Visiting Decision Model: Products, Prices, and Digital Marketing Through Consumer Satisfaction Visiting Decision in Tourism in Solok Regency

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A R T I C L E   I N F O

A B S T R A K

Sektor pariwisata sangat penting dalam pendapatan devisa negara, sektor pariwisata yang maju seharusnya didukung oleh produk, harga, dan bagaimana pariwisata tersebut melaksanakan pemasaran digitalnya. Akan tetapi akibat kurangnya produk, harga, dan pemasaran yang ditawarkan mengakibatkan sektor pariwisata di Kabupaten Solok mengalami penurunan kunjungan wisatawan. Tujuan penelitian ini adalah menganalisis faktor-faktor yang dianggap relevan untuk mempengaruhi keputusan berkunjung yaitu produk, harga, dan pemasaran digital. Jenis penelitian ini adalah penelitian kausal dengan metode pengumpulan data melalui survei dan penyebaran kuesioner, dan dengan sampel sebanyak 100 responden. Teknik analisis data yang digunakan adalah Structural Equation Modeling (SEM) menggunakan softwere SmartPLS 3.0 Uji Hipotesis dengan menggunakan SmartPLS 3.0. Hasil penelitian menyatakan bahwa variabel produk dan digital marketing berpengaruh positif dan signifikan terhadap keputusan berkunjung. Namun, harga tersebut menyatakan tidak mempengaruhi keputusan untuk berkunjung. Implikasi dari penelitian ini adalah pengelola pariwisata juga harus memprioritaskan perkembangan yang terjadi pada industri pariwisata agar objek wisata tidak tertinggal dalam menghadapi persaingan dengan objek wisata lainnya.

A B S T R A C T

The tourism sector is very important in the country's foreign exchange earnings, a developed tourism sector should be supported by products, prices, and how tourism carries out its digital marketing. However, due to the lack of products, prices, and marketing offered, the tourism sector in Solok Regency experienced a decrease in tourist visits. The purpose of this study is to analyze factors that are considered relevant to influence visiting decisions, namely products, prices, and digital marketing. This type of research is causal research with data collection methods through surveys and questionnaire dissemination, and with a sample of 100 respondents. The data analysis technique used is Structural Equation Modeling (SEM) using SmartPLS 3.0 software, Hypothesis Test using SmartPLS 3.0. The results stated that product variables and digital marketing had a positive and significant effect on visiting decisions. However, the price stated that it did not affect the decision to visit. The implication of this study is that tourism managers must also prioritize developments that occur in the tourism industry so that tourist attractions are not left behind in the face of competition with other tourist attractions.

1. INTRODUCTION

The development of the tourism sector with an international component creates dynamics of economic exchange between countries. One of the most important sectors in Indonesia is tourism, making a significant contribution to the country's national GDP. This can be seen when the national economy in 1997 experienced a global crisis so export revenues decreased drastically. With the tourism sector's contribution, it can increase from 10% to 17%, making Indonesia the largest foreign exchange earner based on Indonesian exports of goods and services. It ranks higher from 5th to 4th position, using ten billion dollars in foreign exchange earnings. Meanwhile, his contribution to GDP has surpassed 3.8%. When the multiplier effect is considered, tourism contributes about 9% of the GDP. The tourism sector is the fourth largest labor sector because it managed to absorb 10.18 million people or accumulated 8.9% of

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the total workforce (Dressler & Paunovic, 2019; Siregar et al., 2020). The Comparison of Foreign Tourism Expenditure and Domestic Tourism in Indonesia, 2016-2019 (Trilliun Rupiah), In 2016, domestic tourism expenditure reached 1,081.6 trillion rupiah, and continued to increase from year to year until 2019 reached 1,454.9 trillion rupiah (CAGR 7.7%). Meanwhile, the Proportion of Expenditure on International Tourism and Domestic Tourism by Tourism Products, 2019 (%). Most of the expenditures of foreign tourists visiting Indonesia in 2019 were intended for accommodation services for tourists and food and drink services. Meanwhile, domestic tourism expenditures are dominated by products for transportation services for passengers and food and drink services (Georgescu Paquin & Cerdan Schwitzguébel, 2021). West Sumatra Province has a variety of interesting cultures or it can also be referred to as local wisdom that has been entrenched in the people of West Sumatra Province. The west coast of the central part of the island of Sumatra lies West Sumatra. It features lowlands and volcanic plates on the west coast. Think of it as the obligatory Tunduak tradition in Solok Regency which the bride must do for her in-laws. This tradition is carried out by members of the bride's family who come with various types of luggage to be handed over to the groom's relatives. The peculiarity of the application of this tradition is shown by the configuration of groups of individuals who walk along the side of the city road to the house of the bride's in-laws while wearing black skating on the head (Hudson et al., 2015).

The group members who assist in the implementation of the Tunduak Tradition are limited to women who are close relatives of the bride. The purpose of this paper is to interpret the appearance of the bride and groom in the Tunduak Tradition. In addition, there is a practice of going down to the rice fields called the Mandabiah Kabau Nan Gadang rite which is carried out by the Nagari Koto Baru community to start the planting season. In addition, there is one local wisdom that is unique and is still firmly held by the people in West Sumatra, especially Solok Regency, namely the "Mandoa" tradition, this tradition is believed to have existed since the time of the ancestors and the Eid "Mandoa" is held after the Eid prayer. The "mandoa" invitation is usually addressed to those who are neighbors around the house, and there are many other local pearls of wisdom. So based on the phenomenon it is alleged that the interest in visiting is influenced by Product, Price, and Digital Marketing. This is in line with several previous studies including the results of hypothesis testing explain that in general the conclusions from the results of model testing applied to Jatim Park II in Batu City indicate that consumer satisfaction can be achieved through a marketing mix of services and innovation, consumer satisfaction produced by the company can improve marketing performance (Yadav & Pavlou, 2014). Then the results of the similar research show that there is a significant positive effect of natural and word-of-mouth tourist attractions on satisfaction, and satisfaction has a positive effect on repeat visits (Barratt et al., 2016). Based on the results of the Sobel test analysis, it is known that the variables of natural tourist attraction and word-of-mouth have a significant effect on satisfaction. Furthermore, the satisfaction variable has a significant effect on repeat visits.

Based on these results, it is recommended to improve the facilities and maintenance of tourist attractions and add cultural events that can be an attraction for visitors to visit Keep Pass tourism objects. Similar research uses digital marketing strategies using E-commerce, blogs, and social media to optimize digital marketing (Cole et al., 2017; Ponzoa & Erdmann, 2021). Hedonism combined with digital marketing with visual summaries can increase consumer appeal. In addition, it is also in line with several other studies which state that recently there has been a decline in visits to almost all tourist objects, both domestic and foreign (Grbovic et al., 2015; Tiago & Veríssimo, 2014; Trusov et al., 2016; Zhang et al., 2013). So based on previous studies that are in line with phenomena in the field, there are motives where expectations are not following existing reality, such as the expectations of tourism managers for an increase in tourist visits. Total number of tourists visiting Solok Regency in the past 5 years, the number has dropped dramatically every year. It is alleged that there are many causes for the unstable number of visits, just look at 2019 which is the lowest number of tourist visits, this is due to the emergence of the Corona Virus issue which has infected the whole world, especially Indonesia itself until finally, the WHO world health agency announced that the Corona Virus became pandemic outbreak in 2019. Instructions from the government and WHO institutions that require people to carry out activities at home to close tourist objects, have an impact on the interest of tourists to visit a tourist attraction. In addition, there are still many tourism spots in Solok Regency that still lack the attention of both the community and the local regional government. The drastic decrease in tourist visits to Solok Regency makes this a gap in this study. So, this research focuses on analyzing the factors that are considered relevant to influence the decision to visit, namely product, price, and digital marketing. The novelty in this study lies in the object under study, namely all existing tourist destinations with the research subjects being visiting tourists using the Structural Equation Modeling (SEM) approach. The results of this study are expected to contribute to the development of marketing science, especially in the tourism sector.

2. METHODS

This type of research is causal research, when exsogen variables are treated under control by researchers in order to evaluate their effects on endogenous variables directly, stating causal design is important in assessing how one variable impacts another variable. There are various exogenous and endogenous variables in the quantitative method of this study based on the Structural Equation Modeling (SEM) analysis model. Primary and secondary data are used to collect information relevant to this research. Tourists in Solok Regency are given a series of questions (Questioner) to collect primary data. Secondary data on tourist visits was obtained through the ministry of tourism.go.id, the Solok Regency Central Statistics Agency (BPS), West Sumatra BPS, and the Solok Regency Tourism Office. Structural Equation Modeling (SEM) When previous analysis models, examples of regression analysis, path analysis, and confirmatory factor analysis, were limited, new multivariate analysis techniques were developed.

Analyzing the impact of one or more independent variables on the dependent variable is the goal of regression analysis. Due to the large number of variables involved, regression analysis cannot be used to perform an effects analysis. By using path analysis, it is possible to determine the order of completion of the three variables. Path analysis can be used to determine the effect of the independent variable on the dependent variable, either directly or indirectly. The following are the stages of SEM data analysis using SmartPLS 3.0 software: (1) Model Specifications; (2) Measurement Model Evaluation; (3) Measurement Model Structure. The application of SEM in each stage starts from the Outer model which describes the relationship between the indicator blocks and their latent variables by describing the outer model (Sugiyono, 2017). The latent variables and their indicators are linked in this model, which can be considered as an external model that describes the relationship between different variables (Heath et al., 2020). Then the Inner Model, or structural model, also known as the inner relationship, is a description of the relationship between latent variables according to the substantive theory of research and is presented below. Latent variables and manifest variables are assumed to have a mean of zero and a variance of one unit, so location parameters (parameter constants) can be removed from the model without losing their general character. For the dependent variable, using the R-square, Stone-Geisser Q-Square Test, and the importance of structural path parameter coefficients to evaluate the model. First, the R-square for each dependent latent variable is calculated using PLS. There is no difference between this view and regression. Changes in the R-square value can be used to determine whether the independent latent variable has a substantive effect on the dependent latent variable. The Partial Least Square (PLS) model was also examined by looking at the predictive relevance of Q-square for the constructive model. The ability of the model to accurately produce observed values and estimated parameters is measured by the Q square formula (van Gestel et al., 2012).

3. RESULTS AND DISCUSSIONS
Results
Descriptive Analysis

This study will discuss the effect of the product, price, and digital marketing on consumer satisfaction with the decision to visit as an intervening variable on consumers. This analysis will interpret the data and answers given by respondents to the characteristics of respondents, namely consumers. This is done to analyze the demographic data of respondents based on predetermined criteria such as gender, age, last education, and income. In this study, there were 100 questionnaires distributed to 100 respondents. For more details, the following will describe the characteristics of the consumer respondents. To make it easier to understand the findings of this study, the following research will present the percentage of the majority of answers from each respondent who is used as the object of this study regarding self-identification. Descriptive statistics explain the scale of respondents' answers as measured by the average value (mean), variance, minimum maximum, and Respondent's Level of Achievement. Descriptive statistics in this study (Kanwel et al., 2019).

Respondents' Level of Achievement

Descriptive statistics explain the scale of respondents' answers as measured by the average value (mean), variance, minimum maximum, and Respondent's Level of Achievement. Descriptive statistics in this study are presented in Table 1.

Table 1. Respondent's Level of Achievement

Variable	N	Minimum	Maximum	Mean	TCR
Consumer Satisfaction	100	18	50	40.43	80.86
Product	100	22	50	41.28	82.56

Variable	N	Minimum	Maximum	Mean	TCR
Price	100	21	50	41.41	82.82
Decision to visit	100	15	50	40.13	80.26
Digital Marketing		22	50	42	84
Valid N (listwise)	100				

Table 1 explains that the number of respondents (n) is 100 people, for the consumer satisfaction variable has the highest value of 50, the lowest value of 18 with an average value of 40.43, and TCR of 80.86 which is in the good category. So that it can be concluded that the respondents' understanding of consumer satisfaction is classified as good. Product variable has the highest value of 50, the lowest value of 22 with an average value of 41.28, and TCR of 82.56 which is in the good category. So that it can be concluded that the respondents' understanding of the product is classified as good. Price variable has the highest value of 50, the lowest value of 21 with an average value of 41.41, and a TCR of 82.82 which is in the good category. So that it can be concluded that respondents' understanding of prices is classified as good. The Visiting Decision variable has the highest score of 50, the lowest value of 15 with an average value of 40.13, and a TCR of 80.26 which is in the good category. So that it can be concluded that the respondents' understanding of the decision to visit is classified as good. The digital marketing variable has the highest value of 50, the lowest value of 22 with an average value of 42, and a TCR of 84 which is in the good category. So, it can be concluded that the respondents' understanding of digital marketing is quite good.

Research Data Analysis
Outer Loadings Assessment with Convergent Validity for Visiting Decision Variables

Research on consumer satisfaction variables in this study is explained by 10 statement items that have been tested in the previous questionnaire test. Where the statement item is denoted by (Y) Visiting Decision. The outer loadings test aims to see the correlation between item or indicator scores and variable scores or constructs. A statement item is said to be valid if it has a convergent validity value above 0.6. The following is an attachment to the results of data processing from SmartPLS:
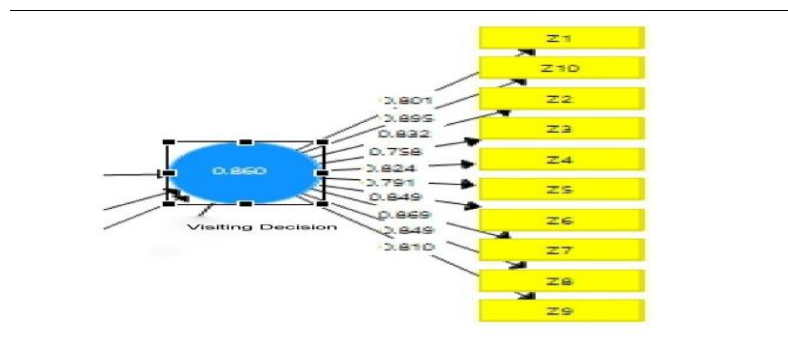

Figure 1. Outer Loadings Visiting Decision Variable

Based on the results of the outer loading data test using SmartPLS, the correlation value between the statement items and the latent variable is the Visiting Decision variable as shown in Figure 1. In general, a decent or valid convergent validity value has been found, where each of the existing statement items has a convergent validity value above 0.6. The following is the value of the outer loadings of each statement item for the Visiting Decision Variable in Table 2.

Table 2. Outer Loadings Value of Visiting Decision Variable (Y)

| Description	Original Sample (O)	Information
Y1	0.797	Valid
Y2	0.888	Valid
Y3	0.883	Valid
Y4	0.887	Valid
Y5	0.883	Valid
Y6	0.857	Valid
Y7	0.671	Valid
Y8	0.838	Valid

Description	Original Sample (O)	Information
Y9	0.898	Valid
Y10	0.828	Valid

From the Table 2, it can be seen that all items in the statement of the Visiting Decision variable (Y) have a convergent validity value or an original sample estimate value above the value of 0.6. For this reason, it can be concluded that all existing items already have good or measurable validity to represent the Visiting Decision variable in the hypothesis assessment.

Outer Loadings Assessment with Convergent Validity for Product Variables

The product variable research in this study is explained by 10 statements that have been tested in the previous questionnaire test. Where the statement item is denoted by X1 (Product). The outer loadings test aims to see the correlation between item or indicator scores and variable scores or constructs. A statement item is said to be valid if it has a convergent validity value above 0.6. The following is an attachment to the results of data processing from SmartPLS.
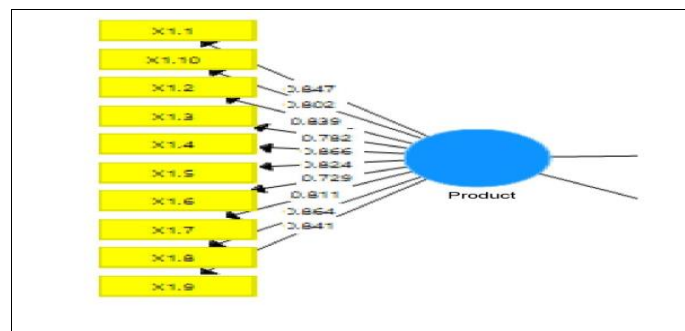
Figure 2. Product Variable Outer Loadings (X1)

Based on the results of the outer loadings data test using SmartPLS, the correlation value between the statement items and the latent variable is the product variable as shown in Figure 2. In general, a decent or valid convergent validity value has been found, where each of the existing statement items has a convergent validity value above 0.6. The following is the value of the outer loadings of each statement item for the product variable in Table 3.

Table 3. Product Variable Outer Loadings Value (X1)

Description	Original Sample (O)	Information
X1.1	0.847	Valid
X1.2	0.839	Valid
X1.3	0.782	Valid
X1.4	0.866	Valid
X1.5	0.824	Valid
X1.6	0.729	Valid
X1.7	0.811	Valid
X1.8	0.864	Valid
X1.9	0.841	Valid
X1.10	0.802	Valid

From the Table 3, it can be seen that all items in the Product variable statement (X1) have a convergent validity value or an original sample estimate value above the value of 0.6. For this reason, it can be concluded that all existing items already have good or measurable validity to represent product variables in hypothesis assessment.

Outer Loadings Assessment with Convergent Validity for Price Variables

The research on the price variable in this study is explained by 10 statements that have been tested in the previous questionnaire test. Where the statement item is denoted by (X2) Price. The outer loadings test aims to see the correlation between item or indicator scores and variable scores or

constructs. A statement item is said to be valid if it has a convergent validity value above 0.6. The following is an attachment to the results of data processing from SmartPLS.
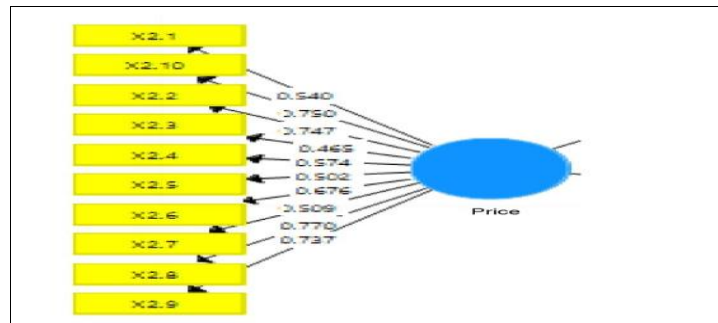

Figure 3. Price Variable Outer Loadings (X2)

Based on the results of the outer loadings data test using SmartPLS, the correlation value between the statement items and the latent variable is the price variable as shown in Figure 3. In the price variable, there are several valid and invalid variables. The following is the value of the outer loadings of each statement item for the price variable in Table 4.

Table 4. Value of Outer Loadings Price Variable (X2)

Description	Original Sample (O)	Information
X2.1	0.540	Invalid
X2.2	0.747	Valid
X2.3	0.465	Invalid
X2.4	0.574	Invalid
X2.5	0.502	Invalid
X2.6	0.676	Valid
X2.7	0.509	Invalid
X2.8	0.77	Valid
X2.9	0.737	Valid
X2.10	0.750	Valid

From the Table 4, it can be seen that X2.2, X2.6, X2.8, X2.9, and X2.10 item price variable statements (X2) have convergent validity or original sample estimate values above 0.70 and for X2 .1, X2.3, X2.4, X2.5 and X2.7 therefore, question items below 0.70 are eliminated and are not used in further analysis or do not carry out the results after the elimination.

Outer Loadings Assessment with Convergent Validity for Digital Marketing Variables

Research on digital marketing variables in this study is explained by 10 statement items that have been tested in the previous questionnaire test. Where the statement item is denoted by X3. The outer loadings test aims to see the correlation between item or indicator scores and variable scores or constructs. A statement item is said to be valid if it has a convergent validity value above 0.6. The following is an attachment to the results of data processing from SmartPLS:
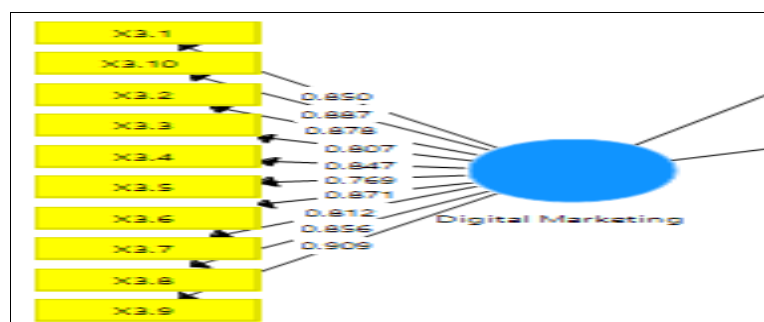

Figure 4. Outer Loadings Variable Digital Marketing (X3)

Based on the results of the outer loadings data test using SmartPLS, the correlation value between the statement items and the latent variable is the product variable as shown in Figure 4. In general, a decent or valid convergent validity value has been found, where each of the existing statement items has a convergent validity value above 0.6. The following is the value of the outer loadings of each statement item for the product variable in Table 5.

Table 5. Value of Outer Loadings Digital Marketing variable (X3**)**

Description	Original Sample (O)	Information
X3.1	0.850	Valid
X3.2	0.878	Valid
X3.3	0.807	Valid
X3.4	0.847	Valid
X3.5	0.769	Valid
X3.6	0.871	Valid
X3.7	0.812	Valid
X3.8	0.856	Valid
X3.9	0.909	Valid
X3.10	0.887	Valid

From the Table 5, it can be seen that all digital marketing variable statement items (X3) have convergent validity values or original sample estimate values above the value of 0.6. For this reason, it can be concluded that all existing items have good or measurable validity to represent digital marketing variables in hypothesis assessment.

Outer Loadings Assessment with Convergent Validity for Consumer Satisfaction Variables
The research on visiting decision variables in this study is explained by 10 statements that have been tested in the questionnaire trials that were previously conducted. Where the statement item is denoted by (Z) the Consumer Satisfaction. The outer loadings test aims to see the correlation between item or indicator scores and variable scores or constructs. A statement item is said to be valid if it has a convergent validity value above 0.6. The following is an attachment to the results of data processing from SmartPLS:
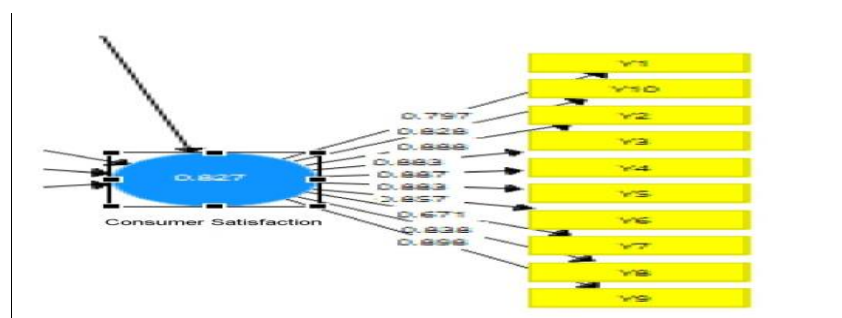
Figure 5. Outer Loadings Variable Consumer Satisfaction (Z)

Based on the results of the outer loadings data test using SmartPLS, the correlation value between the statement items and the latent variable is the Consumer Satisfaction variable as shown in Figure 5. In general, a decent or valid convergent validity value has been found, where each of the existing statement items has a convergent validity value above 0.6. (Affandy, 2017). The following is the value of the outer loadings of each statement item for the visiting decision variable in Table 6.

Table 6. Value of Outer Loadings Decision to visit (Z)

Description	Original Sample (O)	Information
Z1	0.801	Valid
Z2	0.832	Valid
Z3	0.758	Valid
Z4	0.824	Valid
Z5	0.791	Valid

Description	Original Sample (O)	Information
Z6	0.849	Valid
Z7	0.869	Valid
Z8	0.849	Valid
Z9	0.81	Valid
Z10	895	Valid

Source: Outer Loadings Test Results

From the Table 6, can be seen that all items in the statement of the Consumer Satisfactionvariable (Z) have a convergent validity value or an original sample estimate value above the value of 0.6. For this reason, it can be concluded that all existing items already have good or measurable validity to represent Consumer Satisfactionvariables in hypothesis assessment.

Average Variance Extracted (AVE) Assessment
The validity criteria of a construct or variable can also be assessed through the Average Variance Extracted (AVE) value of each construct or variable. A construct is said to have high validity if its value is above 0.50 (Hristoforova et al., 2019). The following will present the AVE values for all constructs (variables) in the Table 7.

Table 7. Average Variance Extracted (AVE) Value

Variable	Average Variance Extracted (AVE)
Consumer Satisfaction	0.715
Product	0.675
Price	0.643
Digital Marketing	0.721
Decision to visit	0.687

Source: Outer Model Test Results

Based on the table, it can be concluded that all the constructs or variables above meet the criteria of good validity. This is indicated by the Average Variance Extracted (AVE) value above 0.50 as recommended criteria.

Reliability Assessment
After knowing the level of validity of the data, the next step is to determine the level of data reliability or the level of reliability of each construct or variable. This assessment is done by looking at the composite reliability value and the Crombach alpha value. The value of a construct is said to be reliable if it provides a composite reliability value and Cronbach alpha > 0.70 (Petit et al., 2019). The results of the reliability test are presented in the Table 8.

Table 8. Reliability Value

Variable	Composite Reliability	Cronbach's Alpha	Information
Consumer Satisfaction	0.961	0.955	Reliable
Product	0.954	0.946	Reliable
Price	0.900	0.868	Reliable
Digital Marketing	0.963	0.957	Reliable
Decision to visit	0.956	0.949	Reliable

Source: Reliability and Validity Test Results

Based on the SmartPLS output in the Table 8, it has been found that the composite reliability value and the Cronbach alpha value for each construct or variable are large from 0.70. Thus, it can also be concluded that the level of data reliability is good or reliable.

Inner Model Testing (Structural Model)
The next testing process is testing the inner model or structural model which aims to determine the relationship between constructs as hypothesized. The structural model was evaluated by considering

the R-Square value for the endogenous construct from the effect it received from the exogenous construct. The following is the structural model of the test results using SmartPLS.
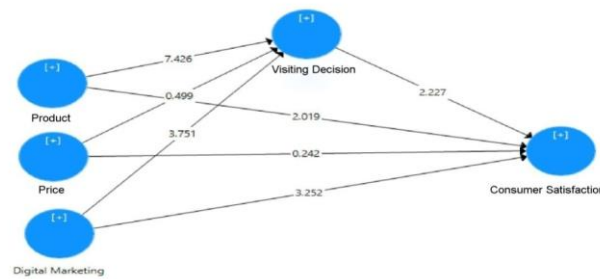

Figure 6. Structural Model

Based on the Figure 6, it can be seen the structure of the model in this study, and more details on the structure of the model above, it can be seen based on the results of data processing in Table 9.

Table 9. Result for Path Coefficient

	Original Sample (O)	Sample Average (M)	Standard Deviation (STDEV)	T Statistics (| O/STDEV |)	P Values
Digital Marketing -> Consumer Satisfaction	0.479	0.471	0.109	4.392	0.000
Digital Marketing -> Visiting Decisions	0.228	0.214	0.104	2.202	0.028
Price -> Consumer Decision	0.039	0.004	0.048	0.809	0.419
Price -> Visiting Decision	0.037	0.000	0.048	0.773	0.440
Customer Satisfaction -> Visiting Decision	0.226	0.249	0.121	1.870	0.062
Products -> Consumer Satisfaction	0.447	0.458	0.106	4.225	0.000
Products -> Visiting Decisions	0.511	0.501	0.106	4.816	0.000

Next, as previously explained, the assessment of the inner model is evaluated through the R-Squared value, to assess the effect of certain exogenous latent constructs on the endogenous latent constructs and whether they have a substantive effect. The following is the estimated R-Square in Table 10.

Table 10. Evaluation of R Square

Variable	R Square
Consumer Satisfaction	0.827
Visit Decision	0.858

Source: R Square Test Results

In Table 10, it can be seen that the R-Square value for the consumer satisfaction construct is 0.827 or 82.7% which illustrates the magnitude of the influence received by the consumer satisfaction construct from product constructs, prices, digital marketing, and visiting decisions or is the simultaneous influence of product and price constructs on consumer satisfaction. Meanwhile, the decision to visit was 0.858 or 85.8% indicating the magnitude of the influence given by products, prices, and digital marketing in explaining or influencing consumer satisfaction. The higher the R-Square value, the greater the ability of the exogenous construct to explain the endogenous variables so the better the structural equations formed.

Path Coefficient Hypothesis Testing

Path Coefficient to assess the direct effect, namely the effect of certain exogenous constructs on certain endogenous. In testing the hypothesis, it can be seen that the t-statistical value and alpha value (p-value) are generated, with the t-table used in this study being 1.96 and the p-value being 0.05. accept the

proposed hypothesis with the criteria for evaluating the hypothesis (De Pelsmacker et al., 2018). Ha is accepted. H0 is rejected if t-statistics > 1.96 and p-value <0.05 and H0 is accepted. Ha is rejected if t-statistics < 1.96 and p-value > 0.05. The following is the path coefficient value from the test results using smart PLS 3 which has been presented in Table 11.

Table 11. Result For Path Coefficient

Description	T Statistic	P Values	Information
Digital Marketing -> Consumer Satisfaction	3.252	0.001	Hypothesis Accepted
Digital Marketing -> Visiting Decision	3.751	0	Hypothesis Accepted
Price -> Customer Satisfaction	0.242	0.809	Hypothesis Rejected
Price -> Visiting Decision	0.499	0.618	Hypothesis Rejected
Visit Decision -> Customer Satisfaction	2.227	0.026	Hypothesis Accepted
Products -> Consumer Satisfaction	2.019	0.044	Hypothesis Accepted
Product -> Visiting Decision	7.426	0	Hypothesis Accepted

Source: Path Coefficient Test Results

Discussion

There is a positive and significant influence of the product on the decision to visit Tourism in Solok Regency consumers. It can be seen that the t-statistics is 7.426 and the t-table is 1.96, where the t-statistic is greater than the t-table (7.426 > 1.96) with a p-value (0.000 < 0.05) so that H0 is rejected and H1 is accepted. This research is in line with previous research which shows that the product variables have a significant and positive effect on visiting decisions (Ernawati, 2021; Manurung et al., 2018). The dominant statement on the product is X1.1 where the product quality of Tourism in Solok Regencyis better than other coffee shops. This underlies that the quality of the coffee provided is of the best quality. The recommendations that can be given are to maintain the current product quality and provide the latest variants to eliminate consumer saturation.

There is no positive and significant effect of price on the decision to visit Tourism in Solok Regency Consumers. It can be seen that the t-statistic is 0.499 and the t-table is 1.96 where the t-statistic is greater than the t-table (0.499 > 1.96) and the p-value (0.618 < 0.05) can be obtained H0 is accepted and H2 is rejected. If we look at the mean value of the questionnaire, consumers think that the price ofTourism in Solok Regencyis a little expensive compared to others. This is a recommendation for the Solok Regency, which can reduce product prices or increase product value in terms of appearance, taste, and variants so that high prices are in line with consumer expectations. The results of this study are not in line with other research which stated that the price variable had a positive and significant effect on the visiting decision variable (Pham & Ho, 2015).

There is a positive and significant influence of digital marketing on the decision to visit Tourism in Solok Regency Consumers. It can be seen that the t-statistics is 3751 and the t-table is 1.96 where the t-statistics is greater than the t-table (3,751 > 1.96) with a p-value (0.000 < 0.05) then it can be obtained that H0 is rejected and H3 is accepted. This is in line with previous research which showed that digital marketing has a significant and positive effect on visiting decisions (Basri et al., 2016; Følstad & Kvale, 2018). The dominant statement in digital marketing is X3.3 where consumers think that they can communicate with Tourism in Solok Regencythrough social media. This underlies that the use of social media is highly recommended in maintaining communication with consumers, receiving complaints, and promoting new variants. There is a positive and significant effect of the product on consumer satisfaction inTourism in Solok Regencyconsumers. It can be seen that the t-statistic is 2.019 and the t-table is 1.96 where the t-statistic is greater than the t-table (2.019 > 1.96) and the p-value (0.044 < 0.05) can be obtained H0 is rejected and H4 is accepted. The results of this study are in line with the other research that found that the product variable had a positive and significant effect on consumer satisfaction (Y. C. Chen et al., 2014; Gök et al., 2019). If the highest respondent's achievement is related to product and customer satisfaction, it can be concluded that consumers are satisfied with the price given if it is accompanied by good quality as well. This is a recommendation for Tourism in Solok Regencyto maintain and precede customer satisfaction by serving the best coffee. There is no positive or significant effect of price on consumer satisfaction with Tourism in Solok Regencyconsumers. It can be seen that the t-statistic is 0.242 and the t-table is 1.96 where the t-statistic is smaller than the t-table (0.242 < 1.96) and the significant level is greater than the p-value (0.809 > 0.05) so it can be obtained H0 accepted and H5 rejected. Different from the results of other studies which state that there is a positive effect of price on consumer satisfaction (Camilleri, 2018; Simanjuntak, 2022). There is a positive and significant effect of

digital marketing on consumer satisfaction inTourism in Solok Regency consumers. It can be seen that the t-statistic is 3.252 and the t-table is 1.96, where the t-statistic is greater than the t-table (3,252 > 1.96) and the p-value (0.001 < 0.05) then it can be obtained that H0 is rejected and H6 is accepted. If it is connected with the dominant questionnaire statement in digital marketing and consumer satisfaction, it will be concluded that consumers easily find out the new variant of social media used by the Solok Regency. This is a recommendation that Tourism in Solok Regencyshould continue to promote its products on social media, both about the benefits of drinking coffee, the latest coffee variants, and other benefits. The results of this study are in line with other research stated that digital marketing has a positive and significant effect on consumer satisfaction (Bhuiyan & Darda, 2020; Sivarajah et al., 2015).

There is a positive and significant influence on the decision to visit the consumer satisfaction of the consumers of the Solok Regency. It can be seen that the t-statistic is 2.227 and the t-table is 1.96 where the t-statistic is greater than the t-table (2.227 > 1.96) and the p-value (0.026 < 0.05) can be obtained H0 is rejected and H7 is accepted. If it is connected with the dominant questionnaire statement on the decision to visit and consumer satisfaction, it will be concluded that consumers make visits after comparing with other coffee shops and deciding to choose the Tourism in Solok Regency because of the coffee variant they have. This is a recommendation that Tourism in Solok Regency must still be ahead of other competitors. The results of this study are in line with similar research which stated that the visiting decision variable had a positive and significant effect on consumer satisfaction (R. Chen, 2013; Yadav et al., 2013). There is a positive and significant effect of the product on consumer satisfaction through the decision to visit Tourism in Solok Regency consumer. It can be seen that the t-statistics are 2.237 and the t-table 1.96 where the t-statistic is greater than the t- table (2.237 > 1.96) and the p-value (0.026 > 0.05) can be obtained H0 is rejected and H8 is accepted. So that it can be concluded that the visiting decision variable mediates between the product variables and consumer satisfaction. The results of this study are in line with previous research which stated that the visiting decision variable mediates between product variables and consumer satisfaction (Trusov et al., 2016; Xu et al., 2016).

There is no positive and significant effect of price on consumer satisfaction through the decision to visit Solok Regency consumers. It can be seen that the t-statistic is 0.467 and the t-table is 1.96 where the t-statistic is smaller than the t-table (0.467 < 1.96) and the p-value (0.641 > 0.05) can be obtained H0 is accepted and H9 is rejected. Different with the results of this, similar research stated that the decision to visit mediates price on consumer satisfaction (Simmons et al., 2013; Tandoc Jr & Vos, 2016). There is no positive and significant effect of digital marketing on consumer satisfaction through the decision to visit Tourism in Solok Regency Consumer. It can be seen that the t-statistic is 1.724 and the t-table is 1.96 where the t-statistic is smaller than the t-table (1.724 < 1.96) and the p-value (0.085 > 0.05) can be obtained H0 is accepted and H10 is rejected. The results of this study are not in line with previous research which found that the visiting decision variable mediates the price variable on consumer satisfaction (Neri et al., n.d.; Sánchez-Teba et al., 2020).

4. CONCLUSION

The results of the study stated that the product and digital marketing variables had a positive and significant effect on the decision to visit. However, the stated price did not affect the decision to visit. This may be because consumers prefer quality over price. It is hoped that parties interested in increasing consumer visiting decisions can focus on increasing the variables that influence visiting decisions, especially on the variables examined in this study such as Product, Price, and Digital Marketing by increasing the indicators of these variables. Of course, it is hoped that this research will have a positive impact on the development of increasing tourist visits to all tourist destinations in Solok Regency, so that it will also have an impact on the regional economy and the surrounding community.

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