAN SERVICE INNOVATION	0.887	0.898	0.909	0.556
TECNOLOGI SERVICE_INNOVATION	0.829	0.860	0.876	0.587
TOURIST ENGAGEMENT	0.920	0.928	0.938	0.717
TOURIST SATISFACTION	0.918	0.919	0.942	0.803

Source: author's work

Figure 4 shows that all R-Square values are greater than 0.02. This shows that the predictor has a major or only marginally significant effect on the

variables that are predicted. (Fornell & Larcker, 1981).

Table 4: Measurement Model Test Result

	R Square	R Square Adjusted
TOURIST ENGAGEMENT	0.633	0.627
TOURIST SATISFACTION	0.776	0.771

Source: author's work

The discriminant validity of each hidden variable is shown in Table 5. The correlation between these latent variables is lower than the square base of the average variance. variables (Prasetyo & Sari, 2022). "The extracted mean's square root for any hidden variable. The suggested standard for assessing discriminant validity is that the variance "must be larger

than the correlation involving the column of latent variables" (Fornell & Larcker, 1981). This means that the diagonal number must be higher than the column's top and bottom values. Moreover, convergent validity is indicated by a number of 0.5 or higher (Prasetyo & Sari, 2022).

Table 5: Correlation Among Latent Variables and AVE Square Roots

	HUMAN SERVICE INOVATION	TECNOLOGI SERVICE INOVATION	TOURIST ENGAGEMENT	TOURIST SATISFACTION
HUMAN SERVICE INOVATION	0.746			
TECNOLOGI SERVICE INOVATION	0.921	0.766		
TOURIST ENGAGEMENT	0.779	0.821	0.896	
TOURIST SATISFACTION	0.785	0.774	0.836	0.847

Source: author' s work

Table 6's outer loading demonstrates the relationship between indicators and latent variables. As shown in

Table 6, the correlation between the indicator and the latent variable is considered valid if the number of the loading factor is higher than 0.60. (Prasetio & Sari, 2022).

Table 6: Outside loads

	HUMAN SERVICE INOVATION	TECNOLOGI SERVICE INOVATION	TOURIST ENGAGEMENT	TOURIST SATISFACTION
1				
HSI1	0.737			
HSI2	0.753			
HSI3	0.766			
HSI4	0.775			
HSI5	0.721			
HSI6	0.745			
HSI7	0.746			
HSI8	0.724			
TE1			0.825	
TE2			0.843	
TE3			0.717	
TE4			0.854	
TE5			0.898	
TE6			0.928	
TS1				0.840
TS2				0.911
TS3				0.910
TS4				0.921
TSI1		0.727		

TSI2		0.754		
TSI3		0.703		
TSI4		0.836		
TSI5		0.804		

Source: author's work

The seventh table provides an overview of hypothesis testing. Alternatively, the P value for each hypothesis is less than 0.05 (Prasetio & Sari, 2022). These two variables have variable effects on tourist engagement and satisfaction. According to research (Kervenoael et al., 2020), human service innovation affects the engagement and satisfaction of tourist. In comparison to other factors, human service innovation has the greatest impact on tourist satisfaction. In addition, research (Piccoli et al., 2017) indicates that service innovation technology

influences tourist engagement and satisfaction; the findings indicate that the service innovation technology variable influences tourist satisfaction variables. In accordance with research (So et al., 2014a; Finn's 2005, 2012; Wang 2011) for the stabilization of the hospitality industry's lodging business sector, the human service innovation factor should not be eliminated because the personal touch of human service cannot be replicated through technology. Nevertheless, in accordance with the vision espoused in the era of "society 5.0," humans must play a role in this technology.

Table 7: Results of Hypothesis Research

Hypothesis	Path coefficient	P Values	Conclusion
Tecnologi Service Inovation -> Tourist Engagement	0,336	0.000	Supported
Tecnologi Service Inovation -> Tourist Satisfaction	0, 513	0.000	Supported
Human Service Inovation -> Tourist Engagement	0,475	0.000	Supported
Human Service Inovation -> Tourist Satisfaction	-0,100	0.415	No Supported
Tourist Engagement -> Tourist Satisfaction	0,518	0.000	Supported

Source: author's work

Figure 2 depicts the model of output. The graph demonstrates that every increase in technology services increases tourist engagement by 0.336% and tourist satisfaction by 0.513. Each increase in human service innovation increases tourist engagement by 0.475% but decreases tourist satisfaction by -0.1%. This means that human service innovation will increase tourist pearce

satisfaction if you go through the meditation variable first (through a sense of engagement). 51.8% of tourist satisfaction can be attributed to the tourist engagement factor as a mediating variable, as shown by the research findings.

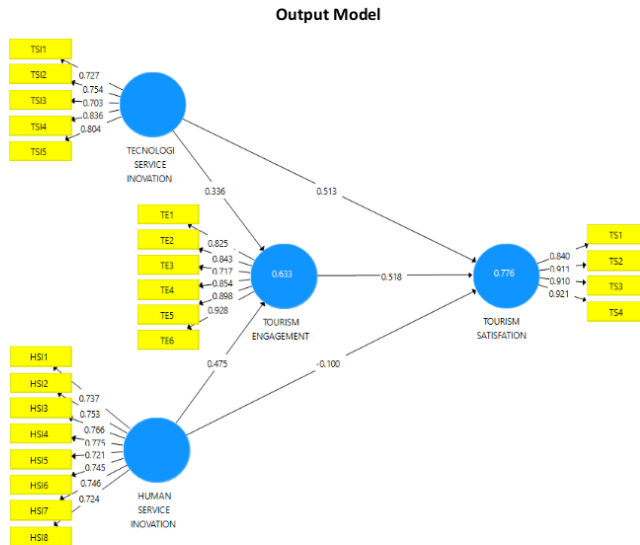


Figure 2. Output Model
Source: Processed Results

CONCLUSION AND RECOMMENDATION

In the era of "society 5.0," the results of the study indicate that technological innovation services and tourist engagement influence tourist satisfaction. In contrast, human innovation services, which have no direct impact on tourist satisfaction, must first be filtered through the variable measuring tourist engagement. Engagement in tourist is a moderating variable that influences tourist satisfaction. Directly felt by tourists, technological innovation services and human innovation services will affect tourist satisfaction. This research has the effect of allowing business actors in lodging establishments to create marketing plans that can boost tourist satisfaction, thereby increasing tourist trust and future return visits. To back up the research results, a quantitative method was used, which involved sending online surveys to guests of motels in West Java, Indonesia, and then using PLS-SEM to analyze the data. The conclusion of this study is that the role of employee service in the hospitality industry must not be completely replaced by technology. Instead, The

function of technology must encompass the function of humans. This is in line with the goals of Society 5.0.

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ABOUT THE AUTHORS

Tuti Anggraeni, Email: tutianggraeni01@upi.edu

Tuti Anggraeni, Program Studi Doktor Manajemen Universitas Pendidikan Indonesia. She teaches in Universitas Winaya Mukti.

Disman Disman, Email:

Disman Disman, Program Studi Doktor Manajemen Universitas Pendidikan Indonesia. He teaches in Universitas Pendidikan Indonesia.

Vanessa Gaffar, Email:

Vanessa Gaffar, Program Studi Doktor Manajemen Universitas Pendidikan Indonesia. She teaches in Universitas Pendidikan Indonesia.

Puspo Dewi Dirgantari, Email:

Puspo Dewi Dirgantari, Program Studi Doktor Manajemen Universitas Pendidikan Indonesia. She teaches in Universitas Pendidikan Indonesia.

Trustorini Handayani,

Email: trustorini.handayani@email.unikom.ac.id

Trustorini Handayani, Program Studi Doktor Manajemen Universitas Pasundan Indonesia. She teaches in Universitas Komputer Indonesia.

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