Does the Advertising Strategy and Tourism Attraction of the 'Cap Go Meh' Festival Can Affect the Decision and Intention of Tourists Revisiting?

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ABSTRACT

This paper's priority aims to examine the effects of advertising strategies and tourist attraction on visiting decisions and their impact on tourists' revisiting interest. The identity of Singkawang, which is often dubbed the 'City of a Thousand Temples', has attracted the attention of both local and domestic tourists. The 'Cap Go Meh' Festival, which is regularly held every year, complements the tourist attraction. Associative-quantitative are some characteristics of the research. They invited 100 informants to be interviewed by purposive sampling. The survey data is processed by path analysis, where the SmartPLS software supports statistical interpretation. Empirical investigation found that advertising strategy had a significant positive effect on the decision and interest of visiting tourists. Likewise, for tourist attractions that have a positive-significant effect on decisions and interest in visiting tourists again. Interestingly, the decision to visit also has a positive-significant effect on the interest of returning tourists. Limitations of the study need to evaluate a more extensive approach in order to help practitioners and researchers consider the dimensions of promotion, such as advertising strategy and tourism attraction, to support the decision and intention of tourists revisiting.

1. INTRODUCTION

In Indonesia, the government highly relied the tourism sector upon [1]. Its contribution is very vital as it contributes a source of foreign exchange for non-oil and gas income types. Not enough there, this sector also bridges the stimulant of economic activity and sources of development funds. It is noted that tourism drives the national economy and has the potential to spur future revenue growth.

The government has designed a breakthrough to attract foreign tourists to come to Indonesia [2]. As an illustration, in 2015, 20 million tourists provided a foreign exchange of up to 12 billion USD. Then, in 2019, 20 million tourists returned to visit with a visa-free policy for +50 countries outside the ASEAN area [3]. Based on this progress, the government has drastically increased the budget for tourism promotion by four times, which is marked from IDR 300 billion annually to now IDR 1.2 trillion.

Over the past two decades, they have symbolized Singkawang as a tourism city in West Kalimantan that attracts a lot of tourists' attention [4]. This area is located surrounded by mountains and the coast, so it has not only tourist attractions as playgrounds and recreation areas but also natural scenery, artistic attractions, culinary variety, and cultural features which are complementary attributes. One attraction of Singkawang is that it has so many temples, so it is not surprising that they nickname the city the 'City of a Thousand Temples' [5]. Historically, Singkawang has been inhabited by the Chinese community, then the rest are Malays, Dayaks, Javanese, and other immigrants who make this city have a

diversity of ancestors. This characteristic is also the main attraction of tourist destinations.

One of the famous festivals from Singkawang is the celebration of 'Cap Go Meh'. In practice, 'Cap Go Meh' is a tradition of the Chinese population. The term comes from the 'Hokkien' dialect, which literally means fifteen days or nights after Chinese New Year. 'Cap' means ten, 'Go' means five, and 'Meh' means night. Another meaning of 'Cap Go Meh' in Mandarin is also often called 'Yuan Hsiao Cieh' or 'Shang Yuan Cieh' [6]. The amazing thing about the festival is that it is the biggest celebration in Indonesia and is very attached to West Kalimantan [7]. The popularity of 'Cap Go Meh' is increasingly soaring because they hold it every year. Apart from the Chinese, the Dayak and Malays are also involved in preserving the culture in Singkawang. The enthusiasm for the diversity of cultural backgrounds represents harmony and tolerance between ethnic groups [8]. For centuries, they have been socially interacting with indigenous people in Singkawang for generations, so they protect local wisdom. In fact, among them there is cross-acculturation, where the progress of customs always grows because of marriages between people from the Chinese ethnic group with the Dayaks and Malays.

In fact, the world has recognized the parade at large and attracts foreign tourists to come to visit. They are not only interested, but always visit again and they cannot separate this from the advertising strategy and the brilliance of the destination owned by Singkawang City. These parameters of success apply to what was reviewed by Wilopo et al. [9], where marketing mix strategies such as products and tourist

objects determine the existence of tourism in Indonesia. Wibowo and Karimah [10] conclude that the dominant visitor volume is determined by the attractiveness of a tour.

The contribution of this paper seeks to bridge the relationship between advertising and tourist attraction on the decision to visit and the interest of returning tourists to Singkawang City at the 'Cap Go Meh' Festival. The specification of this paper is structured with the following five points. We summarize the introduction in Section 1. Section 2 provides a basic description of the theoretical foundations, Section 3 offers method. Then, the findings are reported in section 4. Finally, section 5 presents the discussion and conclusions.

2. THEORETICAL FOUNDATION

2.1 Tourism marketing

Tourism marketing allows a coordination and system to be applied as an item of policy for tourism industry groups, such as private companies or governments [11]. Operationally, the scope is large (international), medium (national), to small (local) which serves to achieve reasonable profits and visitor satisfaction [12].

2.2 Tourist attraction

Tourist attraction is everything that has culture, natural wealth, diversity value, convenience, uniqueness, and man-made results to become a visitor target for tourists [13]. It also interpreted tourist attraction as a momentum to encourage individual or group interest to visit a certain place. They group tourist attraction as a tourist destination that is unique with its attractions and objects that must have conditions for something that can be enjoyed, something that can be done, and something that can be seen visually [14].

Regarding tourism, several identities in tourist attractions and objects include fauna, flora, natural conditions, entertainment venues, recreation parks, natural adventure tourism, hunting tourism, water tourism, Agro-tourism, cultural arts, historical heritage, ancient relics, and museums.

2.3 Advertising

Advertising involves tricks in promoting things such as ideas, business locations, services, and goods that are borne by the sponsor [15, 16]. Ideally, advertising is part of the overall promotion strategy from a marketing management perspective. Other elements of the promotion include sales, public relations, and publicity [17]. In summary, advertising can encourage, persuade, attract attention, and disseminate information to consumer demands.

From a tourism perspective (such as ethnic-based tourism), it highlighted advertising to bridge all information to visitors regarding tourist destinations [18]. Effective advertising is advertising that can be oriented to attract the attention of visitors and provide news that is transparent or informative. Transparent advertisements are advertisements that prioritize elements of actual news and understand their performance so that users feel safe.

2.4 Buying decision

Usually, purchasing decisions are the final series of consumer considerations in meeting needs [19]. For most individuals, buying behavior is often preceded by a volume of stimuli from external aspects, which come from environmental factors and marketing aspects [20]. Amanah et al. [21] suggest that purchasing decisions are an integrating process that combines knowledge attitudes to evaluate two or more alternative behaviors and they choose one of these considerations.

2.5 Repeat purchase

According to Ilyas et al. [22] repurchase interest is a buying activity that is applied more than once or even many times. They illustrate repurchase intention as the relationship between producers and consumers who get a certain level of satisfaction from previous purchases.

Repurchase intention represents the consumer's desire to visit again and again in the future. Often, repurchase behavior is related to loyalty. However, the two are clearly very different. Repurchase behavior only involves repeated consumption of certain brands, while brand loyalty reflects psychological commitment to certain products [23].

Hallowell [24] emphasizes that there are two types of consumer purchases. The first is a repeat purchase, and the second is a trial purchase. Trial buying occurs when they buy a product with a certain brand for the first time. In that case, they try to evaluate and investigate the product by trial and error.

2.6 Hypothesis

We temporarily designed the research hypothesis to link the relationship between several variables through the review stage of the relevance of literature reviews and previous publications relating to detail variables [25, 26]. Given these considerations, it makes sense that we propose five hypotheses based on the study objectives as follows:

- **Hypothesis 1 (H1):** *Advertising strategy influences the decision to visit tourists in Singkawang City.*
- **Hypothesis 2 (H2):** *Advertising strategy influences the interest of returning tourists to Singkawang City.*
- **Hypothesis 3 (H3):** *Tourist attraction influences the decision of tourist visits to Singkawang City.*
- **Hypothesis (H4):** *Tourist attraction influences the interest of returning tourists to Singkawang City.*
- **Hypothesis 5 (H5):** *The decision to visit influences the interest of returning tourists to Singkawang City.*

3. METHODOLOGY

3.1 The data

We set research data using secondary data and primary data. Secondary data involves from a second party, such as official publications by government agencies from the Department of Tourism and Culture (Singkawang City), the Department of Tourism and Creative Economy (West Kalimantan Province), and also internet sources.From secondary data, of course perfecting the primary information that has been got, so that it can meet the lack of information, create benchmarks in evaluating primary data, classify problems, minimize time and cost, and of course improve primary data. Then, primary data was supported by informants who were invited online. The

criteria for informants are those who are +17 years old and have visited Singkawang City in the 'Cop Go Meh' Festival. Assessment of participants' perceptions or reactions with a Likert scale comprising five proportions, including strongly disagree (score 1), disagree (score 2), neutral (score 3), agree (score 4), and strongly disagree (score 5).

3.2 Variables and analysis

Procedurally, the operationalization of variables comprises two pillars. The dependent variable includes the decision to visit and interest in revisiting. On the one hand, advertising and tourist attraction influenced the independent variables. With a path analysis-based model, this study adopts and develops from empirical causality with indicators relevant to what has been planned [27-29]. The next trick is hypothesis testing to estimate causality between variables based on theory [30]. The benefit of path analysis is to process data explicitly in explaining the two effects (direct and indirect) as the causal variable on the effect variable [31, 32].

3.3 Instruments

The standard statistical provisions applied in path analysis must pass through three series, including evaluation of the outer model, evaluation of the inner model, and hypothesis testing [33-35]. The size of the outer model uses a validity approach (convergent and discriminant), then there is a reliability approach using Cronbach's alpha (CA) and composite reliability (CR) techniques. Meanwhile, the evaluation of the inner model is determined by the R-Square (R^2). Finally, hypothesis testing is symbolized by t-statistics or probability. The value of the probability (p-value) will tell the probability that the statistical output occurred by chance or vice versa. These three stages are also often applied to social sciences, humanities, business, and management [36, 37]

4. FINDINGS

4.1 Calculations for the outer model

The first test to highlight its validity. It recapitulated this test with convergent validity for reflective indicators, where the indicator uses the correlation between item scores and construct scores. The output of SmartPLS calculates the loading factor score for each construct with criteria (>0.5). This measure shows that the indicators that have been applied are valid. If the indicator has the highest loading factor for the construct, we also concluded that it meets the criteria. Based on the SmartPLS output, the performance for discriminant validity shows that all indicators have a score above 0.5, so the data applied supports the variables.

Table 1. Evaluation of CR and CA

Construct	Cronbach's alpha	Composite reliability
Advertising strategy	0.756	0.845
Tourist attraction	0.838	0.882
Visit decision	0.743	0.839
Interest of returning tourists	0.868	0.909

Source: SmartPLS output (2022)

In the second scenario, Table 1 displays CA and CR. The CR scores across all the stiffness constructs were consistent (*CR> 0.7*). This can be interpreted that the estimated model construct is workable. The lowest CR score was *0.839*, which was implied in the visit decision construct. Table 1 also in-depth CA acquisition with the recommended score is *>0.6*, so that the CA scores for all constructs are on the right track. Of the four constructs, the lowest score for visiting decisions was *0.743*.

4.2 Demographics

The informants who were invited were 100 informants. They have been selected and competent to be asked for their responses regarding the indicators and items on the questionnaire. The informants have been surveyed and we know their demographic characteristics based on gender, age, experience with the 'Cap Go Meh' Fersitival, advertising media got, and other destinations visited in Singkawang City.

Table 2. Profile informants

Characteristics	Unit	Percentage
Gender	100	100%
▪ male	43	43%
▪ female	57	57%
Ages	100	100%
▪ 17 - 24	78	78%
▪ 25 - 34	18	18%
▪ 35 - 44	3	3%
▪ +45	1	1%
Getting information	100	100%
▪ ever	99	99%
▪ never	1	1%
Media sources	100	100%
▪ newspaper	35	35%
▪ magazines	2	2%
▪ television	22	22%
▪ internet	17	17%
▪ billboards/banners	24	24%
Visits to other destinations	100	100%
▪ Pasir Panjang Beach	48	48%
▪ Sinka Island Park	11	11%
▪ Tanjung Bajau Beach	14	14%
▪ Bukit Rindu Alam	11	11%
▪ Hong Kong Market	14	14%
▪ Others	2	2%

Table 2 explores information about the various informants' descriptions. Women dominated the gender of the informants (53%) compared to men (47%) with 78% coming from the age of 17-24 years who were the most enthusiastic about visiting Singkawang City. In a broad perspective, for those aged 17-24 years, it is dominant that they often visit the 'Cap Go Meh' Fersitival every year, especially on weekends. In addition, these young visitors are also a symbol of the popularity of this local culture. Overall, they have obtained information on destinations in Singkawang City (including 'Cap Go Meh') because up to 35% of these sources were got through newspapers. As additional information, the informants also took the time to visit other objects such as Pasir Panjang Beach, Sinka Island Park, Tanjung Bajau Beach, Bukit Rindu Alam, Hong Kong Market, and others. Pasir Panjang Beach is one of the favorite destinations, where visitors show the greatest enthusiasm, reaching 48%.

4.3 Testing on the inner model

The next priority is the inner model framework (see Table 3). As a result, advertising factors and tourist attractions influenced visiting decisions reach 62%. In the second path, 66.4% got the determination between advertising, tourist attraction, and the decision to visit with an interest in revisiting. As many as 38% and 33.6% are other dimensions outside of advertising and tourist attraction.

Table 3. R-square

Construct	Value	Remark
Visit decision	0.620	Moderate
Interest of returning tourists	0.664	Moderate

Source: SmartPLS output (2022)

4.4 Hypothesis verification

In this session, logically explained the effect of the independent variable on the dependent variable partially. With the t-statistic score, it can be proven which relationship is significant. For path analysis using the partial least square (PLS) method, the T-statistic must be over *1.96* [38, 39], so the SmartPLS application calculates the gain for each path.

First, Table 4 presents that the advertising variable affects the visit *decision positively significantly (T-statistic = 2.107 and coefficient = 0.193)*. The two relationships are aligned with the proposed first hypothesis (H1), so it is accepted. Second, advertising also has a significant positive impact on revisit interest (*T-statistic = 2.537 and coefficient = 0.276*). The second hypothesis (H2) can be accepted. Third, tourist attraction influenced the decision to visit in a positive-significant way. It evidenced this by *T-statistic = 8.356 and coefficient = 0.649*. Therefore, the third hypothesis (H3). already received. Fourth, tourist attraction has a positive-significant effect on interest in revisiting, where *T-statistic = 2.409 and coefficient = 0.238*. The fourth hypothesis (H4) is also accepted and applies to the theoretical support. Fifth, the decision to visit can increase the interest in revisiting significantly positively (*T-statistic = 3.912 and coefficient = 0.402*). The last hypothesis (H5) explains that there is an alignment that connects the two variables empirically.

Table 4. Causality result

Path	Coef.	SM	SD	T-Statistics	Prob.
Advertising strategy → visit decision	0.193	0.192	0.092	2.107	0.035
Advertising strategy→ interest of returning tourists	0.276	0.286	0.109	2.537	0.011
Tourist attraction → visit decision	0.649	0.651	0.078	8.356	0.000
Tourist attraction → interest of returning tourists	0.238	0.231	0.099	2.409	0.016
Visit decision → interest of returning tourists	0.402	0.400	0.103	3.912	0.000

Source: SmartPLS output (2022), Info: SM = sample mean, SD = standard deviation

Figure 1 explains if performance in advertising and tourist attraction can encourage and stimulate the decision to visit and interest in revisiting at the 'Cap Go Meh' Festival in Singkawang City. The long-term effect, these two aspects are vital components to be continuously developed by destination managers, governments, and local communities.
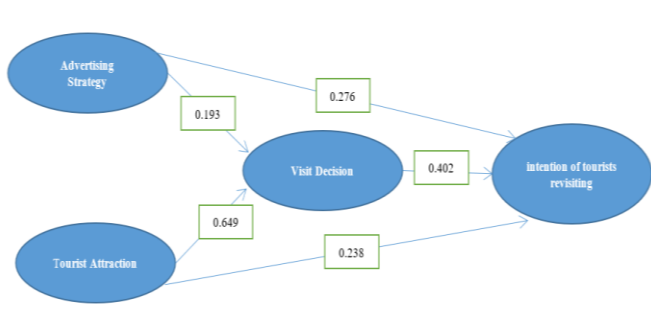

Figure 1. Path analysis chart
Source: SmartPLS output (2022)

Behavior, such as interest in repeated visits, is considered a response to certain objects that represent customer desires [40]. It starts after the after-purchase stage [41]. Regarding repurchase decisions in the buying cycle, there are two main sets, namely interest and post-purchase evaluation [42].

The level of satisfaction increases when consumer behavior is also high. It increasingly satisfied them with what they buy, so that their repurchase decisions are likely to increase [43, 44]. For the tourism sector, tourist satisfaction is driven by an interest in repeat visits, and they reflect this in the experience of previous visits. They packed promotional strategies with advertising, which plays a vital role in making visiting decisions [27, 45, 46].

5. DISCUSSION AND CONLUSION

This paper pioneers the impact between advertising and tourist attraction on visitation decisions and interest of returning tourists of the 'Cap Go Meh' Festival in Singkawang City. With the sample being distributed to 100 informants, the result is that advertising and tourist attraction play an important role in increasing visit decisions and interest in revisiting.

West Kalimantan is part of the long-term tourism planning road map in Indonesia. Because it is directly next to Malaysia, it stimulates people from neighboring areas to enter West Kalimantan through Sambas Regency, Kapuas Hulu Regency, and Sanggau Regency [47]. At least, there are 164 regional languages in East Kalimantan, 152 of which are claimed to be the language of the Dayak sub-tribe and the rest are Malay sub-tribes. These various languages are in direct contact with 20 tribes, of which 3 are for indigenous peoples and the rest are 17 for immigrants [48].

There are two solutions that must be pursued. From the practical side, advertising about the 'Cap Go Meh' Festival needs to be improved again by containing comprehensive information. Dissemination of this information focuses on the advantages and disadvantages of the annual agenda, drawing greater attention to foreign and domestic visitors. Management of human resources and potential destinations wisely, as the right alternative. For a further theoretical agenda, we

recommend extending the reach to a more varied tourism marketing. In addition, the involvement of participants in this study is still limited. Therefore, inviting informants into more units can be an extensive evaluation. The selection of indicators and a wide sample size have the potential to be interesting findings for policymakers and the wider community.

To the knowledge of the authors, this study is one of the first studies that discusses the relationship between strategy and tourism attraction on the decision and intention of tourists revisiting with a case study on the 'Cap Go Meh Festival' with enthusiasm and an impressive response from the community. It limited studies that examine the implications of these dimensions in developing countries such as Indonesia, which has a young population. This may interest policy makers, educators, and researchers focused on tourism.

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APPENDIX

Characteristics of Respondents

1. Name: …………………………………………
   ………

2. Gender: a. Male   b. Female

3. Age (years):
   a.   17 - 24
   b.   25 - 34
   c.   35 - 44
   d.   45+

Please, answer the following questions.
1. Have you ever seen an advertisement regarding the 'Cap Go Meh' Festival held in Singkawang City?
2. If so, in what media did you find advertisements regarding the 'Cap Go Meh Festival'?
   a. Newspaper   b. Magazine   c.   Television
   d. Internet   e. Others (specify!)

Advertising Strategy

No.	Statements	SD	D	N	A	SA
1.	The advertisement regarding the 'Cap Go Meh' Festival which will be held in Singkawang City is easy for you to understand					
2.	You are interested in advertisements regarding the holding of the festival because the advertisements are unique and interesting					
3.	You feel interested in visiting Singkawang City during this event after seeing the ad					
4.	The ad reminds you of this festival once a year					

Tourism Attraction

No.	Statements	SD	D	N	A	SA
1.	There are interesting tourist objects and attractions in Singkawang City, especially in the 'Cap Go Meh' Festival					
2.	Recreational facilities in Singkawang City are adequate					
3.	There are facilities for shopping for souvenirs and crafts that you can make as souvenirs					
4.	You can go to Singkawang City easily when the Festival is held					
5.	There are adequate accommodations for you if you stay in Singkawang City					
6.	There are adequate supporting facilities and infrastructure (transportation, infrastructure, etc.)					

Decision

No.	Statements	SD	D	N	A	SA
1.	You visit Singkawang City during the 'Cap Go Meh' Festival because the celebration has advantages and uniqueness that is different from other objects					
2.	There are interesting attractions					
3.	You don't spend a lot of money when you visit					
4.	Easy visiting access					
5.	Interest in other tours (nature tourism, buildings, culture, etc.)					

Intention of tourists revisiting

No.	Statements	SD	D	N	A	SA
1.	In the future to visit Singkawang City during the 'Cap Go Meh' Festival					
2.	Have plans to visit again					
3.	You feel that traveling is your need					
4.	This festival is very interesting, so don't hesitate to make a repeat visit					
5.	You feel satisfied after visiting					

*Extra info: SD = strongly disagree; D = disagree, n = neutral; A = agree; SA = strongly agree