

Market-Segmentation-Targeting- Strategy-And-Positioning- Strategy-Performance-Effects- To-The-Tourists-Satisfaction- research-In-Pangand

by Jurnal Ep

Submission date: 20-Jul-2020 11:00AM (UTC+0700)

Submission ID: 1359753782

File name: nce-Effects-To-The-Tourists-Satisfaction-research-In-Pangand.pdf (628.18K)

Word count: 6991

Character count: 40155

Market Segmentation, Targeting Strategy And Positioning Strategy Performance Effects To The Tourists Satisfaction (Research In Pangandaran Beach Pangandaran District)

Dedi Rudiana, Dwi Hastuti Lestari Komarlina

ABSTRACT: One of information needed to promote tourism in Pangandaran Beach is by seeing needs, wish, and tourists preference through marketing strategy approach. Market continuously potency mapping and destination potency along with special interest product is the important base to positively anticipate, response, and create some tourists marketing probability. The research is conducted in Pangandaran Beach tourism object using survey method to 300 tourists. The analysis tools used is Structural Equation Model (SEM). The objective of this research is to knowing and analyzing strategic performance of market segmentation, market target, and market position to the tourist's satisfaction in Pangandaran Beach. Result shows that market segmentation performance strategy, market target, and market position partially as well as simultaneously affect positively and significantly to tourist's satisfaction in Pangandaran Beach Tourism Object.

Keywords: Segmentation, Target, Market Position, Satisfaction.

Research Background

Pangandaran Beach is beach that categorized as 10 most beautiful and have huge potential and called as most beautiful beach in Java Island. There are special matters in Pangandaran Beach, that is enjoying sunrise and sunset in same place. Beside that, tourists could visit several caves such as Parat Cave, Panggung Cave, Lanang Cave, and Mudal well cave. Based on data from Tourism Agency of Pangandaran District, in 2015 international tourism visiting Pangandaran as much 10,606 people. That number decrease 19% rather than international tourism visit in 2014 as much 13,086 people. This condition is in opposite each other with national tourism. In 2015, national tourists coming to Pangandaran reach 2,291,276 people. That number is increasing as 39.2% rather than national tourists in 2014 as much 1,393,713 people. Efforts to develop Indonesia's tourism which has competitiveness and strong power penetration to win the global tourism competition could not be done if not supported by policies which able to accommodate probability and threat, then gives strategic guide for Indonesia's marketing development. During increase of tourism destination competition either the scope of Asia-Pacific region or world, then tourism marketing strategy is indicated to become factor of competition in some destinations.

Continuous market mapping and destination

Mapping the potential market continuously and potential destinations and products of particular interest is an important basis to positively anticipate, respond to, and create a variety of tourism marketing opportunities. Addressing the problems of tourism development Pangandaran Beach, it is necessary to do research on the influence of Performance Analysis of market segmentation strategy, Strategy Targeting and positioning strategies to satisfaction of tourists in Pangandaran Beach Pangandaran District.

Problem Identification

In accordance with a background in research and identification of problems that the authors propose, the

authors identify the problems and the influence of how Implementation Strategy Performance Market segmentation, Strategy Targeting, and Positioning Strategy on objects in the District Tourism Pangandaran Beach Pangandaran.

Research Objectives

In accordance with a background in research and identification of problems that the authors propose, the study aims to identify and analyze the influence of Performance Execution and Market segmentation strategy, Strategy Targeting, and Positioning Strategy on objects in the District Tourism Pangandaran Beach Pangandaran.

Literature Review

Anticipating market changes and rapid response in view of profitable opportunities in addition to avoiding the threat, is also a key condition for success in the era of diverse markets. Slater and Narver (1990) argues that :

Define Market Orientation as "The organisation culture that most effectively creates the necessary behaviors for the creation of superior value for buyers and thus continuous superior performance for the business".

Cravens et.al. (2003) express understanding of market orientation as follows :

"The level of market orientation in a business unit is the degree to which the business unit obtains and uses information from customers, develops a strategy which will meet customer needs, and implements that strategy by being responsive to customer needs and wants".

Conduit and Mavondo (2001) suggests the benefits of market orientation that unite the goals and a clear vision to focus the company's strategy by creating superior value for customers. This is in line with the opinion of Day (1990), who argued that in order to maintain and increase market

share, the company must apply the right marketing strategy which is based on market and customer known as Market Driven Strategy, the strategy of market-oriented focus to customers, competitors, and all functions of the company to create a Superior Customer Value. Assessment of market-oriented businesses will bring Distinctive Capabilities which means for the company, the ability to differentiate from competitors in order to create customer value in order to create and give satisfaction to the consumer continuously and will lead the company reaches a position Superior Performance in the eyes of customers and competitors (Cravens : 2010). According to Porter (1995), the competitive advantage of the growing value that the company is able to create for the buyer, or in other words that the company must differentiate itself with its competitors if the company can be unique in something considered important by the buyer. Therefore, companies drastically changed the business and marketing strategy to get closer to consumers, overcoming the threat of competition, and strengthen competitive advantage. This is in line with what was stated by Riege and Perry (2000) that there are three approaches to implement the strategy on tourism and travel industry, namely: 1). The Consumer-Oriented Approach; 2). The Competitor-Oriented Approach; and 3). The Trade-Oriented Approach. The marketing strategy change what consumers think and feel about themselves, about the various deals on the market, as well as about the situation of the right to purchase and use the product. Meanwhile McDonald and Keegan (2012) suggested that a marketing strategy (marketing strategies) is a set of actions are being integrated in order to provide value for consumers and a competitive advantage for the organization. Cravens and Piercy (2012) suggests the following:

"Marketing strategy consists of the analysis, strategy development, and implementation activities in developing a vision about the markets of interest to the organization, selecting market target strategies, setting objectives, and developing, implementing, and managing the marketing program positioning strategies designed to meet the value requirements of the customers in each market target."

Walker Jr et.al (2003) expressed that :

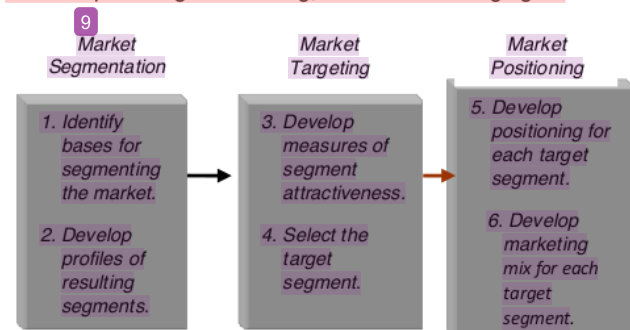
"The primary focus of marketing strategy is to effectively allocate and coordinate marketing resources and activities to accomplish the firm's objective within a specific product market."

While Chandra dan Menezes (2001) stated that:

"Marketing strategy consists of the following interrelated tasks : 1). Setting marketing goals; 2). Segmenting the market and selecting one more target markets; 3). Positioning the product/service; 4). Developing the appropriate marketing mix."

From the definition is meant that the components of marketing strategy consists of Segmenting, Targeting, Positioning and marketing mix are the variables that can be

controlled by market participants to affect marketing performance. (Kotler and Armstrong: 2013; Healt and Wall: 2011; Rangkuti: 2012; and Lumsdon: 1997). Cravens and Piercy (2012) suggests that the product-market strategy (product-market strategy) are classified into market segmentation (Market Segmentation), target market (Market Targeting), and product positioning (Positioning) in the market. Kotler (2013); Kotler et. al (2010) suggests three steps in target marketing, as in the following figure.



Sumber : Philip Kotler, John Bowen, and James Makens

Figure 1. Steps in Segmentation, Targeting, and Positioning.

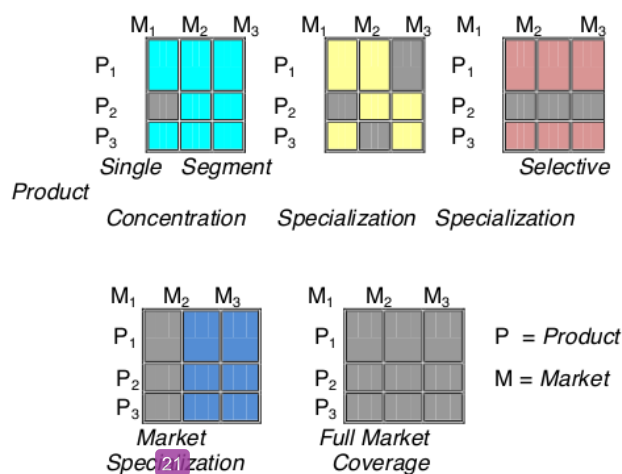
Market Segmentation

Market segmentation is intended as the process of grouping a heterogeneous market into groups of potential consumers who have similar needs and / or the same character the same response (Lumsdon: 1997; Kotler et.al : 2010; Kotler: 2013). There are two groups of researchers that suggests the formation of market segments, namely: First, the researchers first tried to form a segment of the market by looking at consumer characteristics such as geographic, demographic and psychographic. They examined whether the customer segment showed a response to a need or a different product. Second, other researchers try to form segments by looking at consumer responses to the benefits, time of use, or brands (Kotler et.al : 2013; Kotler: 2013). Further Kotler et.al: 2010 suggests that the behavioral variables is the best starting point to establish the market segment. Behavioral segmentation buyers grouping based on knowledge, attitude, use of, or the stage of buyer readiness. Knowledge of the attributes or benefits that customers are looking for a twofold benefit. First, marketers will understand what they need to serve and promote in order to attract certain segments. Second, marketers can identify the type of customer. Profile of the enterprise market today can be used to identify potential customers, which is a derivative of an existing market. Cravens and Piercy 2012 argued variables to divide the products into market segments that show as a base and comprehensive description of segmentation that is characteristics of People and Organizations, Product Use Situation Segmentation, Buyer Needs and Preferences, and Purchase Behavior.

Market Target

The target market is the screening of one or several segments of the market which will be the focus of marketing activities (Kotler: 2013; Kasali: 1998). The criteria that must be met to get the target market optimum is: (1) 's target

market should be the response to the product and marketing programs are developed, (2) the potential sale must be broad enough to be supported by purchasing power and the market wants to have the product, (3) adequate growth through increased slowly until finally slid rapidly and reached a point of maturity, and (4) to reach an optimal mass media in promoting and introducing their products (Kasali: 1998). Kotler. et.al (2012) suggested that the target market includes a set of buyers who have a need or a common characteristic that want the served by the company. It shows bahwa segment the company must decide which and how many segments will be served. It is a matter of choosing the target market. Five target market selection pattern as shown in Figure 2.6. the following.



Single-Segment Concentration, tourists will feel a single segment of the selected companies. Through market terkonsentrasi. Selective Specialization, tourists will experience a number of selected segments of the company. Product Specialization, the company is concentrating on making certain products that it sells in several segments so that tourists can feel it. Market Specialization, the company concentrates on serving the needs of a specific group of customers. Full Market Coverage, the company strives to serve all groups of customers by providing all the required product rating and only large companies can implement this strategy.

Product Positioning

Product positioning is how the product is perceived by consumers based on the number of attributes in the minds of consumers relative to competing products. Therefore, every company must be able to differentiate and determine the position of bids effectively to achieve competitive advantage during the life cycle of a product or offer (Kotler et.al.: 2003). Further Kotler (2003) on the concept of positioning, namely (1). Positioning according to product attributes, the use of one or more attributes, appearance products, or consumer benefits associated with the company's products; (2). Positioning according to the use or application, brand positioning strategy based on how the product used or applied; (3). Positioning according to the quality / price, the company strives to create the impression / high quality imagery through premium prices or otherwise

emphasize low prices as an indicator of value; (4). Positioning according to users, positioning the product as the best for a number of user groups; (5). Positioning by competitors, positioning itself as a product here that is better than the competitors.

Satisfaction

Satisfaction can be interpreted as an effort to fulfill something or make something adequate. Giese and Cote (2000) suggested that some of the definitions of customer satisfaction / rating varies even different from each other. But find common ground in the three components, namely: 1). Customer satisfaction is a response (emotional or cognitive); 2). The response involves a specific focus; 3). Response occurs at a specific time (after consumption, after the selection of products or services, based on experience). According Vavra (2002), that satisfaction is an emotional response to the customer in evaluating the perceived incompatibility of experience with / and expectations of the organization and its products and the achievement of real experience as perceived after interacting with organizations and consume products. Oliver (1997) suggests The definition of satisfaction that "The consumer's fulfillment response", is a judgment that the features of the product or service, or product / service itself, provide a level of compliance associated with the consumption of fun, including the level of under-fulfillment and over-fulfillment. According to Kotler (2013) that customer satisfaction is feeling happy or disappointed someone who emerged after comparing the perception / impression of the performance (or outcome) of a product and expectations. From some of these opinions was expressed that satisfaction is a function of perception / impression of the performance and expectations. The perception of performance (Perceived Performance) is defined as beliefs about the service experienced. Spreng et al (1996) defines as beliefs regarding the attributes of a product attribute level, or the results. Similarly, Oliver (1997) defined it as the perception of the attributes or services from a number of acceptable results. Stanton (2010) suggests that the perception can be defined as meaning that we pertalikan based on past experience, stimuli (stimuli) that we receive through the senses. Schiffman and Kanuk (2010) suggested the perception is defined as the process by which individuals select, organize, and interpret stimuli into a unified image and meaningful. In the context of traveler satisfaction, the expectations of tourists (Tourist expectation) plays an important role as a standard of comparison in evaluating the satisfaction. Tjiptono and Chandra (2009) argues that hope or expectation is faith, trust individual past, about what should happen in situations tertentu. Menurut Olson and Dover (in Zeithaml, et al, 2012), the expectations of customers is the customer confidence before trying or buy a product, which is used as a standard or benchmark in assessing the performance of the product concerned.

Tourism Industry Products

Weaper and Oppermann (2006) argues that tourism is the number of symptoms and relationships arising from the interaction between tourists, businesses providing services to tourists, government, people who act as hosts, the government of origin, universities, local universities and

non-governmental organizations in interesting process, transport, hosting and managing numah these 10 elers and other visitors. According Goeldner (2008) that Tourism is a combination of activities, services, and industries that deliver a travel experience: transportation, lodging, food and drink, s 29 ping, shows, facility activities and travel services that are available to individuals or groups traveling from home. Medlik and Middleton (1973); in Yoeti (2013), argued that the product of the tourism industry is an overall form of services enjoyed by tourists, since he had left the residence where I usually stay, as long as in tourist destinations he visited, until he returns to the original city of residence. While Victor T.C. Middleton (1988) in Yoeti (2013) suggests that the product of the tourism industry is a package or packaging that consists of components of tangible goods and intangible, which can be used for activities in the area of tourism and package it will be seen or witnessed by tourists as an experience which can be purchased at a certain price. Weaver and Oppermann (2006) suggested that the tourism product (Tourism Product) can be defined as a combination of Tourist Attraction and Tourist Industry. Tourist Attraction, is a general and specific privileges of a destination that attracts tourists, which include Natural, eg natural beauty, beaches, mountains, caves, and Cultural, for example museums, old buildings, monuments of historical heritage. While the Tourist Industry is a business activity that provides goods 20 services as a whole or mostly for tourist consumption. Tourist Industry includes Travel Agencies, Transportation, Accommodation, Food and Beverage Outlets, Tour Operator, and Merchandise. Travel Agencies, are business activities that provide travel services to retail customers on behalf of other sectors of the tourism industry. Transportation, business involving the transport of tourists by plane, road, rail or water. Accommodation, is a facility used by tourists to stay while in the tourist destination. Food and Beverage Outlets, is a facility provided in the form of restaurant food and beverages. Tour Operator, is providing a package of services to tourists including a combination of accommodation, transportation, restaurants, attractions and more. Merchandise, merchandise related to tourism and can be purchased at the destination. For example souvenirs, duty free goods, tourist guide 28 goeldner et.al. (2008) suggested the tourism product in terms of the Operating Sectors of the Tourism Industry, which includes Transportation sectors consist of air transport, land transport, Accommodation Sectors consist of hotels, motels, apartments, villas, lodging., Food Services Sectors include restaurants, homes eating, fast food, Attraction Sectors include museums, mountains, scenery, sea shore. From some of the product components of the tourism industry there are many similarities, therefore, in this study the authors tried to assess Accommodation, Transportation, Attraction, Food Services, Other Facilities, Image and Perception of the Destination (Lumsdon: 1997; Yoeti: 2013).

RESEARCH METHOD.

Method in Use.

There two survey methods used namely descriptive and explanatory survey that used to gather information from most of the method used, there are two methods of survey

that is descriptive survey and explanatory survey with the aim of gathering information from a large number of tourists (population) as a service user beach tourism. This study used data obtained at one particular time (cross-sectional) and designed based on the type of causal comparative study with the characteristic problem of a causal connection between two or more variables. To test this hypothesis used analysis of Structural Equation Modeling (SEM) using AMOS 21.

3.2. Variable Operationalization

Table 1. Operationalization of Research Variables

Sample and Population

The population of this research unit of analysis is the overall tourist 10 who travel to five attractions featured beach. While the sampling technique is a process of selection of adequate number of elements of the population, in order to assess and understand the characteristics of the sample, which would allow generalization implement these elements in the population (sekar: 2003). Number of members of defined sample 300 response 26 for connection of test equipment that will be used is Structural Equation Modeling (SEM) which requires a minimum number of members of the sample of 100 respondents (Hair et.al:1998, Achmad, Hope: 2003). As the basis for determining the amount of tourists.

Data Analysis

Research instrument used to transform qualitative data into quantitative data (quantification variable), so it can be analyzed quantitatively using statistical methods in the set. To change the qualitative answers into quantitative form, in this study used a Likert scale. Relative research data is still there in the size of ordinal (variables X1, X2, X3, Y) then it should be changed to interval. To change into interval data is done through Method of successive interval.

Research Design

The goal made the instrument of research is to transform qualitative data into quantitative data (quantification variable), so it can be analyzed quantitatively using statistical methods in the set. To change the qualitative answers into quantitative form, in this study used a Likert scale. Relative research data is still there in the size of ordinal (variables X1, X2, X3, Y) then it should be changed to interval. To change into interval data is done through Method of successive interval.

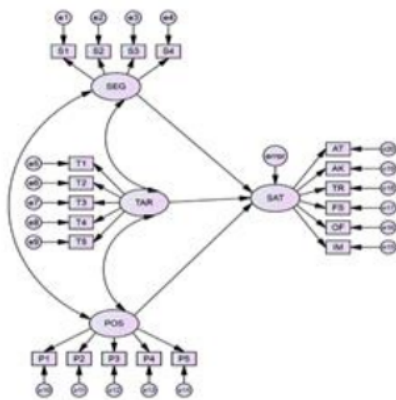


Figure 3. Design Research Model

Once all the data is completed quantifiable ordinal scale, then the data already in the minimum scale interval will be analyzed using Structural Equation Modeling (SEM), which is a combination of path analysis (path analysis) by factor analysis (Hair et.al: 1998).

Information :

$X_1 = \text{Seg}$, $X_2 = \text{TAR}$, $X_3 = \text{POS}$, dan $Y = \text{SAT}$

Results and Discussion

Market Segmentation Strategy Performance

Based on the indicators of understanding tourist attraction, the length of stay in a tourist attraction, a visit to the attractions, and readiness for in attraction beach can be concluded that the rating turned out to have a perception of very good by 46%, perception of good 39%, perceived well enough 13% , and 1% have unfavorable perceptions of the performance of segmentation strategies based on behavior. This can be seen in Figure below.

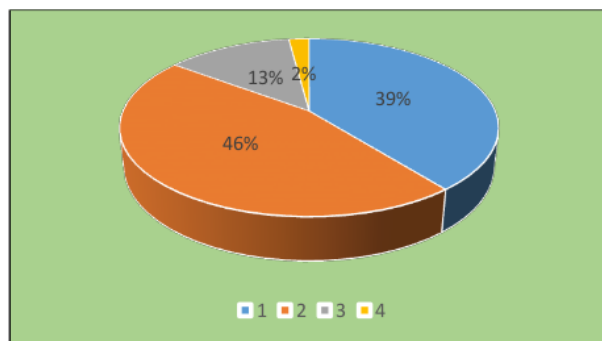


Figure 4. Responses to Performance Rating Segmentation Strategy Market Attractions: Beaches Pangandaran.

Performance Target Market Strategy

Performance measurement target market strategy in this peneitian used five indicators, covering the needs of the major attractions on the coast, support needs, service needs in the tourist beach, the specific products that are

marketed and perceived rating, as well as the types of products that takes tourists.

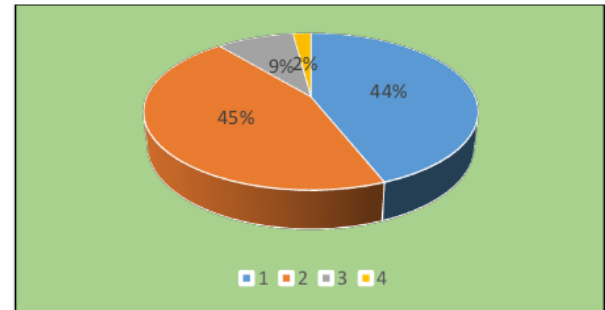


Figure 5. Response Strategy Performance Rating on Target Market Attractions: Beaches Pangandaran.

From the picture above we can conclude that the rating turned out to have a very good perception by 45%, 44% good perception, perception is quite good 9%, and 2% have unfavorable perception of the performance target market strategy.

Positioning Strategy Performance Products

To measure the performance of a strategy to position its products Attractions: Beaches, used five indicators covering product attributes, product usage, product quality; Use of the product; and position of a product with competitors that are used specifically for certain user groups; as well as the position of the product on a tourist beach.

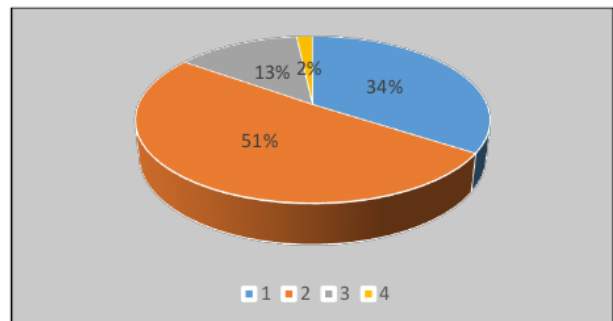


Figure 6. Responses to Performance Rating Positioning Strategy Market Attractions: Beaches Pangandaran.

From the picture above we can conclude that the rating turned out to have a very good perception by 51%, 34% good perception, perception is quite good 13%, and 2% have unfavorable perception of the performance market positioning strategy.

25. Satisfaction Rating

Based on the level of customer satisfaction measurement used is the interest rate comparison (Importance) with the level of performance (Performance), then the calculation results can be seen in the following figure.

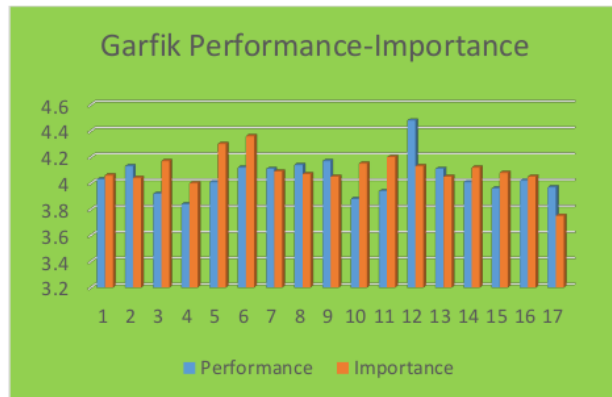
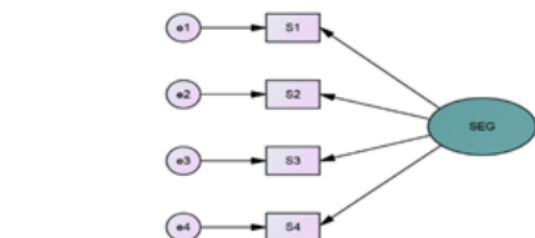


Figure 7. Graph Performance Importance

From these images, the tourists still expressed less satisfied (Performance lower than Importance) of several indicators of the level of satisfaction that include landscapes, the beauty of the beaches, the weather, hotel facilities, the motel facilities, facilities rental vehicles, restaurant facilities, telephone facilities, health facilities and financial and banking facilities. While travelers are satisfied covering the ocean view, lodging, bus facilities, taxi facilities, facilities cafe, bar facilities, and the impression and perception in the tourist beach.

Performance Measurement Strategy Targeting



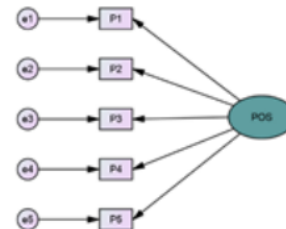
Performance measurement market segmentation strategy includes four indicators of understanding tourist attraction, the length of stay in a tourist attraction, a visit to the attractions, and readiness during Attraction at the beach. Based on the calculation factor loading of these four indicators showing figures above 0.5, even there were over 0.7. This can indicates that the construct of market segmentation is explained by the four indicators, while the VE value of 0.715 > 0.5 indicate a convergence between indicators to describe such constructs. Reliability construct or CR obtained 0.8083 > 0.70 and AVE amounted to 0.515 > 0.05, meaning that the construct reliability is quite good.

Performance Measurement Strategy Targeting



Performance measurement targeting strategy include the need for major attractions on the coast, support needs, service needs in the tourist beach, the specific products that are marketed and perceived rating, as well as the types of products that takes tourists. Based on the calculation factor loading of the five indicators show the numbers above 0.7. This means that the construct of the target market can be explained by five indicators indicators, while the VE value of 0.946 > 0.5 indicate a convergence between indicators to describe such constructs. Reliability construct or CR obtained 0.977 > 0.70 and AVE amounted to 0.896 > 0.5, meaning that the construct reliability was excellent.

Performance Measurement Positioning Strategy



The performance measurement strategy includes positioning the product attributes, product usage, product quality; Use of the product; and position of a product with competitors. Based on the calculation factor loading of the five indicators show the numbers above 0.7. This means positioning constructs can be explained by five indicators, while the VE value of 0.644 > 0.5 indicates convergence between indicators to describe such constructs. Reliability construct or CR obtained 0.802 > 0.70 and AVE amounted to 0.456 < 0.5 but still within tolerable limits, meaning that the construct reliability is quite good.

Measurement Satisfaction Rating



Measuring the level of tourist satisfaction covering Attractions, accommodation, transportation, food and

beverages, other facilities, as well as impressions. Based on the research results can be calculated on the contribution of each indicator to the variable level of tourist satisfaction. Based on the calculation factor loading of the five indicators show the numbers above 0.7. This means that the construct of satisfaction can be explained by five indicators, while the VE value of $0.983 > 0.5$ indicate a convergence between indicators to describe such constructs. Reliability construct or CR obtained $0.996 > 0.70$ and AVE amounted to $0.967 > 0.5$ but still within tolerable limits, meaning excellent reliability construct.

Testing Measurement Model

From the calculation of structural models using the program obtained as follows Amos :

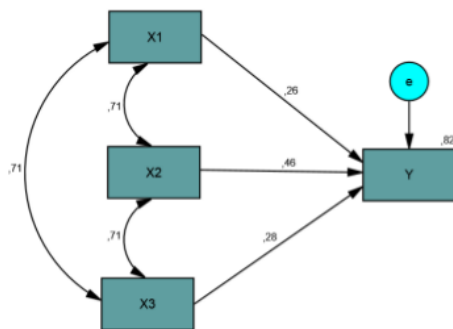


Figure 12. Model Measurement Test

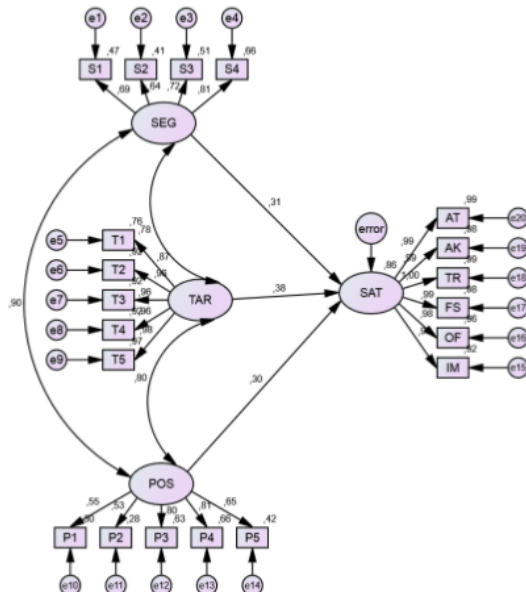


Figure 13. Path Diagram

Based on the analysis in the above figure shows that the model is made is not fit to the data. This means that there is a discrepancy between the model created by the research data. This can be indicated by the Chi-Square (χ^2) with the probability (P) obtained = 0.000 should be greater than 0.05

24

so that the proposed model does not fit with the observed data. In other words, there is a difference between the input covariance matrix in the observation with the model in the prediction. therefore it is necessary to modify the model or models respesifikasi. Because modification model must be supported theory of the modification model is not advisable just to get fit model without justification Theoretically, it is necessary to change the model into the path diagram as a process of simplification of a model that is filled with indicators, to be a model that will unite indicators No so with the above model, then the path will be shown in the following diagram. The picture shows the four latent variables are no longer said to be latent variables as indicators attached to the variables already dikomposit into a single indicator for each variable. For mengkompositkan the indicators used in the weighting factor score for each indicator. From the results of the path diagram obtained figures that show the path coefficients and correlation coefficients so as to obtain the calculation of the effect of direct and indirect variable performance strategy segmenting (X1), performance targeting strategies (X2), and performance positioning strategy (X3) against complacency rating (Y).

Table 2. Coefficients

Regr essio n	Esti mat e	S. E.	C. R.	P	Stand arized	Correl ations	Esti mat e	R Sq uar e	P
Y ← X1	0,161	0,024	6,785	0,000	0,262	X1 ↔ X2	0,706		
Y ← X2	0,219	0,018	12,042	0,000	0,463	X2 ↔ X3	0,707		
Y ← X3	0,268	0,037	7,197	0,000	0,278	X1 ↔ X3	0,710	,816	0,000

Influence the Performance of Segmentation Strategy to the Traveller Satisfaction

From table 2 shows that the performance strategy of segmenting (X1) significantly influence traveler satisfaction where the results of its P-value of 0.000 and is smaller than 0.05. The result of the calculation of direct and indirect influence can be seen below.

Table 3. Effect of Total Performance Strategy Segmenting

Direct Effect X1	Indirect Effect		Total Effect
	Through X2	Through X3	
0,067	0,085	0,051	0,203

From the calculation table 3. explain the effect of segmenting strategies to satisfaction of performance rating, either directly or indirectly, of 0.203 or 20.3%.

Influence the Performance of Targeting Strategy to the Traveller Satisfaction

From table 2 shows that the performance of targeting strategies (X2) significantly influence traveler satisfaction where the results of its P-value of 0.000 and is smaller than 0.05. The result of the calculation of direct and indirect influence can be seen below.

Table 4. Effect of Total Performance Strategy Targeting

Direct Effect X2	Indirect Effect		Total Effect
	Through X1	Through X3	
0,212	0,085	0,091	0,388

From the calculation table 4. explain the effect of targeting strategies to the satisfaction of performance rating, either directly or indirectly, of 0,388 or 38.8%.

Influence the Performance of Positioning Strategy to the Traveller Satisfaction

From table 2 shows that the performance positioning strategy significantly influence traveler satisfaction where the results of its P-value of 0.000 and is smaller than 0.05. The result of the calculation of direct and indirect influence can be seen below.

Table 5. Effect of Total Performance Positioning Strategy

Direct Effect X3	Indirect Effect		Total Effect
	Through X1	Through X2	
0,078	0,052	0,091	0,221

From the calculation table 5. explain the effect of the performance of a positioning strategy to satisfaction of travelers, either directly or indirectly, of 0.221 or 22.1%.

Influence the Performance of Segmentation Strategy, Targeting, and Positioning to the Traveller Satisfaction

From table 2 obtained R square = 0,816 means that the level of influence the performance of the strategy segmenting, targeting and positioning on the satisfaction rating with the same amounted to 0,816, or 81.6% and the remaining 18.4% is influenced by other factors. While its p value = 0.000 less than 0.05 means that these three variables significantly influence the satisfaction of tourists. Based on the results of descriptive analysis and hypothesis testing can be explained that the perception of tourists on the performance strategy of segmenting, targeting and positioning gives a pretty good assessment. This can be seen from the average score obtained minimal 4.17. But of ratings rating is good enough yet to provide satisfaction are optimal and this can be seen from several indicators of satisfaction which is still below the number 1 which includes landscapes, the beauty of the beaches, the weather, hotel facilities, the motel facilities, facilities rental vehicles, restaurant facilities, telephone facilities, health facilities, and financial and banking facilities.

REFERENCE

- [1] Aaker A. David, V.Kumar, George S. Day, 2012 ; Marketing Research, Seventh Edition , John Wiley and Sons , Inc .p.673-678.
- [2] chmad,Bachrudin, Harapan L, Tobing 2003, Analisis Data untuk Penelitian Survey dengan Menggunakan LISREL 8, Jurusan Statistika, FMIPA-Unpad. Halaman 70-94
- [3] Akama, John S, A, Damiannah, M. Kieti, 2003, Measuring Tourist Satisfaction with Kenya's Wildlife Safari: a case study of Tsavo West National Park, Journal of Tourism Management, Vol. 24, iss.1, p.73-81.
- [4] Badan Pusat Statistik Propinsi Jawa Barat, 2016. Halaman.12-32.
- [5] Chan Tsang-Sing, Cui Geng, 2002, Consumer Beliefs and Attitudes toward Marketing : An Emerging Market Perspective, Asia Pacific Advances in Consumer Research, Volume 5, p. 406-412.
- [6] Chandra Satish, Dennis Menezes, 2001, Applications of Multivariate Analysis in International Tourism Research : The Marketing Strategy Perspective of NTOs, Journal of Economic and Social Research, p. 77-98.
- [7] Christina, O, Coenders Germa, 2002, Application of the European Customer Satisfaction Index to Postal Services. Departament d' Economia, Universitat de Girona, Campus de Montilivi, Girona, Spain. p. 68-86.
- [8] Conduit Jodie, Mavondo T Felix, 2001, How critical is internal Customer Orientation to Market Orientation ?, Journal of Business Research, p. 11-24.
- [9] Constantine, Lymperopoulos, Bruno Eeckels, 2003, Tourist satisfaction Levels : Expectation and degree of realization, The Journal of the College of Tourism and Hotel management, No. 3, p.50-94
- [10] Conover, W.J, 1980, Practical Non Parametric Statistic 2 Ed, Texas Tech University, John Wiley & Sons, New York Chichester Brisbane Toronto Singapore.
- [11] Cravens David W., G. Thomas M. Hult, Jagdish Sheth, 2013, Competitive Advantage in the Global Market Place : a Focus on Marketing strategy., Journal of Business Research. p. 1-3.
- [12] _____, 2012, Strategic Marketing, fifth Edition , The Mc Graw-Hill Co, Inc. p. 31-37.
- [13] Cravens David W., Nigel F. Piercy, 2012, Strategic Marketing, Seventh Edition , McGraw-Hill Irwin. p. 9-21.
- [14] Day, George.S, 1990, Market Driven Strategies : Processes for Creating Value , New York : Free Press. p.124-128.
- [15] Dowling Grahame R., 2004, A Commentary on Hunt and Arnett's Paper : Market segmentation Strategy, Competitive Advantage, and Public Policy : Grounding Segmentation Strategy in Resource-Advantage Theory., Australasian Marketing Journal, Volume 12. p. 30-32.
- [16] Ellen, Day, 2002, The Role of Value in Consumer Satisfaction, Journal of Consumer satisfaction, Dissatisfaction and Complaining Behavior, Volume 15. p. 22-32.
- [17] Fandy Tjiptono, 2005, Pemasaran Jasa, Cetakan Pertama, Bayumedia Publishing, Malang. Halaman. 202-221
- [18] _____, 1997, Strategi Pemasaran, Penerbit ANDI, Yogyakarta. Halaman. 135-146
- [19] _____, Gregorius Chandra, 2009, Service, Quality and Satisfaction, Penerbit ANDI, Yogyakarta. Halaman. 267-283.
- [20] Freddy Rangkuti, 2012, Measuring Customer Satisfaction : Teknik Mengukur dan Strategi Meningkatkan Kepuasan Pelanggan, Penerbit PT Gramedia Pustaka Umum, Jakarta. Halaman 87-123
- [21] Giese Joan L., Joseph A. Cote, 2000, Defining Consumer Satisfaction, Journal of Academy of American Science., p. 1-26.
- [22] Goeldner, Charles R., J.R. Brant Ritchie, Robert W. McIntosh, 2008, Tourism : Principles, Practices,

- Philosophies, Eight Edition, John Wiley and Sons, Inc. p.21-25.
- [23] Hailin Quo, Bill Ryan, Raymon Chu, 2000, The Importance of Hotel Attributes in Contributing to travellers satisfaction in Hongkong Hotel Industri, Journal of Quality assurance Hospitality and Tourism, Vol. 1, No. 3, p. 65-84
- [24] Hair, Joseph F, Ralph E. Anderson, Ronald L. Tatham, William C. Bolck, 1998, Multivariate Data Analysis, 8th Edition, New Jersey : Prentice Hall Inc. P. 141-147.
- [25] Health, Ernie and Geoffrey Wall, 2011, Marketing Tourism Destination : A Strategic Planning Approach, John Wiley and Sons Inc. New York. p. 9 – 25 dan 61 – 161
- [26] Heskett, Sasser, 1997, Services Profit Chain", McGraw-Hill, New York.
- [27] Hitt Michael A, R. Duane Ireland, Robert E. Hoskisson, 2005, Strategic Management, Competitiveness and Globalization ; Concepts and Cases, 6th Edition, by South-Western, part of the Thompson Corporation. p.420-423.
- [28] Hunt Shelby D., Dennis B Arnett, 2004, Market Segmentation Strategy, Competitive Advantage, and Public Policy : Grounding Segmentation Strategy in Resource-Advantage Theory, Australasian Marketing Journal, Volume 12., p. 7-26.
- [29] Jerry C. Olson dan J Paul Peter, 2012, Consumer Behavior, and Marketing Strategy, McGraw Hill International Edition. p.134-152
- [30] Joreskog, Karl G, Sorbon, Dag, 1996, LISREL 8, User's Reference Guide, Scientific Software International, Inc, Chicago. p.1-14.
- [31] Kaplan Robert S., David P. Norton, 1996, Balanced Scorecard : Translating Strategy Into Action, Harvard Business School Press. p.312-327
- [32] Kasali, Rhenald, 1998, Membidik Pasar Indonesia – Segmentasi, Targeting dan Positioning. PT Gramedia Pustaka Utama Jakarta. Halaman 118 – 149 ; 369 – 412 ; 505 – 551
- [33] Kotler, Philip, 2013, Marketing Management, Analysis, Planning, Implementation and controlling, Eight Edition, Englewood Cliffs New Jersey. p.278-306
- [34] _____, 2010, Marketing Management, Eleventh Edition, Prentice-Hall, Pearson Education International. p.163-176
- [35] Kotler, Philip, John Bower ; James Makens, 2012, Marketing for Hospitality and Tourism, Third Edition, Prentice Hall, Pearson Education, Inc. p.261-286
- [36] Kotler, Philip, Swee Hoon Ang, Siew Meng Leong, Chintion Tan, 2010, Marketing Management an Asian Perspective, Pearson Education Asia Pte, Ltd. p. 349-372
- [37] Kotler, Philip, Gary Armstrong, 2013, Principles of Marketing, International Edition, Prentice Hall, Pearson Education International. p. 239-267
- [38] Lamb, Charles W. Jr, Joseph F. Hair Jr, Carl McDaniel, 2000, Marketing, by South-Western College Publishing. p.279-310
- [39] Lovelock Christopher, Jochen Wirtz, 2004, Services Marketing : People, Technology, Strategy, Fifth Edition, Prentice Hall, Pearson Educational International. p.124-135
- [40] Lovelock, Christopher, 2002, Service Marketing and Management, Second Edition Prentice Hall, New York. p. 137-148
- [41] Lumsdon Les, 1997, Tourism Marketing, International Thomson Business Press Berkshire house, Press Oxford. p.238-251
- [42] McDonald, Malcolm, 2009, Strategi Pemasaran – Seri Strategi Manajemen. (Alih Bahasa : Sofyan Cikmat), PT Elex Media Komputindo, Jakarta, Terjemahan dari Strategi Marketing Planning, 1992, Halaman 11-34.
- [43] McDonald, Malcolm, Warren J. Keagen, 2012, Marketing Plans That Work – Kiat Mencapai Pertumbuhan dan Profitabilitas Melalui Perencanaan Pemasaran yang efektif. (Alih Bahasa : Damos Sihombing) Penerbit Erlangga, Jakarta. Terjemahan dari Marketing Plans That Work – Targeting Growth and Profitability, 1997, Halaman 41 – 89; 161 – 203.
- [44] Morgan Martanda, Felix Mavondo, Bill Schoroder, 2002, The Dynamics of Customer Satisfaction in Fresh Markets : An Empirical Examples from a Developing Economy, International and Agribusiness Management (IAMA), Congress Held at The Fairmont Hotel, Chicago, Illinois, USA, p.1-2
- [45] Nur Indriantoro, Bambang. S, 2002, Metode Penelitian Bisnis Untuk Manajemen dan Akuntansi, BPFE Jogjakarta.
- [46] Oliver, Richard L., 1997, Satisfaction : A Behavioral Perspective on the Consumer, Boston: McGraw-Hill. p.189-211
- [47] _____, 1981, Measurement and Evaluation of Satisfaction Process in Retail Setting, Journal of Retailing, Volume 57. p. 25-48.
- [48] Oka A Yoeti, 2013, Tours and Travel Marketing, Cetakan Pertama, PT Perca, Jakarta. Halaman 54-67
- [49] _____, 1996, Pemasaran Pariwisata, Edisi revisi, Penerbit Angkasa, Bandung. Halaman 32-47
- [50] Pan Feng-Chuan., Chi-Shan Chen, 2004, Enhancing Competitive Advantage of Hospitals through Linguistics Evaluation on Customer Perceived Value, Journal of American Academy of Business, Cambridge, Volume 5. p. 482-486.
- [51] Parasuraman A., 1997, Reflections on Gaining Competitive Advantage Through Customer Value, Journal of the Academy of Marketing Science. Volume 25 No.2. p. 154-161.
- [52] Pearce II John A., Richard B. Robinson, Jr., 2003, Formulation, Implementation, and Control of Competitive Strategy, Eight Edition, McGraw-Hill Irwin. p.188-210
- [53] Porter, Michael E., 1995, Strategi Bersaing, Teknik Menganalisis Industri dan Pesaing. (Alih Bahasa: Agus Maulana), Cetakan Ketujuh, Penerbit Erlangga, Jakarta. Terjemahan dari Competitive Strategy, 1990, MacMillan Publishing Co., Inc. Halaman 60-108
- [54] _____, 1985, Competitive Advantage: Creating and Sustaining Superior Performance, Published by Simon and Schuster New York. p.62-162
- [55] _____, 1994, Keunggulan Bersaing: Menciptakan dan Mempertahankan Kinerja Unggul. (Alih Bahasa : Tim Penerjemah Binarupa Aksara), Penerbit Binarupa Aksara, Jakarta. Terjemahan dari Competitive Advantage : Creating and Sustaining

- Superior Performance, Published by Simon and Schuster New York. Halaman 61-162
- [56] Rhenald Kasali, 1998, Membidik Pasar Indonesia-Segmentasi, Targeting, dan Positioning, PT. Gramedia Pustaka Utama Jakarta, hal 118-149; 369-412; 505-551.
- [57] Richard Sihite, 2000, Tourism Industry, Penerbit SIC, Surabaya. Halaman. 17-34.
- [58] Riege Andre M, Chad Perry, 2000, National Marketing Strategies in International Travel and Tourism, European Journal of Marketing, Volume 34, p. 1290-1305.
- [59] Rust, R.T., A.J. Zahorik, and T.L. Keiningham, 2000, Services Marketing, New York: Harper Collins College Publisher.p.164-213
- [60] Santos, Jessica., Jonathan Boote, 2003, A Theoretical Exploration and Model of Consumer Expectation, post-purchase affective States and Affective Behavior, Journal of Consumer Behavior, Volume 3 No.2., p. 142-156.
- [61] Slater Stanley F., 1997, Developing a Customer Value-Based Theory of the Firm, Journal of the Academy of Marketing Science, Volume 25 No.2, p. 162-167.
- [62] _____, Narver J.C., 1990, Does Competitive Environment Moderate the market Orientation-Performance Relationship ?, Journal Marketing, p. 46-55.
- [63] Sheth, J.N., and Mittal, 2004, Customer Behavior : A Managerial Perspective, Mason, Ohio : South-Western.p.193-231
- [64] Spreng, R.A., S.B. MacKenzie and R.W. Olshavsky, 1996, "A Reexamination of the Determinants of Consumer Satisfaction", Journal of Marketing, Vol 60, No. 3 (July), pp 15-32.
- [65] Stanton, William J . 2010, Fundamental of Marketing, Seventh Edition , Mc . Grow – Hill Inc . London , Terjemahan oleh Yohanes Lamarta. Halaman 142-177
- [66] Schiffman Leon G, Leslie L. Kanuk, 2010, Consumer Behavior, Seventh Edition, Prentice-Hall, New Jersey. p.236-246
- [67] Uma Sekaran, 2003, Research Methode For Business : Askill Building Approach, John Wiley & Sons .
- [68] Vavra Terry G., 2002, Customer Satisfaction Measurement Simplified : A Step-by-Step Guide for ISO 9001:2000 Certification, ASQ Quality Press Milwaukee, Wisconsin. p.194-231.
- [69] Weaver David, Martin Oppermann, 2006, Tourism Management, John Wiley and Sons Australia, Ltd. p.263-282
- [70] Wilkinson, Paul F, and Wiwik Pratiwi, 1995, Gender and Tourism in an Indonesian Village , Annals of Tourism Research A. Social Selences Journal , Volume 22 Number 2. p . 283 – 299.
- [71] Wilson R. Dale., 2003, The Use of an Online Commercial Database as a source of Competitive Advantage for Developing Marketing strategies and Tactics, Competitive Review, Volume 13, p. 35-44.
- [72] Woodruff Robert B, 1997, Customer Value : The Next Source for Competitive Advantage, Journal of Academy of Marketing Science, Volume 25, No. 2.p. 139-153.
- [73] Zeithaml, V.A., L.L. Berry, A. Parasuraman, 1993, The Nature and Determinants of Customer Expectations of Services, Journal of Academy of Marketing science, Volume 21. No. 1, p. 1-12.
- [74] Zeithaml, Valarie A, Mary Jo Bitner, 2012, Services Marketing, The McGraw – Hill Companies , Inc .p.20-28

Market-Segmentation-Targeting-Strategy-And-Positioning-Strategy-Performance-Effects-To-The-Tourists-Satisfaction-research-In-Pangand

ORIGINALITY REPORT

19%

SIMILARITY INDEX

8%

INTERNET SOURCES

2%

PUBLICATIONS

18%

STUDENT PAPERS

PRIMARY SOURCES

1

Submitted to School of Business and Management ITB

Student Paper

3%

2

Submitted to University of Northampton

Student Paper

2%

3

Submitted to Academies Australasia Polytechnic

Student Paper

1%

4

Submitted to Napier University

Student Paper

1%

5

Submitted to Coventry University

Student Paper

1%

6

Submitted to Intercollege

Student Paper

1%

7

Submitted to Mancosa

Student Paper

1%

8

Submitted to University of Wales Institute, Cardiff

1%

9	www.coursehero.com Internet Source	1 %
10	Submitted to Universiti Teknologi MARA Student Paper	1 %
11	Submitted to Universitas Terbuka Student Paper	1 %
12	Submitted to Regent's College Student Paper	1 %
13	Submitted to University of Ulster Student Paper	<1 %
14	sintadev.ristekdikti.go.id Internet Source	<1 %
15	hmhub.me Internet Source	<1 %
16	Submitted to University of Wales, Lampeter Student Paper	<1 %
17	s3.amazonaws.com Internet Source	<1 %
18	Submitted to Leeds Metropolitan University Student Paper	<1 %
19	ipi.portalgaruda.org Internet Source	<1 %

20	id.123dok.com Internet Source	<1 %
21	www.ukessays.com Internet Source	<1 %
22	publikasiilmiah.ums.ac.id Internet Source	<1 %
23	Submitted to Sultan Agung Islamic University Student Paper	<1 %
24	engagedscholarship.csuohio.edu Internet Source	<1 %
25	adityawardhana.staff.telkomuniversity.ac.id Internet Source	<1 %
26	Mohammad Hossein Askariazad, Nazila Babakhani. "An application of European Customer Satisfaction Index (ECSI) in business to business (B2B) context", Journal of Business & Industrial Marketing, 2015 Publication	<1 %
27	hydra.hull.ac.uk Internet Source	<1 %
28	ar.scribd.com Internet Source	<1 %
29	Submitted to University of Huddersfield Student Paper	<1 %

30

docshare.tips

Internet Source

<1%

31

Submitted to University of Cumbria

Student Paper

<1%

Exclude quotes On

Exclude matches

< 2 words

Exclude bibliography On