

Revisit Intention Model on Urban Tourism Basis by City Tour Bus with Destination Image as Intervening Variable

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Abstract. Tourists visiting urban tourist destinations choose mass transportation modes that make it easier to travel and avoid the risk of congestion, and there is connectivity between the city center and domestic and international airports so land transportation by bus is needed.

The promotion mix and service quality will have an influence on the image and tourist attractiveness of a city and its influence on revisit intentions in urban tourist destinations. The purpose of writing this research is to analyze (1) the promotion mix, (2) the quality of service performed by city tour bus managers in Jakarta, (3) the indirect effect of the promotion mix and service quality on revisit intention and then determine (4) the city tour bus management model.

This study uses a quantitative design with a positivistic paradigm on the implementation of the promotion mix and the quality of city tour bus services in Jakarta which has an influence on revisit intention with the intervening destination image variable. The method of determining the sample uses purposive sampling. The hypothesis will be tested using path analysis to measure the correlation coefficient through a questionnaire with an ordinal scale on a Likert scale with a Structural Equation Model (SEM) approach based on Partial Least Square (PLS) to measure the Structural Inner Model and Outer Model. The results obtained in this study are the influence of the promotion mix and service quality on the destination image and significantly influence revisit intention.

Keywords: promotion mix, service quality, destination image, revisit intention and city tour bus

Background

Urban tourist destinations are a mainstay for big cities in the world, especially cities that have a long history that form a blend of old cities and modern cities as an urban tourist destination. Big cities in the world that have become tourist destinations, namely Paris, Milan, New York, Tokyo, Abu Dhabi, Singapore, and including Jakarta, are competing to make their city a tourist destination with their own theme that can attract visitors. Urban tourist destination facilities in well-known cities which are mostly man-made are prepared to be able to attract tourist visits by presenting city tour buses, visits to cultural tourist attractions, such as visits to galleries, concerts, operas, shows, museums, theme parks, attending sporting events and state events, shopping, eating and drinking, street food, meeting with relations, clubbing and so on (Rachman, 2014; Barros & Peypoch, 2010), and including city tour bus transportation infrastructure (Mcbride, Lohmann, & Duval, 2011; Mcbride et al., 2011).

The city tour bus is a city government transportation service policy whose area has urban tourist attractions. Urban tourist destinations rely on complete regional facilities and infrastructure compared to rural tourist destinations because development in the cities can lead to the development of Smart City by integrating various urban tourist facilities, including the integration of tourist attractions with tourist transportation using city tour buses. City tour buses facilitated by public transportation have been carried out in several countries and cities, such as the use of the Kuala Lumpur and London City Hop on Hop off buses, which are characterized by double-decker buses with an open roof on the upper deck (Ismail et al., 2017), then City tours are also facilitated by tour packages (Rachman et al., 2013), and are designed with the

latest tour buses (Fariás, 2010), and city tour buses are part of the history of technology and design of tourist transportation (Gierczak, 2011).

City tour buses with the concept of city buses in Indonesia only started in 2010, where the City of Jakarta became a pioneer in free mass tourism transportation services with a bus transportation product named Mpok Siti, with a total of 22 units (capacity of 40 passengers) (Transjakarta.co.id, 2021). Previous research has shown several cities that already provide tourist transportation services managed by their respective city governments, such as in Jakarta (Mpok Siti Tour Bus), Bandung (Bandros), Semarang (Si Kenag, Si Denok, and Si Kuncung), Solo (Werkudara), Surabaya (Suroboyo Bus), and Malang (Macito) (Handaru et al., 2018) which form destination images for cities that provide city tour trips (Anwar & Puspita, 2020).

One of the research locus is the city of Jakarta which is an urban tourist destination in Indonesia, and has become an icon for the development of modern life in Indonesia, including in the management of tourist destinations. As the city reach his 496 years old, Jakarta has the attraction of an old city cultural heritage built by the VOC in the 17th century (Rachman et al., 2013). In addition, the city of Jakarta has the appeal of modern metropolitan life which is developing into a smart city-based city including facilities and infrastructure related to public transportation, especially tourist transportation in the old city area (Zainol, 2017) and urban tourist attractions, such as the old city and theme parks that have international level classifications.

The tourism transportation facility provided by the Jakarta Provincial Government is known as the City Tour Bus Mpok Siti, starting with the idea of developing the Bus Rapid Transit project in Jakarta around 2001 and then being followed up by the Governor of DKI Jakarta at that time, Sutiyoso. Transjakarta started its operations on January 15, 2004, with the aim of providing faster, more comfortable and affordable transportation services for Jakarta residents. Several post-inauguration developments for Corridor 1 are continuing, including vacancies for bus drivers that are open to women, maintenance of bus facilities and shelters, implementation of special women's zones, placement of officers on buses, sterilization of Transjakarta lanes with manual and automatic portals, trials the contra-flow system (Transjakarta lines that are in the opposite direction to public routes that intersect), services for users with disabilities under the name "Transjakarta Cares" and management of free double-decker buses that are used as a means of tourist transportation that can be used free of charge by all residents in the capital city. This Transjakarta tour bus is called the Jakarta Explorer bus or better known as "Mpok Citi" (because all city tour bus drivers are women, so the name uses the title mpok in Betawi language, which means older sister for a woman). The program which started in 2014 (Novitasari & Prakoso, 2016) is presented with four tourist routes, and now there are seven Tour Bus or BW routes (BW 1 to BW 7) by visiting city tourist attractions with the theme of the Jakarta Old Town Cultural Heritage, Shopping Tourism, and Jakarta Modern Thematic Tourism, and equipped with double-decker buses in 2014 (Transjakarta.co.id, 2021; Handaru et al., 2018). The management of the Mpok City Tourism Office lasted until January 2015 and with the instructions of the new governor at that time, Mr. Basuki Tjahaja Purnama, that transportation in DKI Jakarta must be at one management, namely managed by PT. Jakarta Transportation (Transjakarta). Right on January 11, 2015 Mpok City joined PT. Transjakarta. With the number of buses, which initially only 5 units, now there are 28 units, indicating the need for the community to get speed and punctuality in using Transjakarta tourist facilities. A guide in serving better, more creatively, more innovatively is an added value in serving the people of DKI Jakarta. This bus operates by exploring icons and landmarks in the city of Jakarta. This tour bus is also equipped with audio that explains the background of the locations visited and the bus attendant (OnBoard) who can also provide an explanation of the Jakarta city icons that the bus passes.

The Operational Standards are made to ensure the implementation of the service culture development program and uniformity of services in accordance with the company's values that are applied to officers in the field of PT. Jakarta Transportation as an effort to maintain service quality (quality control) and improve services in order to achieve the company's vision and mission that connects the lives of Jakarta people as tourism service product managed by the local city government, city tour buses, both paid and free, need to be introduced as a promotional tool that is easily recognized by consumers. Tourists and visitors are the main target market for this urban tourism transportation service product (Van Truong & Shimizu, 2017), by introducing brand image (Abidin et al., 2015), and using information technology in searching for travel information (Sakai, 2020). Service quality is an operational parameter for travel by using city tour buses carried out by the Jakarta city government so that the results of a study conducted by Sumaedi et al. (2012) on the quality of land transportation services note that comfort, tangible, personnel, and reliability are the factors desired by respondents, and using perceived quality and desired quality for users of transportation services (dell'Olio et al., 2018a).

It is important to create a destination image for a city or destination to introduce the potential of the region and its service products to consumers (Stylidis et al., 2017), and a destination image is not just a concept but the result of implementing the relationships between components that make up a destination (Özdemir & Şimşek, 2015). In this case, including the destination image of big cities in Indonesia which have the distinctive cultural characteristics of each region (Whang et al., 2016). When tourists visit a city, tourists feel the destination image, and expect transportation facilities that can be used to make it easier for them to visit accompanied by attractive marketing, service and route information and if this is found, the satisfaction that tourists feel can make tourists return to visit these destinations (Bagloee et al., 2017).

Revisit intention is a hope for managers of tourist destinations (Abubakar et al., 2017) who provide Memorable Tourism Experiences (Zhanga, Wu, & Buhalis, 2017) and past experiences (Tosun et al., 2015). Then, revisit intention is also formed by perceived quality, arousal-based experiences, and pleasure-based experiences of tourists visiting urban tourism theme park locations (Aziz et al., 2012), and revisit intention is influenced by destination image (Mat Som et al., 2012). The dynamics of the level of tourist visits to the City of Jakarta has decreased by more than 50% after entering the Covid-19 Pandemic, as seen in the data on the level of tourist visits to the City of Jakarta in 2019 reaching 32,982,472 people and in 2020 only reaching 4,792,342 people. However, it is not yet known whether the tourists visiting Jakarta in 2020 are as a tourists who have a revisit intention and also whether they are tourists who have enjoyed the Mpok Siti City Tour Bus facility provided by the Jakarta City Government for free.

In this case the city tour buses managed by the Jakarta city government, have never been studied comprehensively until reaching a marketing analysis, excellent service and strategic steps taken in the use of tour buses in increasing interest in visiting a tourist destination after tourists know the image of the city visited by tourists. Therefore this study will examine the destination image of Jakarta City which targets domestic tourists. This study raises the theme of the promotion mix and service quality of tour buses managed by the Jakarta city government on tourist revisit intentions with destination image as an intervening variable. Therefore this study has a positivistic paradigm with deductive characteristics. This research is important in understanding the correlation phenomenon of city tour buses which are considered capable of giving tourists interest to return to visit with the destination image owned by the city of Jakarta.

This research is different from research conducted by previous researchers such as (Garay, 2019; Loi et al., 2017; Tosun et al., 2015) which only focused on research on the quality of shuttle service and transportation on revisit intention with the destination image variable as

an intervening variable. Meanwhile, in this study, the independent variables were the promotion mix and the quality of city tour bus services. Van Truong and Shimizu (2017) conducted research on the transport promotion mix in a tourist destination which resulted in significant success in promoting tourist destinations through public transportation media. However, van Truong and Shimizu's (2017) research has not focused on tourist transportation activities in urban areas (city tour buses) which are managed in the form of tour travel services that are equipped with attractive tour buses, tour guides to provide satisfaction visiting tourists so that they carry out a revisit intention. This research is also different from what was done by Carreira et al. (2013), Farias (2010), Garcia et al. (2013), Zheng et al. (2020) which examined the quality of service in city tour bus tours in urban route destinations. City tour bus trips in urban areas, and travel services using buses in general, so a tour guide service variable is needed and understanding the variable attitudes of tourists towards the experiences gained during the trip. Other research conducted by (Ismail et al., 2017; Larsen et al., 2021) has examined hop on hop off tourist buses in Kuala Lumpur and Norway which are urban tourist attractions that reduce traffic congestion and travel routes that attract tourists. However, it is different from this study in terms of promotion mix variables and service quality in the city of Jakarta with customers who are mostly domestic tourists. This research is also different from what was done by Stradling et al. (2007) and Yudhistira et al. (2017) which only examines the management of the transportation system from the airport to city tourist destinations for tourists by relying on ground transportation by trains and buses. The results of research on determining city tour bus routes have been determined, namely bus facilities, guidance on the bus, and for tourist satisfaction (Carreira et al., 2013; Farias, 2010; Garcia et al., 2013; Zheng et al., 2020). However, research conducted by Farias (2010) has not focused on the views of visiting tourists on the promotion mix and service quality of city tour buses with destination image as an intervening variable.

However, the gap (*das sein* and *das sollen*) in this study is that it has not been proven whether city tour buses in Jakarta have an impact on increasing destination image and revisit intention. Based on the research problems discussed above, the formulation of the research problem is as follows: 1. What is the promotion mix for city tour buses managed by the Jakarta City government? 2. How is the quality of city tour bus services managed by the Jakarta City government? 3. Does the promotion mix and the quality of city tour bus services managed by the Jakarta City government affect revisit intention with destination image as the intervening variable?

Literature Review and Hypotheses

Urban Tourist Destinations

Urban tourism is a tourism activity that takes place in urban areas where historical heritage is not the main attraction, even though urban settlements have several buildings dating from the industrial revolution. Urban tourism includes a wide range of activities and experiences from sightseeing, visiting cultural attractions (such as galleries, concerts, operas, shows, museums and others), attending special events, shopping, eating and drinking in restaurants, meeting other people (family and relationships), clubbing and so on (Rachman, 2014). Urban tourism or urban tourism describes tourism activities that occur in metropolitan areas and involves interactions between visitors and the environment with respect to the city. Visitors to urban tourism are motivated by areas of purpose that include business, conferences, and entertainment, such as sports, education, special interest or cultural activities, and sightseeing trips around the city or sightseeing (Barros & Peypoch, 2010). The development of infrastructure in several big cities in the world, city visitors are not only urban residents who are looking for better livelihood opportunities, but urbanites have also made cities as

inexpensive and easily accessible recreational facilities, especially tourist transportation infrastructure in urban areas (Mcbride et al., 2011). Each form of transportation will take advantage of different advantages in terms of speed, certainty, cost and convenience and people who travel will make the right choice among the existing modes of transportation (Hough & Hassanien, 2010). On a multi-modal trip, the time spent changing the mode of transportation nodes is perceived as part of the travel time. Therefore, increased capacity and efficiency at Bus Rapid Transit facilities (Petersen, 2016) to handle passengers can make a significant contribution to reducing travel time (Yuliani et al., 2017). A tourist will not be able to enjoy tourism resources without the availability of road infrastructure network accessibility and transportation connectivity. A transportation system that can connect tourists from their homes to their desired destinations with the availability of a route network in land, water and air modes (Hassan et al., 2021). The speed at which vehicles travel along the network determines the travel time. Certain points of these separate networks come together so that there are intersection points where people traveling can change from one mode of transportation to another (Yudhistira et al., 2017). An urban tourist is someone who lives in a city or outside a city who deliberately travels to visit a city. They may be residents in the country or even big cities or other cities (residents) with leisure (physical and socio-cultural) which are free pleasures that tourists get in traveling, designed in a comfortable environment in the city center with attractive architecture, arrangement of roads, parks and green areas, industrial areas, canals, rivers and ports, several ethnic villages, and shopping centers (Dawani & Ahmadi, 2016).

City Sightseeing Bus Tour Trip

Complementary elements of infrastructure which include accessibility, parking facilities, tourist information centers and especially mass tourism transportation provided by the City Government in Indonesia, which in the public sector, and tourism is making a significant or potential real contribution to the regional or country's economy. Transportation infrastructure will be designed to meet the needs of tourists (Stradling et al., 2007). Public transportation in a city is available in the form of different vehicle types as well as departure and arrival facilities, adequate stops and information on arrival and departure schedules (Foell et al., 2016) and serves as a hub between the city and the airport (Costa et al., 2010). The choice of city tourist transportation means can also be complemented by the type of bus used, tour guides, and creating a tourist experience during the trip (Fariás et al., 2020), and in tourist trips it will be arranged in a travel route or itinerary that only travels in a matter of half day (4 hours) or full day (6 hours) with or without lunch (Rachman et al., 2013). Urban tourist trips (city tour buses) facilitated by public transportation have been carried out in several countries, such as in the City of Kuala Lumpur with the Hop on Hop off bus concept, which is characterized by a double-decker bus with an open roof (Ismail et al., 2017) and also in Copenhagen (Larsen et al., 2021). The development of transportation technology and design for mass hop on hop off public transport tours is part of the history of tourist transport technology and design (Gierczak, 2011). Several public sectors of urban mass tourism transportation services are provided by the local municipal government such as in Jakarta (Lestari, Wiastuti, and Adiaty 2017; Handaru et al. 2018; Novitasari and Prakoso 2016), Bandung (Anwar and Puspita 2020: Fauzan 2016), Semarang (Muktiali, 2012), Solo (Sutandi et al., 2017), Surabaya (Fanida, 2019), and Malang (Anam, 2017).

Promotion Mix

Transportation facilities are not only developed in the realm of technology and science, but are also communicated with several promotional tools to meet customer demands (Litman, 2021). The main tools used by companies/organizations to achieve their communication goals

are often known as the promotion mix (Kotler & Keller, 2016) which consists of advertising, sales promotion, public relations, direct sales, personal selling and direct marketing. Advertising (advertising) is a communication activity using all forms of non-personal presentation and promotion of ideas, goods or services that are paid for by a certain sponsor. In research on city tour buses, what is meant by advertising is related to city tourism advertisements in the cities of Jakarta (Tümer et al., 2019). Sales promotions are various short-term incentives to encourage the desire to try or buy an item or service, so that sales promotions in research on urban tourism in the cities of Jakarta will seek short-term forms of incentives (Georgescu, 2015). Public relations/publicity (public relations/publicity) is a form of program to promote and/or protect the image of the company or its individual products, so that campaigns and introduction of programs are needed through various media and events that use city tourism in the cities of Jakarta (Sakai, 2020). Personal selling is direct interaction with one or more potential buyers to make presentations, answer questions, and receive messages. Staff and tour guides involved in city tour trips in the cities of Jakarta play an important role in direct communication with potential tourists (Amir et al., 2016). Direct marketing is the use of letters, telephones, facsimiles, electronic mail (e-mail), and other non-personal means of communication to communicate directly with certain customers and prospects (Van Truong & Shimizu, 2017). As a tourism service product managed by the local city government, city tour buses, both paid and free, need to be introduced to promotional tools that are easily recognized by consumers. Tourists and visitors are the main target market for this urban tourism transportation service product (Haroen, Firdaus, & Zaini 2014). An important promotion step is to introduce and improve information technology facilities for urban public tourist transportation services to become an attraction and also facilities that provide comfort for visiting tourists (Van Truong & Shimizu, 2017). Promotion of tour bus transportation services was carried out by (Abidin et al., 2015) which resulted in findings that service marketing had a strong influence on brand image, but this study did not provide a model of influence on destination image and revisit intention in urban tourist destinations.

Service Quality

After carrying out the promotion, the next stage is to carry out operations on this city's tourist transportation. Service quality has dimensions that can become parameters according to Parasuraman et al. in Lupiyoadi (2013) namely: Tangible, Empathy, Reliability, Responsiveness, and Assurance (TERRA). However, the quality of service from a study conducted by Chaparro et al. (2020), Liou et al. (2014) in the field of land transportation, especially buses, it is known that the driver factors are attitude, equipment, convenience and reliability as variable dimensions. This is different from what is often used for service dimensions by Parasuraman et al. in Lupiyoadi (2013). Likewise, tourism transportation service products need to pay attention to service quality, so that the results of a study conducted by Sumaedi et al. (2012) on the quality of land transportation services stated that comfort, tangible, personnel, and reliability were factors desired by respondents. The results of the study (dell'Olivo et al., 2018b) emphasize the quality of transportation services using a service quality approach, perceived quality and desired quality for users of transportation services. Another study (Sutandi et al., 2017) states that the quality of service in Bandros tour bus transportation has an influence on the tourist attractiveness of the city of Bandung. However, it has not yet discussed the effect on destination image and revisit intention in urban tourist destinations. The factor of service quality provided by city tour buses to tourists is important because tourists need information, access, and convenience from load factor conditions (the contents of passengers on a bus) in a study conducted in Malta (Bajada & Titheridge, 2017). Research on the choice of service modes of bus and train transportation during trips was carried out by Zamora et al. (2011) it is known that the choice of mode of transportation by customers turns

out to be based on route services made, but this research has not examined the use of buses in sightseeing tours in cities.

Destination Images

Destination image is a tourist's cognitive, conative, and affective view of the elements forming a destination, especially urban tourist destinations in Jakarta which are the locus of this research so that they are used as intervening variables for revisit intention, and are influenced by the city tour bus variables, promotion mix and designation tourist bus routes (Arwanto et al., 2020; Handaru et al., 2018; Sutandi et al., 2017). In the study of destination image through the social construction of social media information technology, it is known that what is meant by a destination image is characterized by stakeholder identification, affective exploration (a person's understanding of the destination based on what they read from books and their knowledge), cognitive attributes (a person's understanding of the based on prejudice, imagination and emotional thinking), the existence of tourism products and destination brands, and the potential of tourist destinations every year (Garay, 2019). The study of destination image as the MICE industry in Thailand found that the country has sustainability and resilience from the influence of the internal conflict of the Thai kingdom and the impact of the COVID-19 pandemic for 13 years. The sustainability and resilience of MICE destinations is because Thailand has the concept of bleisure (a combination of business and leisure travel) which includes tourist attractions and MICE venues throughout Thailand (Rittichainuwat et al., 2020). Destination image plays a large role as an intervening variable including perceived risks (risks that someone will accept), perceived constraints (disinterest, personal security, and institutional barriers), and behavioral intention (a person's intention to visit a particular destination). This can be seen in the study of the perceptions of foreign tourists visiting Pakistan. The findings of this study state that perceived risks and perceived constraints negatively affect destination image and behavioral intention. But on the other hand, destination image positively influences behavior intention (Nazir et al., 2021). Destination image in an urban tourist destination actually gives special meaning to tourist groups towards Taipei's status as the capital of Taiwan. The typology of tourists originating from Taipei City and not originating from Taipei City gives a different destination image whether Taipei is an urban-based tourist city or Taipei is the center of government, multiethnicity, and economic center (Liu, 2014). There are also tourist destinations identified as risky tourist destinations. Destination image is cognitively and affectively influenced by psychological and financial risks, which then this mediation model influences revisit intention to destinations that have risks (Chew & Jahari, 2014). In fact, the study of destination image is influenced by pop culture as a worldwide phenomenon, so some people prefer destination image because it contains pop culture phenomena. This is the result of a study of the behavior of tourists from Russia and China when traveling (Whang et al., 2016). The study of destination image in the Hong Kong tourist area focuses on two groups of tourists, namely tourists who have visited (previous visitors) and groups of tourists who have not visited Hong Kong (non-visitors). The variables used in the study of destination image in Hong Kong are awareness, knowledge, experience, and expertise (Tan & Wu, 2016). The study of destination images in urban tourist areas can also be influenced by elements of transportation and even become one of the elements forming public perceptions or tourist ratings of a destination (Loi et al., 2017) and this destination image has indicators; accommodation, local transport, cleanliness, hospitality, activities, language communication, and airport services (Tosun et al., 2015).

Revisit Intention

After the destination image that is formed gets the attention of tourists and visitors, it is hoped that they will carry out a revisit intention (Abubakar et al., 2017) because revisit intention is part of a memorable tourism trip or Memorable Tourism Experiences (Zhang et al., 2018). The study of destination image raises the experiences of tourists who have visited a tourist area, especially in the tourist destination City of Alanya, Turkey. The study in the City of Alanya found that the tourist experience is able to form a destination image that influences tourists' visit intention. Therefore DMO in Turkey must be able to understand the concept of Destination Affective Image (DAI) well (Tosun et al., 2015) Then revisit intention is also formed by perceived quality, arousal-based experiences, and pleasure-based experiences of tourists visiting urban tourism theme park locations (Aziz et al., 2012), and strengthened by research on halal tourist destinations conducted by (Fadiryana & Chan, 2020) that visit intention is influenced by destination image and tourist experience with perceived value as a mediating variable. Thus, revisit intention has two sub-variables that encourage coming back and also provide recommendations to other people about tourist destinations that have been visited, namely intention to recommend and intention to revisit (Pujiyati & Sukaatmadja, 2020). Study of destination image Yogyakarta Province, which is the second largest destination in Indonesia after Bali, has the tag line "Jogja Is Special". Tourists who have visited Yogyakarta have had a good experience and stated that they want to visit again (revisit intention) with the visit satisfaction variable as an intervening variable (Nurazizah & Marhanah, 2020).

Based on the purpose of this research, the variables analyzed are independent variables, namely Promotion Mix, Service Quality, Destination Image (Intervening Variable) which will ultimately affect the dependent variable, namely tourists who make Revisit Intention to Jakarta city.

H_{a1}: There is an influence of the promotion mix on the destination image

H_{a2}: There is an influence of service quality on destination image

H_{a3}: There is an indirect effect of the promotion mix on the intention to return with destination image as an intervening variable

H_{a4}: There is an indirect effect of service quality on the intention to return with destination image as an intervening variable.

Empirical Research

Types of Research

This study uses a quantitative design with a positivistic paradigm in the implementation of the promotion mix, service quality and determination of City Tour Bus routes which have an influence on revisit intention with the variable intervening destination image in the city of Jakarta. This study uses a quantitative approach which then presents a description of the sample, data collection methods, and data analysis methods (Veal, 2018). In connection with that, what is meant by a variable in this study is something that has a variation in value (Singarimbun & Efendi, 2011). The variables used in this research are Promotion Mix and Service Quality. These variables are independent variables that will provide an assessment of tourists' desire to make a return visit (revisit intention) to the city of Jakarta. The dependent variable is the tourist's assessment of city tour bus transportation in the city of Jakarta with the variable promotion mix, service quality, route determination with destination image as the intervening variable. The instrument used in data collection was a questionnaire, so that the above variables were measured by the statement of the level of agreement of the respondents on the statements found in the questionnaire to help reinforce the variables studied. The data calculation technique from the questionnaire uses a Likert scale with the unit of analysis being domestic tourists who have used city tour buses in Jakarta. In this study, the method of

determining the sample using non-probability sampling. While the sampling technique used is purposive sampling. The hypothesis will be tested using path analysis. The considerations and criteria sought by researchers are that they are at least 17 years old and above and are Indonesian citizens, have used land tourism transportation in Jakarta and respondents have destination destinations in their travels both for holidays (leisure) and for other things. According to Hair, 1998 (in Arianti, 2010) says that sample size plays an important role in estimating and analyzing research results. In this research, the number of respondents was 182 respondents. The primary data collection technique used in this study is a questionnaire in a simple form with the closed question method, namely questions that lead respondents to answers whose alternatives have been determined with an ordinal scale in a scale of five (likert) and observation or direct observation of activities and conditions from the City Tour Bus in Jakarta City. Secondary data collection in this study was obtained from a documentation study to study data from City Tour Buses in the City of Jakarta as well as literature studies as supporting data in strengthening existing theories. Data analysis was carried out by identifying exogenous variables, endogenous variables, and intervening variables from the existing conceptual framework. Testing the research hypothesis was carried out using the Partial Least Square (PLS) based Structural Equation Model (SEM) approach which was carried out in two stages, namely conducting measurement model tests, namely testing the construct validity and reliability of each indicator and structural model testing which aims to determine whether there is influence between variables/correlation between constructs as measured using the t test of the PLS itself.

Research Results

Respondent Profile

Respondents in this study had traveled on a Jakarta city tour bus with a total of 182 people and were expected to be able to provide an overview of the influence of the Promotion Mix, Quality of Service on intention to return with the influence of intervening City Branding based on gender, age, level of education, domicile, occupation, income, the frequency of using city tour buses. The age of city tour bus users is dominated by male users (51%), aged 17 to 20 years (41.7%), education level S1 (55.5%), coming from outside the city of Jakarta (82%), have income below Rp. 3,000,000,- (48%) and the frequency of using city tour buses is 2-3 times (92%). This was also stated by Arwanto (2020), Maylanny and Fauzan (2015) where tourists who use city tour buses are dominated by young tourists and are the millennial generation (Generations Y and Z) with undergraduate education and income below Rp. 3,000,000,-. The city of Jakarta is described as a metropolitan city that can be enjoyed by both men and women (Aldianto, 2019) and the Jakarta city tour bus is able to attract tourists from outside the city and the city of Jakarta is chosen to visit because they want to enjoy sightseeing trips by city tour bus (Yuddhistira 2017) with a frequency of 2-3 times the use of city tour buses because of the Free of Charge (FOC) facility from city tour buses.

Descriptive Statistical Analysis

Descriptive analysis will describe the distribution of respondents' answers based on frequency, mean, and category.

Promotion Mix

The Promotion Mix Variable consists of 19 statement items and a mean of 3.81 (good) means that the Promotion Mix implemented by City Tour Bus Managers is good in the eyes of visitors. The indicator with the highest score is in the statement "I obtained information about the City Tour Bus from the staff at the location" with a mean of 4.06. This shows that city tour bus officers have worked according to existing SOP's so that the information provided by

officers at the location is considered good and tourists also consider the information provided to be sufficient so that they can enjoy sightseeing trips on city tour buses. The statement with the lowest mean is about "City Tour Buses provide discounted prices and attractive souvenirs for tourists taking urban tour trips" which is 3.18. This shows that city tour buses do not provide attractive souvenirs and do not provide discounted prices because city tour buses do not provide fees for taking part in tourist trips with city tour buses and managers do not provide souvenirs and price discounts to tourists. The age of city tour bus users who assess the promotion mix implemented by city tour management as good/high is in the age range of 17-20 years. This is an illustration which states that generation Z is a generation that is familiar with the promotion mix and even now it has led to the use of promotion on social media that is different from before, namely social media Instagram, Whatapps, Facebook and TikTok. As research conducted by Abidin et al. (2015) and Abubakar et al. (2017) which states that today's promotional media users have led to more attractive and attractive social media compared to the previous promotional media (advertising, personal selling, sales promotion, publicity and direct marketing). This needs to be realized by management if they want to do marketing to generation Z. They need media that can also be used as a vehicle for self-existence, promotional media about themselves and other life activities

Service quality

The Service Quality variable consisting of 14 statement items obtained a mean of 4.18 (very good), which means that the quality of service provided by city tour bus managers is considered very good in the eyes of visitors. The indicator with the highest rating by respondents was the statement "City Tour Bus Drivers maintain safety" with a mean value of 4.24 which indicates that city tour bus managers have provided training and SOPs to their drivers so that visitors feel that the safety of tourist trips is well guaranteed. The statement that has the lowest mean is about "City Tour Bus departs on time" (4.11). This can be understood where the accuracy of the city tour bus departure depends on the tourists themselves. The city tour bus will not be able to move if there are tourists who are not yet seated. Existing officers have advised tourists to sit down so the bus can depart but this is sometimes violated and causes the bus to leave late or not depart according to the existing schedule. The quality of service provided by city tour bus staff is considered good/high by users aged 17-20 years. City tour bus users in this age range have a diversity of desires, like challenges, are global, energetic and in large groups. They like cleanliness and are not too concerned with physical services because of their individualistic nature as long as the facilities they need are available. dell'Olio et al. (2018) found the same thing in their research where public transportation users are among the ages of 17-20 years where technology is needed, flexible, smarter, and tolerant of cultural differences. This generation is also globally connected and networked in virtual worlds. Even though they are known to be open minded, this generation is also known to have characters who like instant culture and are less sensitive to private essences. So that the service aspect provided by city tour bus management is considered good.

Destination Image

The Destination Image variable consists of 7 statement items and a mean of 4.15 (good) means that the Destination Image is considered good in the eyes of visitors. The indicator with the highest rating by respondents is the statement "Ease of obtaining vehicles for transportation gives a good impression to tourists of the city and "the use of a national language other than Indonesian is sufficiently known by most people to make it easier for tourists to interact" with a mean value of 4, 17. This shows that the ease of getting local transportation and communication with local people gives a good picture of a city. The statement with the lowest mean is about "International standard services experienced by tourists at the airport give a good impression about the city, which is equal to 4.09. This shows that international standard service at the airport does not necessarily give a good picture of a city because usually tourists who

come are picked up or have used their own means of transportation. Destination Image getting good/high scores is also dominated by the 17-20 year old age group. The city where the research is conducted is a big city so accommodation, local transportation, cleanliness, hospitality of the local people, activities, language and airport transportation services are considered good. Generation Z, who often travels, has certainly visited other big cities and the experiences they have experienced will give them the ability to describe the destination image of the city in this research object (Jakarta).

Revisit Intention

The Revisit Intention variable consisting of 6 statement items obtained a mean of 4.20 (very interested), which means that visitors are very interested in providing recommendations and making a return visit to the city of Jakarta. Tourists are convinced of their stance to return to the city of Jakarta.

The indicator with the highest rating by respondents is in the statement "I will visit again" with a mean value of 4.24. This shows that visitors in general who take city tour buses feel satisfaction with the promotion mix and services they get while traveling on city tour buses. The statement with the lowest mean is about "I would recommend a visit" which is equal to 4.15 which is possible because visitors want to gain new experiences with other routes in taking city tour buses, if they visit again. This can also be seen from the demographic results of visitors that visitors who come more often are male, age range 17-20 years, have an undergraduate degree and are students who have more time on weekends and come from outside the city of Jakarta. Based on the results of observations that have been made, this may be because they come to cities more often for the purpose of having a vacation with their family. Vacation on weekends, national holidays and also school holidays. They want to spend time with their children and families in the big city. If their goal is just to travel, just to have a look, then a city tour bus is the right choice to explore a city with a relatively small cost, tourists also want to try some of the routes provided by city tour buses to visit the city of Jakarta.

Outer Model Evaluation

Analysis of the measurement model (outer model) in this dissertation research was carried out using validity tests and reliability tests. The validity test includes convergent validity and discriminant validity and for the reliability test in research it is stated in the calculation in the calculation of the composite reliability value and Cronbach's Alpha value. The convergent validity test is seen from the loading factor value for each construct indicator with a value greater than 0.6. (Ghozali & Lattan, 2015). There is 1 (one) indicator that has a loading factor <0.60, meaning that the indicator must be deleted. The removed indicator is Sales Promotion. These indicators produce indicators that are considered invalid because the City Tour Bus is free (no payment) and does not provide discounts and also does not provide souvenirs during the tour. After removing these indicators, the results of convergent validity measurements produce an outer loading value of > 0.6. Composite Reliability and Cronbach's alpha each construct > 0.70 which states that all constructs are reliable.

Inner Model Analysis

The structural model (Inner Model) defines the relationship between latent constructs by looking at the results of the estimated parameter coefficients and their level of significance (Ghozali, 2011). In the evaluation of the inner model, the results of R-Square and Q-Square will be explained, as well as the results of hypothesis testing. If the R-Square value is 0.75, it is included in the strong category; for the R-Square value of 0.50 is included in the moderate category and 0.25 is included in the weak category (Hair et al., 2010). a. The R-Square value for Destination Image is 0.658 which means that the percentage of Destination Image size is influenced by Promotion Mix and City Tour Bus Service Quality by 65.8%, while 34.2% is influenced by other things not examined in this study. b. The R-Square value for Revisit Intention is 0.648, which means that the percentage of Revisit Intention is influenced by the

Promotion Mix and City Tour Bus Service Quality by 64.8%, while 35.2% is influenced by other things not examined in this study. c. The Q-Square value is 0.879 which means that the diversity of the research data that can be explained by the research model is 87.9%, while the remaining 12.1% is explained by other factors outside the model. According to these results, the model in this study can be stated to have very good goodness of fit because it has a Q-Square value that is close to 1.

Path coefficient (hypothesis test)

a. The Influence of Promotion Mix by City Tour Bus to Destination Image

The effect of the Promotion Mix variable carried out by the City Tour Bus on the Destination Image variable produces a t-statistic value of $2.715 > 1.96$, so H_{a1} is accepted with a p-value of $0.007 < 0.05$. The promotion mix carried out by the City Tour Bus has an effect on the Destination Image. This is in line with research which concluded that (Haroen et al., 2014; Van Truong & Shimizu, 2017; Abidin et al., 2015) there is a significant effect of the promotion mix on Destination Image. The influence of the city tour bus promotion mix on the destination image is also supported by the suitability between visitors' knowledge about city tour buses in the city of Jakarta. Based on the results of the respondent's demographics, most of the respondents who use are aged between 17-20 years where this age is already supportive for traveling on city tour buses in the city of Jakarta. The area of origin of visitors can also be one of the factors in enjoying city tour bus trips, where as many as 37.4% of tourists who come from cities outside Jakarta, and already know of city tour bus trips as much as 95.9%. The Promotion Mix is carried out by city tour bus managers in the city of Jakarta, which are presented in the form of advertising, personal selling, sales promotion, public relations, and direct marketing. The positive influence that the promotion mix has on Destination Image is able to give a positive impression of the destination at that location. The interesting thing is that the location which is the locus of research is a big city that has urban tourism resources with complete urban infrastructure for the management of city tour buses. In addition to complete infrastructure, destinations at the locus have very interesting historical tourism resources, and shopping centers that provide quality products. However, because current marketing developments have led to social media, even though it is considered informative and attracts tourists to take trips on city tour buses, media development is needed that is suitable for generation Z who participate in many tourism activities (Facebook, Instagram, TikTok and WhatsApp).

b. The Influence of Service Quality performed by City Tour Buses on Destination Image

The effect of the Variable Quality of Service performed by the City Tour Bus on the Destination Image variable produces a t-statistic value of $8.521 > 1.96$, so H_{a2} is accepted with a p-value of $0.000 < 0.05$. The Quality of Service provided by the City Tour Bus has an effect on the Destination Image and it can be concluded that the Destination Image can be created by the positive Quality of Service provided by the City Tour Bus. This is in line with research (Chaparro et al., 2020; dell'Olio et al., 2018; Bajada & Titheridge, 2017) which concludes that Service Quality has a significantly positive effect on Destination Image. The influence of city tour bus service quality on Destination Image is also supported by the results of tourist crosstabulations where it is shown that city tour bus users are 17-20 years old, male, have an undergraduate degree and come from outside the research city. This group is known to often travel, especially as city tour bus users in the city of Jakarta. City tour bus users in this group have a diversity of desires, like challenges, are global, energetic and are a large group. They like cleanliness and are not too concerned with physical services because of their individualistic nature as long as the facilities they need are available. So that the service aspect provided by city tour bus management is considered good. The quality of services provided by city tour bus management in Jakarta, with indicators of tangible, empathy, responsiveness, reliability and assurance simultaneously have a significant influence on the Destination image. The shape of

the dimensions of service in the city is carried out by the city tour bus manager at the time before departure, on board (in the course of) the tour bus, and after completing the tour has an effect on Destination Image. The positive influence of Service Quality received by respondents on Destination Image gives a positive impression of destinations in Jakarta. The locus of this research is a large city that has city tour bus resources with different types and forms of buses, routes, and large human resources. The neat appearance of the city tour bus staff, uniforms and the vehicles used are always clean and ready for travel to attract the attention of tourists and with interest they will take part in the tour activities run by the company. Departure schedules are always displayed at the place of departure and the staff is ready to explain at any time existing tourist activities and answer questions required by city tour bus users according to SOPs that are trained and implemented consistently so that handling reliability can be guaranteed and clearly visible to city tour bus users.

c. Indirect Effect of Promotion Mix by City Tour Bus on Revisit Intention, with Destination Image as Intervening Variable

The results of the hypothesis testing that has been carried out found that the indirect effect of the Promotion Mix Variable carried out by City Tour Buses on the Revisit Intention variable with Destination Image as the intervening variable produced a t-statistic value of $2.650 > 1.96$, so H_{a3} was accepted. The promotion mix carried out by the City Tour Bus has a significant effect on Revisit Intention through Destination Image as an intervening variable, because the p-value is $0.008 < 0.05$. The indirect path coefficient between the Promotion Mix carried out by the City Tour Bus towards Revisit Intention and Destination Image as the intervening variable is 0.049, while the direct path is 0.060. Then the total effect given by the Promotion Mix by the City Tour Bus for Revisit Intention is the direct effect plus the indirect effect of 0.109. Based on the results of these calculations it is known that the value of the indirect effect is smaller than the direct effect so that the Destination Image variable as an intervening variable has a smaller influence on the Promotion Mix carried out by the City Tour Bus so that the Promotion Mix variable carried out by the City Tour Bus does not have to go through the Destination Image variable as intervening variable. Thus the hypothesis in this study is accepted. The results of this study support the research conducted by Nicoletta and Servidio (2012), Abubakar et al. (2017). The promotion mix in electronic media and social media provides the information needed by tourists and attracts tourists to take tourist trips using city tour buses. Publicity that involves famous people (governors or famous artists) and is spread through social media attracts the attention of tourists to take the same tour and this affects the destination image and ultimately also influences the intention of tourists to return (revisit intention) to the city. However, the promotion mix does not have a direct effect on revisit intention because current marketing developments have led to social media so that the media used by city tour bus management is considered less attractive. Even though the information disseminated is informative and used by tourists who want to use city tour buses, this does not affect revisit intention because tourists who come only enjoy the facilities available. The interesting thing is that Revisit Intention in the city of Jakarta which is the locus of research according to respondents provides experiences that will recommend to others and will return to the city. The experience of traveling to the research locus city by using a tour bus gives an exclusive impression in passing shopping tour routes, routes passing historical tourist objects and the city's bustling center. The seven city tour bus routes for the city of Jakarta are varied route choices and can attract the attention of tourists.

d. Indirect Effect of Service Quality performed by City Tour Buses on Revisit Intention, with Destination Image as Intervening Variable

Based on the results of the hypothesis testing that has been carried out in this study it is known that the indirect effect of the Quality of Service Variable carried out by City Tour Buses (X_2) on the Revisit Intention (Y) variable with Destination Image (Z) as the intervening

variable produces a t-statistic value of $5.461 > 1.96$ then H_{a4} is accepted. The quality of service provided by the City Tour Bus has a significant effect on Revisit Intention through Destination Image as an intervening variable, because the p-value is $0.000 < 0.05$. The indirect path coefficient between the Quality of Service carried out by City Tour Buses to Revisit Intention and Destination Image as the intervening variable is 0.240, while the direct path is 0.297. Then the total effect given by the Quality of Service carried out by the City Tour Bus for Revisit Intention is a direct effect plus an indirect effect of 0.538. Based on the results of these calculations it is known that the value of the indirect effect is smaller than the direct effect so that the Destination Image variable as an intervening variable has a smaller influence on the Quality of Service performed by City Tour Buses so that the variable Quality of Service performed by City Tour Buses does not need to go through the Destination Image variable as intervening variable. Based on the results of statistical calculations of the PLS-SEM test, it can be concluded that the variable Quality of Service influences the Revisit Intention variable through the destination image variable on city tour buses in the city of Jakarta. Thus the hypothesis in this study is accepted. The results of this study support the research conducted by Sumaedi et al. (2016), Novitasari and Prakoso (2016). Uniforms and city tour bus vehicles that are used are always clean and tidy, city tour bus departure schedules that can be seen and provide the information needed by tourists as well as the reliability of staff who are trained using clear SOPs so that services can be carried out precisely and quickly and consistently causing Service quality has a direct effect on revisit intention without going through the destination image. Thus the respondents in enjoying the services provided by the city tour bus managers in the city of Jakarta still make the image symbol of the intended destination as a direction in visiting a tourist city. In this study, the Destination Image consists of indicators of the various available urban accommodation factors, the amount of local transportation obtained, the cleanliness of the city, the friendliness of the local community, activities that can be carried out in the city, communication with the local community, and airport services to become the direction of a tourist in visit the city.

Contribution to Theory and Practice

The theoretical implication of this research is to contribute to the study of tourist destinations, especially regarding the promotion mix, service quality and destination image and revisit intention so that it can be compared with the reality on the ground at the national and global levels. The practical use of this research is to provide input and material for thought for managers of urban tourist destinations and city tour bus managers in the city of Jakarta in an effort to attract tourists to make revisit intentions through managing city tour buses. This research has limitations in the scope and number of respondents who should have given the questionnaire to specific respondents to represent respondents in the city that became the locus of research, namely the city of Jakarta (182 respondents). Another limitation of this research is that the research method should also conduct interviews with several respondents regarding their responses to the respondents' experience of enjoying travel by city tour buses, so that expressions from the backgrounds of respondents who come from outside the city who are doing the research will be obtained. Lastly, the limitations of this study have not involved the variable city tour bus user satisfaction, where each city tour bus has several different routes, namely Transjakarta has seven routes (BW 1-BW 7). It is suspected that tourist bus user satisfaction has different satisfaction on different routes in the city of Jakarta.

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