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Keywords: *online promotion, perception of tourists, stay back.*

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Effect of Promotion Online Destinations East West Nusa of Perception and Tourists Return Visit from Developed Countries

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Abstract- The purpose of this study was: (1) Demonstrate and analyze the effect of promotion online destinations West Nusa Tenggara to the perception of tourists from developed countries. (2) Demonstrate and analyze the effect of promotion online destinations to visit West Nusa back tourists from developed countries. (3) Demonstrate and analyze the influence traveler perception developed countries of West Nusa Tenggara on a return visit of tourists from developed countries. This type of research is quantitative research is associative. Methods of data collection conducted by researchers namely through surveys. sample in this research is the criteria were 30 samples with tourists who come from developed countries and make a return visit to the West. The data collection tool used in this study was a questionnaire. using analysis Partial Least Squares (PLS). conclusions of research that can be taken are: (1) Promotion Online has a positive and significant impact on the perception of tourists from developed countries. (2) Promotion Online has a positive effect but not significant Visits Back Tourists from developed countries. (3) Perception Travelers have a positive and significant impact on Return Visits Travelers from developed countries.

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I. Preliminary

Tourism is an important part that can not be separated from human life, particularly with respect to social and economic activities. Many developing countries, including Indonesia, also enjoy the impact of increased tourism. An increase in tourism is a major impact on economic growth tourist destination countries for being able to provide employment, income, living standards and prosperity and can enable other sectors. For a developing country like Indonesia, with tourism, it will increase the country's foreign exchange resources are used for sustainable development (Waru, 2015).

Indonesia is a country rich in resources and potential maritime with all the natural resources, ethnic and culturally diverse and unique so as to make Indonesia's tourism sector is highly prospective for a visit. The development of the tourism industry is an interesting phenomenon. Although tourism is also a sector that is very sensitive to changes that occur either internally or externally influence the amount and the desire of tourists to visit again.

Since 2011 until now, the Indonesian government through relevant ministries branding Indonesia with a brand of "Wonderful Indonesia". Branding Indonesia through Wonderful Indonesia is a way to introduce and sell Indonesia to bring the five elements of Indonesian tourism that is nature, culture, people, food, and financial value. All the elements are combined with a message that Indonesia is a fascinating country. Branding strategies have to make Indonesia better known and different for tourists (Febrina, 2018). Their branding of tourism in Indonesia is expected to grow.

One area that has the potential of tourism in Indonesia is West Nusa Tenggara province. West Nusa Tenggara (NTB) is a popular tourist destination that has good tourism potential in the lower mainland, the coast and the mountains (Mariah, et al., 2019). In addition to its natural beauty, NTB or known by the diversity of her tribe consists of three parts namely Sasak, Samawa, and Mbojo (Sasambo). NTB offers many attractions that can be visited such as Mount Rinjani, Gili Trawangan, Mount Tambora, Sasambo cultural, recreational marine tourism, and much more. NTB has great potential for tourism development, as well as a center for the development and travel, as well as a gateway in eastern Indonesia.

West Nusa Tenggara progress rapidly increasing tourism, in this case, is supported by the election of Lombok Island as the champion in the event the World Halal Travel Award 2015 in the category of World's Best Halal Honeymoon Destination and World's Halal Tourism destination in the United Arab Emirates (Junaidi, 2015). Subarkah (2018) explains that this is the type of tourism travel segment by delivering basic needs required by Muslim travelers with Islamic law. But the halal tourism facilities can also be enjoyed by tourists who are not Muslim, because the whole essence of the facilities which are intended only refers to facilities with label food nor drink kosher, kosher restaurants, and hotels sharia. Nugroho and Suteja (2018) describe the award as it has changed the trend of tourism in Indonesia, where it will have an impact on the perception and the return visit of tourists to the NTB.

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The promotion has been done by the local government, central government, and party activists in West Nusa Tenggara tourism including Lombok Sumbawa promotional Great Sale which has been held on 28 January 2019-28 February 2019. This promotion is a promotional event for any foreign tourists and tourist archipelago who want to visit Lombok, Sumbawa will get a discount on tickets, tour packages, even discount shopping. At the time these events travelers will be pampered with all the ease and pleasure of shopping. So that any such sale is expected to affect the perception of tourists about destinations within West Nusa Tenggara. Not less well with the strategy undertaken by the Department of Tourism (Dispar) East Lombok, where Dispar East Lombok ensures not remain silent in the pass promotion of tourism. Among that has been done is to form volunteer tourism marketing. This is done in order to improve the promotion. Volunteers will be moved to conduct tourism promotion online by using social media to promote Lotim travel to adorn your Facebook page, Twitter, Instagram and another social media account (SuaraNTB.com, 2019).

The number of tourists from developed countries with the highest rating is originally from Australia and then in the second and third-placed England namely Germany. Traveler existence of developed countries that have been in 2018 hope after 2018 can make a return visit to the West. In which the citizens of the developed countries are characterized by a high per capita income levels, security is guaranteed, ensuring the health, size of the unemployment rate, the advance of science and technology, as well as the level of exports is higher than the import (Diniari, 2018). Thus the likely travelers from developed countries have an opportunity to make a return visit to the tourist destinations in West Nusa Tenggara.

Some previous studies among others Mardiyani and Murwatiningsih (2015); Nuraeni (2016) showed that the promotion of a significant effect on a return visit. However, research Pupuani and Sulistyawati (2013) showed that the promotion effect is not significant to the return visit of tourists. Another research associate with the perception variable return visit, in which the results showed that the perception of a significant effect on a return visit (Widiana, et al, 2012). In contrast to the results of research Fahriani (2014) found different results where the perception not significant effect on a return visit. David's research (2013) shows that the promotional effect on perception.

Diverse research results from previous studies prompted researchers to re-examine these variables. Moreover, there is no research that connects the online promotion variables, the perception of tourists and a return visit tourist specifically studied in developed countries, as a proxy for a return visit travel. Based on the description the purpose of this study was to verify and analyze the effect of promotions online destinations on the perception of West Nusa Tenggara and return visits of tourists from developed countries. The purpose of this research is (1) Prove and analyze the effect of promotion online destinations West Nusa Tenggara to the perception of tourists from developed countries. (2) Prove and analyze the effect of promotion online destinations to visit West Nusa back tourists from developed countries. (3) Proving the perception of tourists and analyze the effect of developed countries to visit the West Nusa Tenggara back tourists from developed countries.

II. Literature Review

a) *Tourism Destinations*

According to Witt and Mountinho (1994) appeal of a tourist destination is the main motivation for tourists to visits. According grouped into five tourist destinations appeal, namely:

1) Natural attractions (natural attraction) that includes the natural landscape land, sea landscapes, beaches, climate or weather.
2) Tourist attraction in the form of the architecture of the building (building attraction) that includes buildings and historic architecture, buildings and modern architecture, archeology.
3) Tourist attraction managed dedicated (managed visitor Attractions), which covers the regional heritage industry, such as those in Britain, America Theme Park, Darling Harbor, Australia.
4) Cultural tourist attraction (cultural attraction) which includes theaters, museums, historical places, customs, religious places, special events such as festivals and historic drama (pageants), and heritage as the heritage of cultural relics.
5) Social tourist attraction like the lifestyle residents in tourist destinations.

One area that has developed the tourism world West Nusa Tenggara province. NTB progress rapidly increasing tourism, in this case, is supported by the election of Lombok Island as the champion in the event the World Halal Travel Award 2015 in the category of World's Best Halal Honeymoon Destination and World's Halal Tourism destination in the United Arab Emirates (Junaidi, 2015). Islamic Tourism is one form of culture-based tourism that emphasizes the values and norms of Islamic Shari'ah as a fundamental point. The value of Islamic law as a shared trust and confidence that Muslims become baselines in developing tourism activities. (Widagdyo, 2015).

b) *Online Promotion*

Online promotion is the promotion of the use of a digital device marketing that can reach all people, with a relatively affordable or use fees at all and is used to create a community, build relationships, and exchange information with fellow users of social media within a

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period not limited (Pamungkas, 2016). According to Ariani and Banjarnahor (2018), online promotion is marketing using digital technology or the Internet to achieve marketing goals, including efforts to develop or adjustment of the marketing concept itself, to communicate in a global network, changing the way companies do business with customers and promote a web business for commercial purposes.

Basically promotion is an effort in the field of information, urge, persuade and communication and it can be said that the sale is a two-way exchange of information between the parties - the parties involved. For companies that produce products or services, then the interactions that occur between companies and consumers only realized through the communication process. Online promotion is the process of the activities carried out by the (company) in offering goods or services that are introduced or advertised through online media (internet), so there is no face to face between buyers and sellers.

c) Perception Travelers

Paludi (2016) explains that the perception of destinations is a number of images, beliefs, and thoughts of travelers to a destination that involves a wide range of products and attributes related to tourist destinations. The perception of tourists can be seen when there is a strong link between a tourist destination with tourists to tourism activities. Pull one's motivation and destinations strong power, will make potential tourists candidates are increasingly interested in traveling to a destination. If this happens, it means that all the elements that are in the tourism system are functioning properly. Furthermore, after the tourists come to a destination,

The perception of prospective tourists will arise after reading the information on the object to be visited. Before the visit, tourists always learn attractions that would be the goal. Prospective travelers will consider various alternatives that exist in accordance with the criteria and motivation travel journey so it can make the right decisions. In an effort to recognize the area as a tourist or a tourist attraction tour destination, tourists learn the information obtained through advertising, books and friends/relatives. Such information will be tailored to your goals and desires in traveling, if these things have not been in accordance with his wishes, he will find other alternatives (Nieamah, 2014).

d) Revisit

Been essentially an inner urge to revisit a place or region of interest such person. Relation to tourism theory been drawn from the theory of purchasing the product, resulting in some categories of purchase that can be applied in a visit (Suwarduki, et al (2016). Bachtiar (2016) explains that to come back is a behavior that emerged in response to the object shown to customers to make repeat visits.

The visit is a matter in the minds of consumers to make a visit to a place. Persistence may arise if consumers have reached a point to settle on the initial visit they have done. If acquired by consumers away than expected, then they will lose the desire to use the services provided by a company. However, if the services are enjoyed by consumers to meet or even exceed the level of their interest, then they will tend to reuse these services products (Rangkuti, 2002 in Yunantias, 2015).

Relation to the world of tourism, purchasing decisions are assumed to be a decision been so theories regarding purchasing decisions are also used in the decision to visit. Purchasing the decision process of integration that combines the knowledge to evaluate the behavior of two or more alternatives and choose one of them (Peter and Olson, 2000: 162). There is a positive relationship between customer satisfaction, post-purchase behavior, and business performance. Customers who are satisfied in their purchasing will be a positive influence on post-purchase behavior, meaning that consumers who felt unfulfilled expectation levels before purchase with the perceived performance of the results after the purchase will increase the purchase commitments such as inter alia intention to buy back, the percentage of the purchase amount.

According to Bachtiar (2016), there are several factors that affect the tourists to make a return visit that wanted to come back, give recommendations to others, as well as their good reputation in the eyes of visitors. If these factors are going well then the rating will affect developed countries to remain on a return visit to the tourist destinations in West Nusa Tenggara.

e) Conceptual Framework

Based on the background, previous research and theoretical study then formed the hypothesis development that eventually became the conceptual framework in this study, as shown below.

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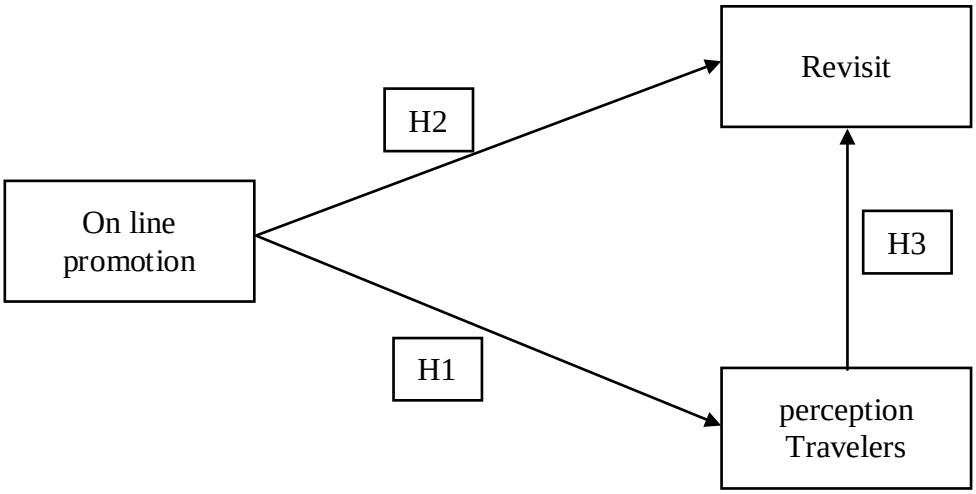


Figure 1: Conceptual Framework

III. Research Methods

This type of research is quantitative research. Quantitative research emphasizes the phenomenon-the phenomenon objectively and quantitatively assessed is associative, this is because in this study that is looking for an explanation in the form of a causal relationship between independent and dependent variables that ultimately aims to prove the hypothesis and provide empirically to assess the results of research-based theory- the existing theory that online promotion, the perception of tourists from developed countries, and a return visit of tourists from developed countries as well as their previous studies.

Methods of data collection conducted by researchers namely through surveys. The reason researchers used a survey technique is to obtain individual opinion data collected primary data or direct respondents (Hartono, 2014: 140). The number of variables in this study is as much as 3 variables so that the sample in this research is the criteria were 30 samples with tourists who come from developed countries and make a return visit to the West.

The data collection tool used in this study was a questionnaire. Data analysis tools using analysis Partial Least Squares (PLS). PLS analysis used in accordance with the issues that were examined, the condition number the sample is not large and there is no requirement of normality and other requirements strictly in accordance with a variety of statistical approaches parametric. PLS analyzes can work, both on indicators of formative or reflective indicators, where the this research is a reflective indicator. That is an indicator as if the variable that is affected by latent variables. This resulted in the event a change of one indicator will result in changes in other indicators in the same direction (Ghozali, 2011: 18).

IV. Research Result

Value determination (Q2) generated as a result of the evaluation of this research model can be seen in the following table.

Table 1: Value Determination Model

No.	Variables	R Square
1	Perception Travelers (Y1)	0.541
2	Visits Back (Y2)	0.273

The total diversity of data that can be explained by this research model is measured by:

Q2 = 1 - (1-R12). (1-R22)

Q2 = 1 - (1-0,5412) * (1-0,2732)

Q2 = 1 to 0.293 * 0.075

Q2 = 1 to 0.022

Q2 = 0.918

In this case Q2, together with the interpretation of the coefficient of determination (Q2) in the regression analysis. Based on the results of the total determination coefficient of 0.918 means that the diversity of data that can be explained by the model of this study was 91.8%. While the rest is explained by other variables outside the model that are not included in this research model.

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To determine the level of significance of the path coefficient, the value of t (t-value) generated by running a bootstrapping algorithm used to determine whether the hypothesis is accepted. At the 0.05 significance level. The significance level test results can be seen in figure 1.

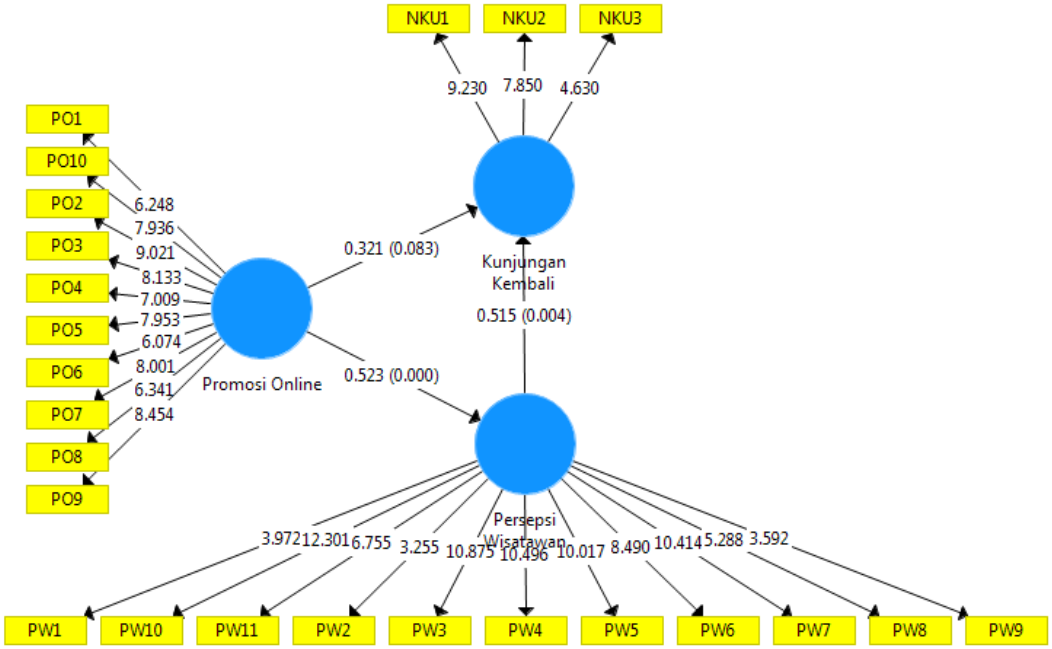


Figure 2: Test Results bootstrapping In Smart PLS

Table 1. summarizes the results of the hypothesis testing PLS approach. Values obtained from the output path coefficient Smart PLS can be found in Appendix 5. Based on the above table it can be seen that:

1) Online promotion has a positive and significant impact on the perceptions of 0,523 tourists from developed countries.
2) The online promotion have a positive but not significant influence amounted to 0.321 against the visit Back Tourists from developed countries.
3) Travelers' perception has a positive and significant influence amounted to 0.515 against the visit Back Tourists from developed countries.

V. Discussion

a) Online Campaign Against Influence Perception Travelers

The results showed that the Online Promotion significant effect on the perception of tourists from developed countries. Online perceived promotion tourists from developed countries can improve the perception associated with Traveler's tourist destinations of West Nusa Tenggara. Suryani (2013) explains that the development of Internet technology has changed many aspects of life including consumer behavior. Changes in the way of obtaining the information, the need to take decisions fast manner without being tied to space and time, and the need to actualize themselves in the virtual world affects both indirect and direct to consumer behavior in buying and consuming products. So that advances in technology could help the entrepreneurs in the world of tourism can promote their business more cheaply and quickly.

Promotion is very important in introducing a product and also attract consumers' willingness to buy the product. Due to the promotion, consumers will get to know about the products produced by the company (Rohaeni, 2016). Tourism promotion using social media very effectively at the intended target, namely tourists and potential tourists. Promotion is done directly by tourism players such as hotels, car rental services, travel tours, travel agents, tourism managers, event organizers, and others. Tourism actors convey information about products in general and connected with the website so that information can be directly accessed in detail and complete. Promotion is done jointly and in synergy with forming a community, both online and offline. Tourism promotion on social media affects more tourists to visit and more to popularize the tourism players about tourism and tourism products on offer. Traveler tourism players to interact directly even followers of each social media users can re-post the posting of stakeholders in tourism (Umami, 2015).

Research relevant to the research results of this study includes David (2013) showed that the promotion effect on the perception of customer satisfaction. This

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meant that the promotion done through social media can communicate interactively. The owners of the tourist destinations in West Nusa Tenggara travelers can also find out the response to the products offered by looking testimony or comments that are posted. In this context, tourists can have a view of a tourist destination that has promoted online. So that the tourists easily get an overview or view tourism. With the online promotion conducted by the activists in the world of tourism, it can improve the rating perspective of existing tourist destinations.

b) Effect of Online Promotion to visit Back

The results showed that the Online Promotion no significant effect on Kembalia Visits Travelers from developed countries. Online Promotion travelers perceived not affect directly the increase associated with Travelers Returning Visits West Nusa Tenggara travel destinations. People in the global era began to use the Internet as a means to search for information. The development of Internet technology has also changed the way people communicate. One can communicate with others whenever and wherever that person is and can share all kinds of information without space and time. Because through the Internet, any form of obstruction geographic erased, eliminated countries limit (Pamungkas and Zuhroh, 2016).

So in this era of tourism businesses use the Internet to promote tourist destinations online. Online promotion is a digital tool of marketing that can reach all people, with a relatively affordable or use fees at all and is used to create a community, build relationships, and exchange information with fellow users of social media within the time limitation for promoting existing tourist destinations (Pamungkas and Zuhro, 2016).

The results of this study are slightly different to the research conducted by Mardiyani and Murwatiningsih (2015); Nuraeni (2016) who found that the promotion of a significant effect on a return visit; where the good promotion will take visitors to be interested and decided to visit. Promotion of good and appropriate to the needs of the desired visitors, then the sale will bring changes to their decision to visit because of the promotion then the visitors will know the potential of attraction concerned and interested to visit. The online promotion conducted by the activists in the world of tourism can enhance the return visit of tourists.

Online promotions can significantly influence the Traveler Return visit when the first through perception Travelers. Meaning of Online Promotion is done, must be established first Travelers perception that the tourist destinations of West Nusa Tenggara very well so as to increase visits Returning travelers.

c) Influence Perception Travelers to Stay Back

The results showed that the perception of Travelers significantly influence Visits Returning from developed countries. Perception Travelers from developed countries can increase associated Travelers Returning Visits West Nusa Tenggara travel destinations. Perception rating refers to the brand image, where the brand can provide a snapshot of a product in which the brand can not be separated from the product that is a tourist destination (Suwarduki, 2016). Perception of prospective tourists will arise after reading the information on the object to be visited. Before the visit, tourists always learn attractions that would be the goal. Rating their perceptions about these attractions will encourage travelers to make a visit to a tourist attraction.

Law No. 10 of 2009 explains that the tourist attraction is anything that has the uniqueness, beauty, and value in the form of natural diversity, culture, and the result is the means of man-made or tourist visits. So the attractiveness of a tourist attraction should be maintained and cared for so that tourists come back to enjoy the attractions there. This will lead to a certain perception of each tourist visiting and when the assessment will be the tourist attraction well then the tourists will visit again.

In harmony with the results of research conducted by Widiana, et al (2012) in which the perception of tourists at the tourist attraction positive effect on return visits. It identifies that the better the perception of tourists then re-visit tourists will increase if the perception of tourists otherwise bad it will decrease the number of visitors. A person's perception arises because of sensation, in which sensations are felt or cause activity that joyous emotion. If tourists were satisfied with a travel ibyek they visit they will make a return visit to these attractions. With the perception of tourists who make them satisfied with the existing attractions will be able to increase the return visit of the tourist.

VI. Conclusion

From the research and wording above, the conclusions of the research that can be taken are:

1) Promotion Online has a positive and significant impact on the perception of tourists from developed countries.
2) Online promotions have a positive effect but not significant Visits Back Tourists from developed countries.
3) Traveler's perceptions have a positive and significant impact on Return Visits Travelers from developed countries.

VII. Recommendations

Based on traveler feedback to variable Online Promotion, the average traveler feedback smallest value of the value of items that are in the respondents's to understand and be understood ' and ' Have a good message delivery style', The message conveyed must

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be packed quick and not too long duration namus terms with the content and compelling message about destinations that are owned by Nusa Tenggara Barat. The person delivering the jam should be someone who has a professional character to communicate and be able to attract someone to listen and pay attention.

In accordance with the value of the lowest rating in response to a perception spec associated with Travelers' Security", For most the people, to travel is highly anticipated. Can momentarily "rested" from the routine of work and filled holiday by visiting new places, beautiful places, and unique places is entertainment in itself. Of course, in doing excursions, everyone wants a pleasant experience, for example, visited beautiful places, taste the local dishes, up-close look at the local culture. They certainly hope, when your tour is over, you will have new energy to resume activities of daily work. Therefore, tourists do not want to have an unpleasant experience while on vacation, for example, due to a disturbance of security around tourist sites. Each attraction, require security guarantees. For example, in each of the attractions, hotels, restaurants, and other tourist attractions, the security can be done by open or closed, to put the security forces on each object.

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