

# JATIM PARK, INDONESIA: How Do Advertising, Public Relation and Service Quality Maintain Reviting Interest in the Era of COVID-19 Pandemic

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## Abstract

This study examines four variables, namely advertising, public relations, service quality, and interest in revisiting. The purpose of this study is to analyze and explain the effect of advertising, public relations, service quality on the interest in visiting again. Research respondents were visitors to Jatim Park 2, which amounted to an average of 690 people per day. A total of 87 people became the sample of this study. The analysis technique is descriptive, classical assumption test, and linear regression to confirm a structural equation model built by the researcher. A quantitative approach was chosen to explain the influence between research variables. Collecting data using a questionnaire. The results of this study found that advertising, public relations, service quality had a significant effect on interest in revisiting. Service quality has a dominant effect on interest in revisiting.

**Keywords:** Advertising, Public Relations, Service Quality, Interest to revisit

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## I. Introduction

Batu City is one of the cities in East Java province that has tourism potential which attracts tourists, both domestic and foreign tourists. This is because Batu City has the potential for objects and tourist attractions that are strong enough to go abroad so that every year the entertainment venues in Batu City are growing rapidly. Interest to visit again is usually inspired by satisfaction tourists to visit tourism object. There are several factors in increasing the process of revisiting interest, including advertising, marketing public relations, and service quality. The advertising activities carried out by Jatim Park 2 through several mass media during the pandemic have attracted quite a bit of attention. An example is an advertisement on social media in the form of a short video that describes the services and facilities in the Jatim Park 2 area with standard health protocols as well as entrance ticket prices with attractive discounts.

Entering the end of 2019 a disaster in the form of a pandemic, namely a virus that spread throughout the world is Covid-19 ( coronavirus disease ) hit various countries, including in Indonesia, 2 (two) patients were confirmed in Indonesia in early March 2020. Various policies were issued both by the Central Government and Regional Governments to overcome this pandemic. Until finally the Batu City Government issued a press release for the temporary closure of entertainment activities and tourist attractions to prevent the spread of Covid-19 starting on March 16, 2020. The policy of closing these tourist attractions lasted for more than 3 months. The closure of this tourist spot caused many problems that had to be overcome by the manager to survive in this situation until finally, the Batu City Government issued a Decree of the Mayor of Batu Number: 188.45/207/KEP/422.012/2020 concerning the Stages of the Transitional Emergency Status Phase to Recovery in Prevention and Control of Corona Virus Disease 2019 ( Covid-19 ) on June 4, 2020, and allow tourist attractions to reopen on condition that they meet health protocol standards according to government recommendations.

One of the educational tourist attractions that are in great demand by tourists in Batu City is Jatim Park 2 which presents a collection of live animals in Batu Secret Zoo and preserved animals at the Animal Museum. This recreation area is very interesting because of the diverse and unique collection of animals from various countries, as well as the cleanliness of the area and various activities for visitors, making this tourist spot visited by many tourists every day, especially during the holiday season. Jatim Park 2 has been closed for more than 3 months since March 20, 2020, until it finally reopened on June 27, 2020. The reopening of Jatim Park 2 after checking the health protocol directly by the Task Force team for handling Covid-19 and the Mayor of Batu and staff (Kompas, 30/6/2020).

With the reopening of tourist attractions in Jatim Park 2, marketing activities must be carried out more broadly so that the public knows and makes plans to visit again to Jatim Park 2. Challenging for returning the tourism business during the pandemic, managers must implement strategies to anticipate business disruptions and existing competition to reclaim market share by conducting publication activities.

The following is a comparison of the number of visitors before and during the Covid-19 pandemic. The difference in the number of visitors in 2019 and 2020 was 509,688 or 67.25%. This shows that the pandemic has had a tremendous impact on reducing public interest in visiting for tours because visitors are worried about the spread of the Covid-19 virus. So that researchers want to find out more to determine what strategies can influence tourists to come back to tourist attractions.

The results of Yolanda's research (2017) proved that advertising influenced revisiting interest. Likewise, Abdurrahim and Sengen (2019) found that advertising influenced consumer buying interest at the Biuti Hotel in Banjarmasin.

Interest in visiting is also influenced by Syaqui's Public Relations (2018). Public Relations is considered an important element, especially to attract the attention of sympathizers or as a complement to the world of advertising which is also growing rapidly. Currently, companies do not only communicate through conventional media. According to Ardianto (2011: 8), public relations is a management job that measures general behavior, identifies an individual or organizational procedures and procedures based on public interest, and implements work plans to gain a general understanding. Advances in technology that are increasingly developing greatly affect the effectiveness of a public relations officer. Communication is currently in the hands of public relations, which is how companies can build conversations through social media. Consumers are now also smarter and more curious before choosing a product or service. Public relations as a marketing communication tool plays a very important role during the many promotional messages received by the public. Public relations are a means to communicate the advantages of tourist attractions. The results of Rahman's research (2016) found that public relations influenced interest in studying at the Jakarta LP3I Polytechnic. Likewise, research conducted by Pratiksa and Hidayat (2020) states that Public Relations influences consumer repurchase interest in Argo Cheribon PT. Indonesian Railways.

In service products such as tourist attractions, service quality is a consideration for consumers to visit tourist attractions. One of the factors that play an important role in attracting and retaining consumers is quality service. Services with high health protocols and management's commitment to implementing health protocols during a pandemic are very valuable things in making consumers interested in visiting tourist attractions again.

According to Kotler (2008: 120), service quality is any action or activity that one party can offer to another, which is essentially intangible and does not result in the ownership of anything. Service quality is an action that creates benefits by realizing changes that consumers want so that services provide their value for consumers. The results of some research made by Japrianto (2019), Rizkiawan (2019) and Suryani (2017) find that service quality influences interest in revisiting tourist attractions

Because of many pressures and regulations from the government that cause tourists to think again about visiting Jatim Park 2 Batu. New regulations that must be implemented and prepared include health protocol rules, restrictions on travel outside the city, rules for limiting the number of visitors, having a CHSE certificate, having a permit or recommendation from the government to open a tourist destination, mandatory vaccines and PCR/swab for employees and as one of the requirements for visiting tourist destinations. Based on this description, it is necessary to investigate further the relationship between Advertising, Public Relations and Service Quality Against Interest in Visiting Jatim Park 2 Batu during the pandemic.

## II. Literature review

Diniyah (2018) states that it is important to measure the customer's future intention to find out the wishes of customers who remain loyal / leave an item/service. Basiya and Rozak (2012) define revisiting interest as a person's mental state that reflects a plan to take some action within a certain time.

Advertising is the use of media to inform consumers about something and invite consumers to do something. From the perception of a consumer, advertising is a source of information or just a form of entertainment. Kotler (2005:277) suggests "Advertising is any form of non-personal presentation and promotion of ideas, goods, or services by a particular sponsor that must be paid". Furthermore, Tjiptono (2008:225) suggests that: " Advertising is one of the most widely used forms of promotion by companies in promoting their products".

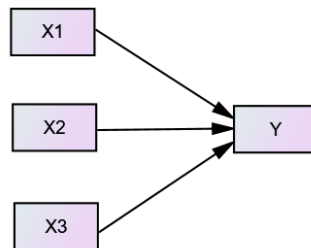
Herimanto et al. (2007:6) states that Public Relations is building good relations systematically with public groups or people, that organizations have ties or dependencies. Simanjuntak et al. (2003:27) that Public Relations is a management function that evaluates public behavior, identifies policies and procedures of individuals or organizations with the public's wishes, and plans and establishes a program of action so that the public can accept and understand. According to Ardianto (2011: 8), public relations is a management job that measures general behavior, identifies an individual or organizational procedures and procedures based on public interest and implements work plans to gain a general understanding.

Service quality is the overall combination of product and service characteristics resulting from marketing,

engineering, production, and maintenance that makes the product/service usable to meet customer expectations. Services can be defined as all forms of activities provided by one or more parties to other parties who have a relationship with the aim of being able to provide satisfaction to the second party concerned for the goods and services provided. Kotler and Keller (2009: 169), Quality is the totality of features and characteristics of a product or service that bears on its ability to satisfy stated or implied needs. Wahyudi et al. (2017) proved that quality for satisfaction has a significant direct impact on the net benefit.

Previous research on the effect of advertising, public relations, service quality on interest in revisiting, namely Yolanda, Andrea (2017), Abdurrahim and Sangen (2019), Rahman (2016), Pratiksa and Hidayat (2020), Japarianto (2019), Syauqi (2018), Arum & Mohamad (2021).

**Figure 1. Multiple Linear Regression Model**



Notes:

X1 = Advertising

X2 = Public Relations

X3 = Service Quality

Y = Interest in Revisit

### III. Research methods

#### 3.1 Research Design

This research design is quantitative with four research hypotheses. Description analysis is used to explain the description of each variable studied and multiple linear regression analysis is used to determine the effect between the variables tested. Questionnaires were used to collect primary data. Respondents only chose five answers according to the Likert scale on choice 1, which is strongly disagree, 2 is disagrees, 3 is neutral, 4 is agree and 5 is strongly agree.

#### 3.2 Population and Sample

Research respondents were all visitors to Jatim Park 2 Batu an average of 690 people per day. The Slovin formula was used to determine the sample so that a sample of 87 respondents was obtained. The sampling technique used is simple random sampling with the consideration that all visitors have the same opportunity to answer the research questionnaire.

#### 3.3 Variables and Indicator

Advertising is measured by four indicators, namely attention, interest, desire, action. Public relations is measured by three indicators, namely news, community service activities, identity. Service quality is measured by five indicators, namely reliability, responsiveness, assurance, empathy, and physical evidence. Meanwhile, interest in revisiting is measured by three indicators, namely recommendation, repurchase intention, and pay more. The structure of variables, indicators and the number of research instruments is presented in Table 1.

Table 1. Variables, indicators, and research instruments

Variables and Indicators	Number of instruments
Advertising (X <sub>1</sub> )	
Attention (X <sub>1.1</sub> )	2
Interest (X <sub>1.2</sub> )	2
Desire (X <sub>1.3</sub> )	2
Actions (X <sub>1.4</sub> )	2
Public Relations (X <sub>2</sub> )	
News (X <sub>2.1</sub> )	2
Community service activities (X <sub>2.2</sub> )	2
Identity (X <sub>2.3</sub> )	2
Service Quality (X <sub>3</sub> )	
Reliability (X <sub>3.1</sub> )	2
Responsiveness (X <sub>3.2</sub> )	2
Guarantee (X <sub>3.3</sub> )	2
Empathy (X <sub>3.4</sub> )	2
Physical evidence (X <sub>3.5</sub> )	2
Interest in Revisit (Y <sub>1</sub> )	
Recommendation (Y <sub>1</sub> )	2
Repurchase Intention (Y <sub>2</sub> )	2
Pay More (Y <sub>3</sub> )	2
Total	30

#### IV. Research result

##### 4.1 Respondent Profile

Jawa Timur Park 2 or familiar with Jatim Park 2 started the project in 2008. The first project that was carried out was the creation of the Animal Museum which presented an animal diorama containing a collection of dead animals from 5 continents which were presented in an interesting, interactive, educational and artistic way. The name Jatim Park 2 is pinned to make it easier for the public or visitors to this area because in the Jatim Park 2 area complex there are 3 items of rides that have different characteristics and concepts but still carry the same concept, namely the concept of animals which contains museums, hotels, and zoos. Researchers measure respondents' perceptions of the influence of advertising, public relations, service quality on interest in revisiting. The data collected is as many as 87 questionnaire units. Respondent profiles are presented in Table 2.

Table 2. Profile of Respondents

Age	%	Origin	%
18 – 26	29.9	Surabaya	23.0
27 – 35	44.8	Malang	16.1
36 – 42	25.3	Sidoarjo	6.9
Gender	%	Gresik	8.0
Man	47.1	Pasuruan	11.5
Woman	52.9	Madison	10.3
Visiting Intensity		Semarang	9.2
1 time	36.8	Mojokerto	14.9
2 times	47.1		
3 times	16.1		

Respondents aged 27-35 years; this shows that visitors to Jatim Park 2 Batu come from various ages. The majority of respondents are female and the majority of respondents are from Surabaya, this shows that visitors to Jatim Park 2 Batu come from various regions. The majority of respondents have visited 2 times, this shows that respondents are interested in returning to visit Jatim Park 2 Batu.

##### 4.2. Analysis Results Description

Analysis of data processing using SPSS ( Statistical Package for Social Science ). There are four variables, 15 indicators, and a total instrument of 30 items. The results of the validity and reliability testing for 30 items proved to be valid from the probability that each instrument did not exceed the 5% error rate, meaning that the respondent understood the meaning of the measurements in the questionnaire (see Appendix). The results of the research instrument reliability test showed a good level of reliability as evidenced by the Cronbach alpha value not exceeding 0.6. The results of the descriptive analysis for each research variable, indicator, and 30 research

instruments are presented in the appendix.

The description of respondents' perceptions can be analyzed from the average value generated by the indicators and instrument items. The indicator that best describes the interest in re-visiting is that tourists pay for tourist entrance tickets. The indicator that best describes advertising is paying attention to tourism regulations. The indicator that best describes public relations is knowing that Jatim Park 2 is helping communities affected by the pandemic by distributing necessities. The indicator that best describes service quality is that employees serve visitors wholeheartedly.

### 4.3. Results of linear regression analysis

The structural equation model is built by performing regression once, with the regression model equations as follows :

Multiple linear regression model:  $Y = 0.220 + 0.134X_1 + 0.266 X_2 + 0.579X_3 + e$

Notes:

X<sub>1</sub> = Advertising

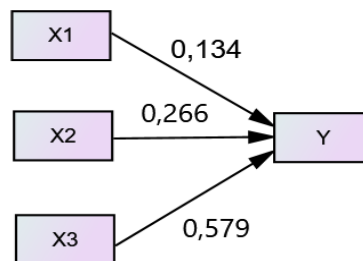
X<sub>2</sub> = Public Relations

X<sub>3</sub> = Service Quality

Y = Interest in Revisiting

The results of the structural equation model are presented in Figure 2 below:

Figure 2. The coefficient on Multiple Linear Regression Model



There is one regression coefficient in the structural equation model above. Regression coefficients of advertising, public relations, service quality have a significant effect on interest in revisiting. The results of the analysis evaluation are presented in Table 3.

Table 3. Multiple Linear Regression Analysis

Variables	t <sub>stat.</sub>	t <sub>table</sub>	Sig.	Description
Advertising (X.1)	2,674	1,980	0.009	Significant
Public relations (X.2)	2,997	1,980	0.004	Significant
Service quality (X.3)	5.522	1,980	0.000	Significant

### V. Discussion

Advertising affects the interest in revisiting, which means that the better the application of advertising can increase the interest in revisiting. During a pandemic like this, visitors must be worried about the situation at tourist locations, including Jatim Park 2 Batu. With the rules at the Jatim Park 2 Batu tourist attractions which are always implemented properly, such as limiting the number of visitors, they are required to fill out the health form that has been provided and proven by checking in using the care protect the application, checking body temperature, mandatory washing hands and using hand sanitizer. , wear masks, always keep your distance from other visitors, provide hand washing facilities, hand sanitizers and trash cans at many location points, some officers always go around tourist sites to monitor and help visitors, so visitors don't have to worry when traveling because of the implementation of the rules in the strict Jatim Park 2 Batu tourist location. In addition to the implementation of the rules that are always observed, the rides and animals presented also attract the attention of visitors. Thus, visitors do not have a problem with the ticket prices offered by Jatim Park 2 Batu and make repeat visits, because they are satisfied with the rules applied at the Jatim Park 2 Batu tourist sites. The results of this study are consistent with Yolanda (2017) and Abdurrahim and Sangen (2019 ) which state that advertising affects visiting interest.

Public relations affects an interest in revisiting. As the view of Simanjuntak et al. (2003:27) states Public Relations is function management that evaluates behavior public, identify the policies and procedures of the individual or organization with the wishes of the public, plan and establish programs action for the public to accept and understand. Public Relations has to build good relations with external parties of Jatim Park 2 Batu, especially the community. Public Relations is an extension of Jatim Park 2 Batu which can make programs, deliver and socialize to increase interest in revisiting. Some of the rides are very interesting photo spots, a very diverse collection of live animals, some places can be used to take pictures with animals, have direct interaction with animals such as feeding, many rare animals are preserved in the animal museum and a very large outdoor area. as

well as comfortable. A very interesting tour for educational places about very diverse animals. Thus, visitors are satisfied with the rides and animals that are presented very interestingly and make repeat visits to Jatim Park 2 Batu tourism. The results of this study are in line with Rahman (2016) also Pratiksa and Hidayat (2020) showing that public relations impact your return visit.

Service quality has an impact on interest in revisiting and is a variable that has a dominant influence on interest in revisiting. According to Tjiptono's opinion, (2002: 59) which states that service quality is a fulfillment of needs and desired customer as well as accuracy delivery for stability desired customer. Jatim Park 2 Batu employees serve visitors sincerely, such as welcoming visitors at the tourist entrance. Several officers go around the tourist sites to help visitors and supervise the implementation of the rules so that visitors feel happy with the services provided. This matter can increase interest in revisiting. The results of this study support Japariato (2019) and Suryani (2017) which state that service quality influences interest in revisiting. However, the results of this study do not support the research from Rizkiawan (2019) who states that service quality does not affect the interest in repeat visits.

## VI. Conclusions and Recommendations

Advertising, public relations, and service quality can support increasing interest in revisiting Jatim Park 2 Batu, which means that the better the application of advertising, supported by good public relations, and employees providing quality services to visitors to Jatim Park 2 Batu can increase the repetition of visiting interest. Service quality has a dominant influence on interest in revisiting Jatim Park 2 Batu. This shows that the main thing that is considered to increase interest in repeat visits is service quality, which is reflected in reliability, which is reflected in employees serving visitors wholeheartedly. For the next researcher, it is suggested to add other variables other than the variables that have not been studied in this study which is expected to influence the interest in revisiting.

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## Appendix Kuesionare

VARIABLES	INDICATORS		ITEMS	
Advertising (X1)	X11	Attention	X111	I pay attention to the rules of the tour
			X112	I obeyed the warnings that were given.
	X12	Interest	X121	The rides and animals showing caught my attention
			X122	I am interested in the uniqueness of animals and rides that test the adrenaline.
	X13	Desire	X131	My travel desires can be fulfilled properly.
			X132	Jatim Park 2 provides the needs of tourists
	X14	Action	X141	I bought an entrance ticket to Jatim Park 2
			X142	I bought the entrance ticket even though there is no discount program
Public Relations (X2)	X21	News	X211	I read positive news about Jatim Park 2
			X212	I am also proud that Jatim Park 2 has succeeded in breeding rare animals
	X22	Community Service Activities	X221	I know that Jatim Park 2 is helping people affected by the pandemic by distributing necessities
			X222	The management of Jatim Park 2 empowers the surrounding community to participate in conducting business activities in the area
	X23	Identity	X231	Jatim Park 2 is a tourist spot that has a zoo, animal museum, and hotel in one location
			X232	There are many unique animals from various countries
Service Quality (X3)	X31	Reliability	X311	Employees serve visitors wholeheartedly
			X312	Employees serve visitors regardless of status or strata
	X32	Responsiveness	X321	Employees are responsive to the needs of visitors in the area
			X322	The manager provides facilities according to the needs of visitors such as toilets, prayer rooms, stroller paths, rest areas, etc
	X33	Guarantee	X331	Tourists are happy with animal offerings and rides at Jatim Park 2
			X332	Visitors are satisfied with the cleanliness and service while in the area
	X34	Empathy	X341	Employees serve wholeheartedly
			X342	Employees give smiles and thank tourists
	X35	Physical Evidence	X351	The manager guarantees satisfaction after visiting
			X352	The manager presents interesting attractions and rides
Interest in Revisit (Y)	Y1	Recommendation	Y11	I am willing to recommend Jatim Park 2 to others.
			Y12	I am willing to invite relatives to visit Jatim Park 2.
	Y2	Repurchase Intention	Y21	Tourists pay for tourist entrance tickets.
			Y22	I intend to visit again to Jatim Park 2
	Y3	Pay more.	Y31	Tourists pay more for the facilities provided.
			Y32	Visitors pay more to enjoy new destinations.