

Tourism Expectation as Moderator of Promotion Objectives and Promotion Mix on Tourist Interest

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ABSTRACT

Promotion objectives, tourism promotion mix, and expectations play significant roles in attracting tourists to destinations. Videos have emerged as effective promotional tools, showcasing the actual conditions of tourist attractions. **This research investigates** how promotional objectives and the tourism promotion mix, with the moderation of expectations, can influence tourist interest. **A total of 247 respondents** were sampled for this study. The respondents evaluated videos of Kebon Rojo Park, Blitar, East Java, and completed a questionnaire. The analysis method used was Partial Least Squares (PLS), suitable for handling complex data with multiple variables. **The study found** that both promotion objectives and the tourism promotion mix positively influenced tourist interest. However, expectations did not moderate the relationship between the promotional strategies and tourist interest. This indicates that expectations do not strengthen or weaken the effects of promotional objectives and tourism promotion mix on tourist interest. **The research suggests** that while expectations play a role in shaping perceptions, the key to attracting tourists lies in effective promotional strategies tailored to the target market segment. This highlights the importance of using accurate and attractive promotional materials to stimulate interest in visiting destinations like Kebon Rojo Park.

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1. INTRODUCTION

Promotion is a vital component for producers aiming to attract consumers, and its effectiveness largely depends on its ability to appeal to potential customers [1]. A promotion that is attractive and engaging is likely to motivate consumers to take action, whether that is making a purchase or exploring new offerings [2]. Similarly, the success of tourism products heavily relies on effective promotional strategies [3]. The key objective of tourism promotions is to capture the attention of potential visitors, provide relevant information, and influence their decisions in selecting a specific destination [4, 5]. A well-promoted tourist spot can generate significant interest, motivating potential travelers to explore it further [6].

In today's digital age, one of the most powerful tools in tourism promotion is the use of social media and online content, particularly videos [7, 8]. Social media platforms have transformed the tourism industry by enabling destinations to reach global audiences quickly and efficiently. Virtual-based tourism, such as video

promotions, offers a unique way to showcase the real-time experience of tourist attractions [9, 10]. This type of promotion allows viewers to experience the essence of a destination through visual and auditory stimulation, which, in turn, can spark their interest in visiting the location [11, 12].

The concept of virtual tourism offers cost-effective and convenient alternatives for potential tourists to explore a destination without physically visiting [13]. However, it also holds the potential to generate interest in visiting the actual location. Tourist interest, defined as the desire to visit a particular destination, is influenced by multiple factors, such as the quality of services, destination image, accessibility, facilities, and the pricing of offerings [14]. Additionally, decision-making processes in tourism are often shaped by cultural, social, and personal factors, which can support the engagement of tourists with virtual tourism experiences [15].

Tourist expectations play a significant role in the decision-making process [16]. These expectations are primarily shaped by the promotional content that tourists encounter before their visit, including advertisements, online reviews, and personal recommendations [17]. Expectations act as a benchmark by which tourists evaluate their experiences, and fulfilling these expectations is crucial for tourism managers in creating positive perceptions of a destination [18]. This study focuses on Kebon Rojo Park, a prominent destination in Blitar, East Java, which offers a mix of natural beauty, recreational facilities, and local cuisine [19, 20]. Through virtual-based promotions such as videos, the park can be introduced to a broader audience, with the goal of stimulating tourist interest and increasing visitation [21, 22].

2. LITERATURE REVIEW

2.1. Promotion Strategies in Tourism Marketing

Promotion plays a critical role in attracting tourists to destinations [23]. Effective promotional strategies, including traditional advertising and digital media, have been found to positively impact tourist behavior and destination choice. According to [24], tourism marketing relies heavily on the creation of a strong promotional mix, which includes advertising, public relations, personal selling, and sales promotions [25]. Social media, particularly through the use of videos, has become a dominant force in contemporary tourism promotion strategies [26]. Videos offer a unique advantage by providing a virtual experience that allows potential visitors to see and hear the attributes of a tourist destination before making the decision to visit [27, 28].

2.2. Tourism Expectations and Their Role

The effectiveness of tourism promotions is further shaped by the expectations tourists form through these marketing efforts [29]. Previous studies highlight that tourism expectations are formed based on various factors such as prior experience, information received through promotional materials, and word-of-mouth recommendations [30]. These expectations significantly influence the satisfaction and overall tourist experience [31]. However, the role of tourism expectations as a moderating variable in the relationship between promotion objectives and tourist interest is still an area of debate [32]. Some studies suggest that expectations enhance the effectiveness of promotional activities [33], while others find that they may not significantly influence tourists' decision-making processes [34].

2.3. Tourism Promotion Mix

The concept of the tourism promotion mix has been widely discussed in the literature, with researchers emphasizing its importance in attracting tourists and shaping their perceptions of a destination [35]. The tourism promotion mix, which includes various promotional channels such as online marketing, print media, and direct marketing [36], helps to build awareness and foster interest among potential tourists [37]. Furthermore, understanding the impact of tourism expectations is vital, as it directly affects tourists' attitudes toward the destination and their decision to visit [38].

2.4. Kebon Rojo Park as a Case Study

Kebon Rojo Park in Blitar, East Java, serves as a unique case study for analyzing how effective promotion objectives and tourism promotion mixes influence tourist interest [39]. This park, which combines both natural and artificial attractions, offers a distinctive opportunity to study the impact of promotional strategies on tourist behavior [40]. Previous research on destination marketing has shown that effective promotional strategies can generate positive tourist interest, particularly when tailored to the target audience's preferences [41]. These strategies often focus on highlighting key features that resonate with potential visitors, such as unique

experiences, cultural significance, and recreational opportunities [42]. However, the presence of tourism expectations as a moderating factor remains underexplored in the context of small-scale tourist destinations like Kebon Rojo Park, where visitor expectations may be shaped by both local and broader tourism trends [43].

Therefore, this study aims to contribute to the understanding of how expectations interact with promotional activities to shape tourist interest and behavior in destination choices [44]. By examining the role of tourism expectations as a moderating variable, this research seeks to provide insights into how marketing efforts can be optimized to not only meet but exceed potential tourists' expectations, ultimately leading to higher levels of interest and increased visitation [45]. This study will also help determine whether the traditional models of destination marketing need to be adjusted when applied to smaller, local attractions like Kebon Rojo Park, where visitor expectations may be influenced more by word-of-mouth and localized advertising rather than large-scale, mass media campaigns [46, 47].

The Sustainable Development Goals (SDGs) have also become an essential framework in the development and promotion of modern tourism destinations. Sustainable tourism is directly linked to several SDGs, particularly Goal 8 (Decent Work and Economic Growth), Goal 11 (Sustainable Cities and Communities), and Goal 12 (Responsible Consumption and Production). Recent literature emphasizes that accurate, transparent, and responsible promotional practices enhance the quality of tourist engagement with destinations while reducing the risk of discrepancies between expectations and on-site experiences. Moreover, promotional strategies that highlight sustainability such as conservation efforts, community empowerment, and educational tourism can attract environmentally conscious visitors and strengthen the destination's image as part of the global commitment to sustainable development. Thus, integrating SDG principles into tourism promotion not only increases destination attractiveness but also ensures that tourism growth aligns with long-term social, cultural, and ecological sustainability [48].

3. METHODS

This study aims to analyze the relationships between the variables and test the moderating effect in the developed model [49]. The independent variables are Promotion Objectives (PO) and tourism promotion mix (TPM), while the dependent variable is tourist interest (TI), with tourism expectations (TE) serving as a moderating variable [8]. The sample consists of 247 respondents, who were randomly selected to ensure representativeness of the population [50]. The analysis method used is Partial Least Squares (PLS), which is suitable for data analysis involving high complexity and multiple variables. The first step involves performing factor analysis to obtain the factor loadings for each indicator. A high factor loading indicates that the indicator significantly contributes to the measured construct, with a value above 0.7 considered good.

Validity tests are conducted to ensure the instrument measures what it is supposed to measure by examining the Average Variance Extracted (AVE), which should be greater than 0.5. For reliability, the Cronbach's Alpha value is calculated, with values above 0.7 indicating good reliability. Multicollinearity is checked using the Variance Inflation Factor (VIF), where a value below 5 indicates no significant multicollinearity. Significance testing determines the relationship between variables in the model, with a p-value less than 0.05 indicating statistical significance. This analysis also examines whether the moderating variable (TE) affects the relationships between the independent and dependent variables. Through these steps, this study aims to provide an in-depth understanding of the relationships and the moderating effect, contributing to both theory and practice in the field of tourism marketing.

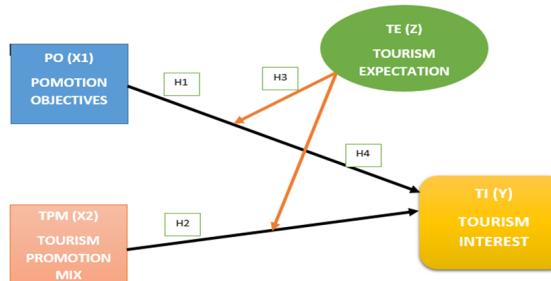


Figure 1. Conceptual Framework

Source: Data Processed 2024

Based on the above conceptual framework, the following hypotheses can be described:

- **H1:** There is an influence between PO on TI.
- **H2:** There is an influence between TPM on TI.
- **H3:** TE variable can moderate the relationship between PO and TI.
- **H4:** TE variable can moderate the relationship between TPM on TI.

4. RESULTS AND DISCUSSION

Figure 1, outer loading is a measure that shows the extent to which indicators contribute to the construct being measured. It is a crucial component in assessing the validity of the constructs in a model. In the table presented, factor loading values above 0.7 indicate that the indicators qualify for validity. A high factor loading signifies that the indicator has a strong correlation with the construct it is intended to measure. This ensures that the indicators accurately represent the theoretical concept under study. Factor loadings are a key element in confirming the reliability and robustness of the model, as they demonstrate how well the data reflects the underlying construct. If the factor loadings are low, it suggests that the indicator may not be a good representation of the construct, and the construct's validity could be questioned. Generally, factor loadings above 0.7 are considered acceptable, although higher values (close to 1.0) are even more desirable, indicating a stronger association between the indicator and the construct.

Table 1. The Result of the Outer Loading

OUTER LOADING	TPM × TE	TPM	PO × TE	TE	TI	PO
TPM1	-	0.887	-	-	-	-
TPM2	-	0.901	-	-	-	-
TPM x TE	0.902	-	-	-	-	-
TE1	-	-	-	0.903	-	-
TE2	-	-	-	0.761	-	-
TE3	-	-	-	0.813	-	-
TI1	-	-	-	-	0.757	-
TI2	-	-	-	-	0.835	-
TI3	-	-	-	-	0.769	-
TI4	-	-	-	-	0.862	-
PO1	-	-	-	-	-	0.877
PO2	-	-	-	-	-	0.878
PO3	-	-	-	-	-	0.837
PO x TE	-	-	0.889	-	-	-

Source: Data Processed, 2024

Table 1 shows the outer loading values for each indicator in the model. The factor loadings represent the extent to which each indicator contributes to its corresponding construct. For instance, indicators TPM1 and TPM2 have loadings of 0.887 and 0.901, respectively, indicating that they significantly contribute to the tourism promotion mix (TPM) construct. TE, such as TE1, TE2, and TE3, have loadings above 0.7, with TE2 being the lowest at 0.761, which is still considered acceptable. Additionally, the indicators for TI and promotion objectives (PO) show strong loadings, with values ranging from 0.757 to 0.862. These high loadings suggest good validity for the constructs being measured, confirming that the indicators are well-correlated with their respective constructs. Overall, all the indicators meet the validity criteria, supporting the integrity of the research model.

4.1. Validity and Reliability Tests

Second, validity and reliability tests are essential to ensure that the instruments used are reliable and measure the intended constructs. Validity refers to the degree to which a test or instrument accurately measures what it is intended to measure. In this study, construct validity is confirmed by examining the factor loadings, which assess the relationship between each indicator and its corresponding construct. A high factor loading

indicates that the indicator significantly contributes to the construct, while a low factor loading would suggest that the indicator may not be a strong representation of the construct. Additionally, validity is assessed using the AVE, where a value above 0.5 is considered acceptable, confirming that the indicators adequately represent the construct they are intended to measure.

Reliability testing ensures that the instrument produces consistent and stable results over time. One common method of testing reliability is through the use of Cronbach's Alpha, a measure of internal consistency. A Cronbach's Alpha value above 0.7 is considered to indicate good reliability, meaning that the items within a construct are consistent with one another. In this study, reliability is further assessed using Composite Reliability, which measures the overall reliability of the construct, and it is expected to be greater than 0.7. To ensure there are no multicollinearity issues, the VIF is also calculated. A VIF value below 5 indicates that there is no significant multicollinearity between the independent variables, ensuring that each variable provides unique information without being redundant. The combination of validity and reliability testing strengthens the confidence in the findings and the overall model's robustness.

Table 2. The Result of Validity and Reliability

Construct Reliability and Validity	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
TPM * TE	1.000	1.000	1.000	1.000
TPM	0.750	0.751	0.889	0.800
PO * TE	1.000	1.000	1.000	1.000
TE	0.775	0.853	0.867	0.685
TPM	0.822	0.840	0.882	0.651
PO	0.830	0.830	0.898	0.747

Source: Data Processed, 2024

Table 2 shows the results of the validity and reliability tests conducted for the constructs. The results indicate that all constructs have met the necessary criteria for validity and reliability. Cronbach's Alpha values above 0.7 for all constructs, with TPM*TE, PO*TE, and PO showing perfect reliability values of 1.000, confirm that the instruments used in the study have high internal consistency. Similarly, the Composite Reliability values, which are all above 0.7, further demonstrate that the constructs in the model are reliable. Additionally, the AVE values for all constructs exceed 0.5, which suggests that the constructs have adequate convergent validity, meaning that the indicators are adequately representing the theoretical constructs they are intended to measure. These results provide a solid foundation for the analysis and support the overall integrity of the measurement model used in this study. These results indicate that the model exhibits adequate validity and reliability for further analysis.

4.2. Multicollinearity Test

Third, a multicollinearity test was conducted to ensure that there is no significant correlation between the independent variables. The presence of multicollinearity can distort the results of regression analysis and affect the accuracy of estimates. To assess multicollinearity, the VIF is calculated. A VIF value below 5 indicates that there is no multicollinearity problem in the model, meaning that the independent variables are not highly correlated with each other. In this study, most indicators have VIF values below 3, which suggests that multicollinearity is not a concern.

For instance, the highest VIF values are found in PO1 (2.095) and PO2 (2.128), which are still well below the threshold of 5, indicating that the correlation between these indicators and other variables is low. These results confirm that the independent variables are sufficiently independent, which enhances the reliability of the model. The absence of significant multicollinearity ensures that the regression estimates are stable and that the variables provide unique and valuable information for the analysis. This strengthens the overall validity of the model and provides confidence in the findings.

4.3. Path Analysis

Fourth, the P-value test results indicate the significance of the relationships between the variables. The P-value is a key metric used to determine whether the observed relationships in the model are statistically significant. A low P-value (typically less than 0.05) suggests that there is strong evidence against the null

hypothesis, indicating that the relationship between the variables is meaningful and unlikely to be due to random chance. On the other hand, a high P-value suggests weak evidence against the null hypothesis, implying that the relationship may not be significant. Therefore, the P-value helps to assess whether the independent variables have a real impact on the dependent variable.

In this study, the P-value results provide crucial insights into the strength and validity of the relationships in the model. The significance of the relationships between the variables is determined by examining whether the P-values for the corresponding paths fall below the established threshold. This test is essential for validating the hypotheses of the study and ensuring that the findings are not due to chance. By conducting the P-value test, the analysis can confidently identify which relationships have meaningful impacts, supporting the robustness of the model and the reliability of the conclusions drawn from the data.

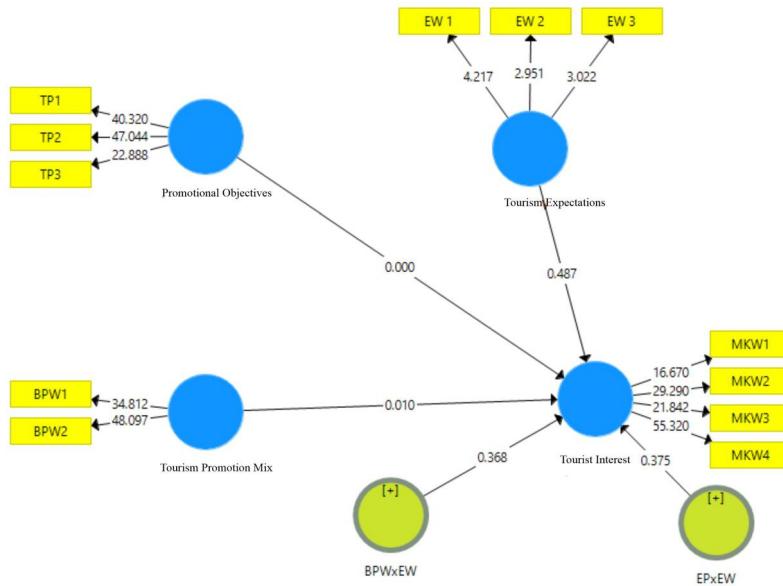


Figure 2. Path Framework
Source: Data Processed, 2024

Figure 2 illustrates the path framework used in the analysis, depicting the relationships between the key variables in the study. This framework shows the direct paths between the independent variables, such as promotion objectives and tourism promotion mix, and the dependent variable, tourist interest. It also includes the moderating effect of tourism expectations, which is tested to assess its impact on the relationships between the independent variables and tourist interest. The arrows represent the hypothesized relationships, with the strength and significance of each relationship evaluated using path analysis. This diagram serves as a visual representation of the model, providing clarity on how the variables are interconnected and how the analysis was structured to test the research hypotheses.

Table 3. The Result of Path Analysis

Mean, STDEV, T-Values, P-Values	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (—O/STDEV—)	P Values
TPM * TE → TI	-0.072	-0.054	0.080	0.900	0.368
TPM → TI	0.230	0.223	0.089	2.578	0.010
PO * TE → TI	0.062	0.053	0.070	0.887	0.375
TE → TI	-0.030	-0.038	0.043	0.695	0.487
PO → TI	0.598	0.601	0.068	8.785	0.000

Source: Data Processed, 2024

The Table 3 show that the relationship between TPM and TI is statistically significant, with a P-value of 0.010. This indicates that changes in the tourism promotion mix (TPM) have a positive impact on

TI, suggesting that improvements or adjustments in the promotion mix are likely to increase tourist interest. Similarly, the relationship between PO and TI is highly significant, with a P-value of 0.000. This demonstrates that promotion objectives (PO) have a strong influence on tourist interest. The low P-value indicates that the promotional strategies in place have a clear and measurable effect on the likelihood of tourists expressing interest in visiting the destination.

4.4. Moderation Analysis of TE

From the P-value test results, the relationship between TPM and TI shows a P-value of 0.010, which is significant. However, when TE is included as a moderator in this relationship, the P-value for the TPM * TE → TI interaction shows an insignificant result (0.375). This suggests that TE is unable to moderate the relationship between TPM and TI. Although TPM has a positive effect on TI, the presence of TE does not significantly increase or decrease this effect. This indicates that the positive effect of TPM on TI is independent of TE.

Similarly, the relationship between PO and TI is highly significant (P-value = 0.000). However, for the PO * TE → TI interaction, the P-value also shows an insignificant result (0.375). This indicates that TE is not able to moderate the relationship between PO and TI. The findings suggest that while PO plays an important role in improving TI, the presence of TE does not have a moderating effect.

Based on the analysis, it can be concluded that TE does not serve as a moderating variable in the relationships between TPM and TI, as well as PO and TI. Future research could explore other variables that may act as moderators or consider different contexts or conditions that might affect the interaction between these variables. For example, destination image or tourist satisfaction could be valuable moderating factors.

5. MANAGERIAL IMPLICATIONS

5.1. Effective Promotional Strategies

The findings of this study underscore the importance of effective promotional objectives and the tourism promotion mix in attracting tourist interest. For managers at Kebon Rojo Park, it is crucial to develop clear and targeted promotional goals that highlight the park's unique offerings, such as its natural beauty, family-friendly attractions, and local culinary experiences. Tailoring promotional campaigns around these key features can enhance the park's visibility and appeal to specific market segments. By aligning the promotion strategy with the park's strengths, managers can more effectively attract the attention of potential visitors and increase tourist interest.

5.2. Authenticity in Promotion

The study also reveals that tourism expectations do not serve as a moderating factor in the relationship between promotional activities and tourist interest. This suggests that while managing expectations can influence the visitor experience, the main focus for park managers should be on the accuracy and authenticity of promotional content. Ensuring that promotional materials, such as videos and advertisements, reflect the true experience of visiting the park will build trust with potential visitors. Providing a truthful representation of the park's offerings helps ensure that visitors' expectations are met, leading to higher satisfaction and positive reviews.

5.3. Multimedia Marketing and Personalization

In today's digital age, multimedia marketing, especially through videos, is a powerful tool for promoting tourist destinations. The study highlights the effectiveness of videos in providing a virtual experience that can engage potential visitors before they even arrive. For park managers, incorporating videos into social media campaigns and websites can expand the park's reach, particularly among tech-savvy audiences who rely on online research to make decisions. Additionally, personalized promotions that target specific groups, such as families, food enthusiasts, or adventure seekers, can enhance the park's appeal by offering tailored experiences that meet the needs and preferences of different visitor segments.

5.4. Sustaining Visitor Interest

Finally, the study suggests that even in the absence of strong expectations, tourists are still likely to visit Kebon Rojo Park if the promotional strategies are effective. This indicates that the park's marketing efforts should be continuous, ensuring that the destination remains in the public's mind. Managers should focus on regularly updating their promotional content, engaging visitors on social media, and promoting seasonal events

to maintain interest and encourage repeat visits. By consistently reinforcing the park's presence and offering new and exciting experiences, managers can foster long-term relationships with visitors and enhance the park's reputation as a top tourist destination.

6. CONCLUSION

Kebon Rojo Park, located in the city of Blitar, East Java, Indonesia, is a prominent tourist destination that offers a combination of natural and artificial attractions, including children's playgrounds and culinary experiences. The results of this study reveal that both promotion objectives and the tourism promotion mix have a significant impact on tourist interest in visiting the park. However, when tourism expectations (TE) are introduced as a moderating variable, the analysis indicates that TE does not significantly influence the relationship between promotion objectives and the tourism promotion mix on tourist interest. This suggests that while promotional efforts can effectively attract tourists, the expectations formed by those promotions do not necessarily amplify or reduce their impact on potential visitors' interest in the park.

In conclusion, the findings suggest that tourism expectations do not play a moderating role in this context. Tourist visits to Kebon Rojo Park will occur regardless of the strength of expectations. The promotion objectives and tourism promotion mix designed by the park's management have already proven to be effective in attracting tourists. While tourism expectations may be shaped by these promotional efforts, they do not directly influence tourist interest. Consequently, park managers should focus on ensuring that promotions authentically represent the actual conditions of the park. A truthful and accurate portrayal of the park's offerings is more likely to engage tourists, leading to higher satisfaction levels, repeat visits, and word-of-mouth recommendations to others to explore Kebon Rojo Park in Blitar.

7. DECLARATIONS

7.1. About Authors

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7.2. Author Contributions

Conceptualization: DW; Methodology: BS; Software: AD; Validation: DW and BS; Formal Analysis: AD; Investigation: DW; Resources: BS; Data Curation: BS; Writing Original Draft Preparation: RF; Writing Review and Editing: AD and BS; Visualization: BS; All authors, DW, BS, AD, and RF have read and agreed to the published version of the manuscript.

7.3. Data Availability Statement

The data presented in this study are available on request from the corresponding author.

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The authors received no financial support for the research, authorship, and/or publication of this article.

7.5. Declaration of Conflicting Interest

The authors declare that they have no conflicts of interest, known competing financial interests, or personal relationships that could have influenced the work reported in this paper.

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