The loyalty of Pagar Alam City Tourists in terms of Segmenting, Targeting, and Positioning

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ABSTRACT

This research is aimed to analyze the effect of Segmenting, Targeting, dan Positioning on the loyalty of Pagar Alam City tourists. The population of this study is tourists who came or visit Pagar Alam City. The sampling technique used purposive sampling that the population was taken based on certain criteria namely the tourists who lived outside Pagar Alam City and have traveled to Pagar Alam City, with 400 respondents as the sample. The statistical analysis technique used in this study is multiple regression. The result of this research showed that partially segmenting, targeting, and positioning had a positive effect and significance on tourist loyalty. Next, simultaneously segmenting, targeting, and positioning also had a positive and significant effect on tourist loyalty. It means that the better application of segmenting, targeting, and positioning, the higher tourist loyalty in Pagar Alam City. Thus, it is recommended for tourism managers in this case the Tourism Office of Pagar Alam City to improve targeting and better positioning so that tourists have positive expectations for tourist destinations in Pagar Alam City. In the end, positive tourist expectations can increase loyalty to tourist destinations in Pagar Alam City.

Keywords: Segmenting, Targeting, Positioning, Loyalty

INTRODUCTION

Tourism is one of the largest and fastest-growing industries in the world (Prasuna, 2020). Therefore, Indonesia is trying to improve its tourism sector considering that there are so many natural objects that support it to be used as tourist attractions (Jaelani, 2017). Tourism plays a role in socio-cultural development and promotes the image of the nation throughout the region and even abroad. Tourism as an industry requires marketing efforts to market tourism objects as a commodity to be sold to tourists (Upadhyay, 2020).

Resources and tourism potential in Indonesia are very large but have not been fully utilized as a tourist attractions (Firdaus et al., 2019). This shows that such an area can become an economic resource and its own charm, as is the case in Pagar Alam City which is an area dominated by green landscapes and is called Bukit Barisan. Pagar Alam is one of the tourist destinations in South

Sumatra which is rich in natural beauty and cultural arts as well as local wisdom that has been fascinating since the first that is difficult to forget. Moreover, the natural atmosphere is really still natural plus the people are known to be friendly. Besides that, the natural conditions that are fenced off by the Bukit Barisan are also supported by geographical conditions located in the highlands, so it is why it is called Pagar Alam. Currently, tourist destinations in Pagar Alam City have started to develop because of the large number of visitors, especially teenagers and young people as seen on www.instagram.com. Many posts of young people showing their habits when visiting tourist destinations in Pagar Alam City. Every destination or tourist attraction competes to attract visitors and maintain its existence, and this is then expected to make tourists loyal.

The high competition in the business world demands a competitive advantage that must be owned by every company in order to remain competitive (Yatminiwati et al., 2021). One of the excellence that must be owned by a company is the right marketing strategy. The right marketing strategy is not only limited to promoting its products, but also compiling segmentation, namely dividing product marketing based on target customers, and targeting the target market, also a position (positioning) desired by the company in the minds of consumers so that consumers always remember the products sold by a company and make them become loyal customers.

Gramer & Brown (2006) define loyalty (service loyalty) as the degree to which a consumer exhibits repeat purchase behavior from a service provider, has a positive attitude toward the service provider, and only considers using this service provider when the need arises to use this service. From the definition delivered by Gramer & Brown (2006), A loyal customer is not only a buyer who makes repeat purchases but also maintains a positive attitude toward service providers. Another opinion according to Marconi (1993) reveals the factors that influence the product or service so as to create loyalty is the image. In addition to the image, tourist loyalty can also be formed through factors such as satisfaction, emotional bonds, tourist expectations, trust, experience, and so on. But in this study, researchers tried to measure tourist loyalty through segmenting, targeting, and positioning variables, because there are still very limited studies that use Segmenting, Targeting, and Positioning (STP) variables, especially on tourism objects.

A successful tourist attraction is one that is able to establish long-term relationships with its customers. A long-term relationship means loyal customers where their needs and wants are satisfied. The task of marketers here is how to keep their customers loyal to the services, in this case, the tourist destinations offered. One of them is by doing segmentation. Hasan (2013) stated that Market segmentation is defined as the process of dividing the market for a product into smaller groups/communities where members of each group have the same perception, desire, and motivation on the factors that affect demand. Market segmentation is divided into several categories such as geographic, demographic, psychographic, and sociocultural segmentation. In this study, researchers classify segmentation based on psychographics.

Tourist psychographic segmentation is a process of grouping tourists based on the psychological factors of an individual. Psychological factors used in this segmentation are usually from the point of view of lifestyle, AIOs (activities-interest-opinions), preferences, social class, typology, personality etc. What will be described here is a type of psychographic segmentation that focuses more on interest and level of involvement in the destination. This segmentation approach is used by (Greenland Tourism, 2015) which also divides the psychographic segment of tourists into 11 (eleven) segments originating from the mapping of two approach variables including Culture Appreciator, Culture Lover, Authenticity Seeker, Ethnophile, Sightseer, Nature Appreciator, Nature Lover, Wilderness Seeker, Special Interest Adventurer, and Extreme Adventurer.

After the market is segmented into groups of potential customers with the same characteristics and behavior, then the next step is to choose which segments to enter and this is called targeting. In evaluating different market segments, a company must look at two factors: the overall attractiveness

of the market and the company's objectives and resources (Kotler & Amstrong, 2016). After segmenting and targeting, the next step is positioning. This means that after dividing the market into several market segments based on certain indicators and selecting one or several of these market segments to be the target market, the next step is to determine the position you want to realize in the minds of consumers. Positioning describes a strategy on how the company differentiates its products from competitors in the consumers' minds. Positioning is done to create the expected good image, meaning that there is a direct relationship with how consumers who are in certain market segments or company specifications perceive the company's products. Positioning must be sustainable and always relevant to various changes in the business environment whether it is changing in competition, customer behavior, socio-cultural changes, and so on. So that it can make consumers always make repeat purchases so that they become loyal.

Some previous research were done to find out the effect of segmenting, targeting, dan positioning on loyalty as research by Anggraini (2019) with the title Segmenting Strategy, Targeting, And Marketing Positioning At PT. Nur Ramadhan Wisata Surabaya found the result that the segmenting carried out by Nur Ramadhan Wisata Surabaya was based on lifestyle (psychographics). The intended targeting is the middle class and the positioning carried out by Nur Ramadhan Wisata Surabaya is to use technical attributes and non-technical attributes, Surabaya tourism in positioning is positioned in the middle class with good quality. Then, another research that was conducted by Tjoesiadi (2008) had the result that segmentation has an effect on company loyalty by 40%, followed by research conducted by Gunawan (2013) found that positioning has a positive effect on loyalty, which is 21%, then research conducted by Prayag et al., (2011) found that segmenting has a significant effect on loyalty, this is evidenced by the significance level below 0.05, which is 0.000 and this study contributes where the socio-demographic influence of visitors is on high loyalty satisfaction. Followed by research conducted by Anggraini (2014) The Effect of Product Positioning on Audience Loyalty at Mentari Radio found that Positioning has an effect on loyalty.

In achieving loyalty, in addition to building a good destination image, tourism must be able to determine the characteristics of the best segmenting, targeting, and positioning so that what tourists expect can be realized properly, both for foreign and domestic tourists. From the last 5 years, based on the data obtained, the phenomenon that the number of foreign tourist visits is still relatively low compared to domestic tourist visits. This is certainly a phenomenon of the problems faced when compared to the charm of the tourist destinations of the city of Pagar Alam. Therefore, to increase the local and foreign tourist visits by various parties in general and the government in particular, it is necessary to pay attention to various important factors such as targeting market segmentation and positioning and whether the STP variable can affect the loyalty of tourists.

METHODS

From the previous study on segmenting, targeting, and positioning variables on loyalty that was conducted by Anggraini (2019), Segmenting Strategy, Targeting, and Marketing Positioning at PT. Nur Ramadhan Wisata Surabaya found the result the segmenting carried out by Nur Ramadhan Wisata Surabaya was based on lifestyle (psychographics). The intended targeting is the middle class and the positioning carried out by Nur Ramdhan Wisata Surabaya is to use technical attributes and non-technical attributes, Surabaya tourism in positioning is positioned in the middle class with good quality. Then another study conducted by Yuliana (2013) found the results that segmenting, targeting, and positioning partially had no effect on purchasing decisions and loyalty. Then research from Tjoesiadi (2008) found that segmentation had an effect on loyalty, Gunawan (2013) found that positioning had a positive effect on loyalty, and Prayag et al., (2011) found that segmenting had a significant effect on loyalty, this is evidenced by significance level below 0.05 is 0.000. Based on this result, so the author create the hypothesis as follows:
H1: Segmenting has a positive effect on Pagar Alam tourists' loyalty.

H2: Targeting has a positive effect on Pagar Alam tourists' loyalty.
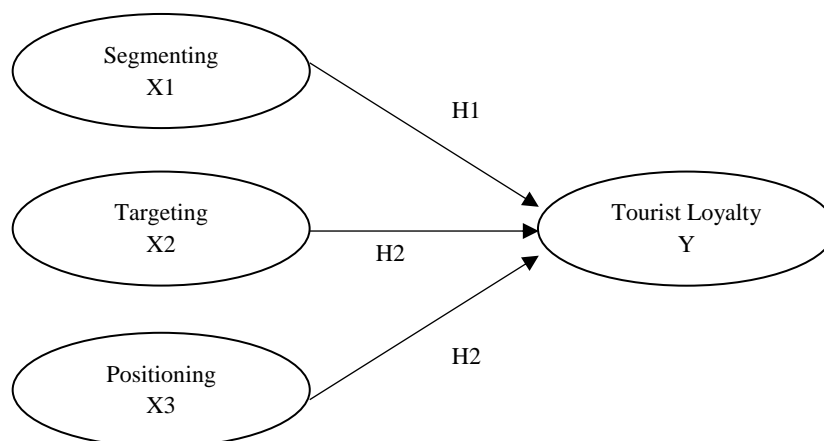H3: Positioning has a positive effect on Pagar Alam tourists' loyalty.

Figure1.The Conceptual Framework of the Research

The scope of this research is limited to testing the effect of segmenting, targeting, and positioning variables on tourist loyalty. This research was conducted in a tourist destination in the city of Pagar Alam. This type of research is associative research. The data analysis technique used in this research is quantitative analysis. Data collection techniques using survey methods and questionnaires. The data used in this study are primary data and secondary data. The statistical analysis technique used in this research is using SPSS.

RESULTS AND DISCUSSION

The following are the results and discussion in examining the effect of segmenting, targeting, and positioning on tourist loyalty in Pagar Alam City. In this study, an overview of research data obtained from the results of respondents' answers, data processing, and analysis of data processing results is presented. The results of data processing will then be used as a basis for analysis and answering the proposed research hypothesis.

Based on the results of statistical testing, it shows that all items in the instrument statement, namely the Segmenting variable (X1), the Targeting variable (X2), and the Positioning variable (X3) to the Loyalty variable (Y) indicate that r count > r table (0.098), therefore, all instruments are valid. This shows that all the items proposed as research variables instruments meet the requirements to be used as research measuring instruments.

From the results of the reliability test of both segmenting, targeting, and positioning variables as well as tourist loyalty, it was found that each variable showed the results of Reliability Coefficient where Cronbach's Alpha value was > 0.6. This shows that the questionnaire for each variable used in this study meets the requirements and is reliable.

Based on the statistical measurement that had been done, then the multiple linear regression equation is obtained as follows:

$$Y = -4.034 + 0.103X1 + 0.154 X2 + 0.395X3$$

The regression equation that has been obtained can be used to predict the value of the independent variable and the dependent variable, namely as follows:

a. The constant value of -4.034 means that if all independent variables are zero, then the loyalty of Pagar Alam City tourists is -4.034.
b. Segmenting (X1) has a regression coefficient of 0.103, meaning that for each segmenting decrease of 1 unit, the loyalty of Pagar Alam City tourists decreases by 0.103 assuming other factors remain.
c. Targeting (X2) has a regression coefficient of 0.154, meaning that for every increase in Targeting of 1 unit, the loyalty of Pagar Alam City tourists increases by 0.154.
d. Positioning (X3) has a regression coefficient of 0.395, meaning that for every 1 unit increase in positioning, the loyalty of Pagar Alam City increases by 0.395.

Based on the calculation results, it can be seen that partially segmenting, targeting, and positioning have a positive and significant effect on tourist loyalty, this is seen from the significant level showing the number 0.000 which is smaller than 0.05 which means that the first hypothesis (H1), the second hypothesis (H2) and the third (H3) is accepted.

Based on statistical calculations, the F test shows that all variables have a simultaneous positive effect on tourist loyalty. The significant value in the simultaneous test shows the result of 0.000 where this number is smaller than 0.05, so it can be said that simultaneously segmenting, targeting, and positioning on the loyalty of Pagar Alam City Tourists.

Based on data analysis and hypothesis testing conducted in this study, it shows that segmenting, targeting and positioning have a positive and significant influence on tourist loyalty in Pagar Alam City. This is evidenced by the fact that all variables have a significance level below 0.05. The characteristics of the tourism segment in Pagar Alam City are quite good, the market segments that become consumers are productive tourists aged between 16-30 years, who have the characteristics of middle to upper income, more private employees, and have high loyalty because of the convenience when traveling to Pagar Alam City. The most dominant goal carried out by tourists when visiting is physiology interest (relaxation, relaxing, sports, enjoying the attraction of tourism). The loyalty of Pagar Alam city tourists is quite good, as evidenced by the results of statistical data processing for the Demographic, Geographic and Psychographic aspects of loyalty which have a positive and significant value. So it can be concluded that these variables support the emergence of loyalty and support the emergence of good service which in turn leads to customer loyalty.

This is in line with the theory from Hasan (2013), "The process of dividing the market for a product into smaller groups/communities where members of each group have the same perception, desire, and motivation on the factors that affect demand". Therefore, segmenting is one of the important considerations for tourists in making the decision to visit.

The correct application of geographic segmentation covers the area by concentrating the reach of tourist attraction areas so that managers can focus more on tourism development. Supported by strategical demographics that is why Pagar Alam City is a city that has beautiful and natural beauty plus the expanse of Mount Dempo as well as many tourist objects and the diversity of races and religions of the community can amaze and attract tourists from within and outside the City of Pagar Alam. All the facilities and advantages of a tourist attraction make it an important key for business continuity in the form of tourism. The excess is used as one of the company's business unit targets. The target market for Pagar Alam tourism is to become exclusive, economical, and educational tourism. After implementing segmentation and targeting, the next step is to determine positioning in the minds of tourists, the goal is to make tourists become loyal.

Destination positioning is a strategy in which the destination positions itself in the minds of target customers so that they are perceived as different from competitors. This strategy is very useful in penetrating the competition because this strategy can basically be used as an anchor in seizing the minds of the target customer, as emphasized by Kartajaya and Yuswohady (2005), positioning is a

strategy to win the mindshare of the target customer. Khasali (2005) revealed that positioning can penetrate the semantic memory network so that products and services can be associated in the minds of target customers. One of the slogans that are then able to become a positioning in the minds of tourists is "*Pagar Alam Secerah Alam*". Positioning is able to provide satisfaction to tourists, in this case, will provide a lot of positive experiences that determine how much tourists will continue to visit the destination as an expression of tourist loyalty. The results of this study are in line with research conducted by Anjelisa et al., (2018). The results of the study found that the analysis of segmentation, targeting, and positioning simultaneously and partially affected purchasing decisions, then research on STP also conducted by Takdir (2017) found results that simultaneously the variable STP strategy and personal selling have a significant effect on increasing sales. Then research from Meldayanoor et al., (2019) found the results that customers have great loyalty, namely with a percentage of 46.24%.

CONCLUSION

The coefficient value of the segmenting variable is 2,957, giving an understanding that the relationship between segmentation and tourist loyalty in Pagar Alam City is positive and significant, so it can be said that good segmentation of destinations in Pagar Alam City can lead to tourist loyalty to a tour. The value of the tourist targeting coefficient is 4.724, meaning that the influence of tourist targeting on tourist loyalty is positive and significant, this indicates that the right targeting of tourists helps in measuring the performance of tourist destinations in order to satisfy tourists to remain loyal to these tourist destinations. The coefficient value of the tourist positioning characteristics is 14,265, this means that the better the tourist positioning, the higher the loyalty of tourists in the city of Pagar Alam. The coefficient values of segmenting, targeting, and positioning characteristics when measured together have an effect of 7,357, this means that the more segmenting, targeting, and positioning, the higher the loyalty of tourists in the city of Pagar Alam.

This study has limitations that can be taken into consideration for future researchers in order to get better results. The limitations of this study include: a) The unit of analysis in this study only covers tourism in Pagar Alam City. Therefore, it is necessary to conduct research with tourism analysis units in other Southern Sumatra Regions in order to reflect overall loyalty, especially in the Southern Sumatra Region. b) The variables used in this study only consist of segmenting, targeting, positioning, and tourist loyalty, therefore other variables can be included in further research.

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