The Effect of Promotion and Service Quality on Visitor Satisfaction at PT Jentera Media Citra (Case Study at *the* Mama Lemon 2025 Event in Medan City)

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ARTICLE INFO	ABSTRACT
	In the modern marketing world, promotional event activities are an effective strategy in increasing consumer engagement and satisfaction. This study aims to determine the influence of promotion and service quality on visitor satisfaction at *the* 2025 Mama Lemon Event organized by PT Jentera Media Citra in Medan City. This event was held in various strategic culinary locations with promotional strategies such as sample sharing, interactive quizzes, and publications through social media. Informative and attractive promotions, as well as friendly and responsive services, are expected to be able to provide a positive experience for visitors. This study uses a quantitative method with a survey approach and multiple linear regression analysis. The results of the study showed that partially, promotion and service quality had a significant effect on visitor satisfaction, with a significance value of 0.001 each. Simultaneously, both variables were also shown to have a significant effect on satisfaction, with an F value of 13.378 and an R Square of 0.216, which means that 21.6% of the variation in visitor satisfaction was explained by promotion and quality of service

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1. INTRODUCTION

In an era of increasingly competitive business competition, conventional marketing strategies are no longer enough to attract consumers' attention. Therefore, many companies are turning to a more interactive marketing approach, such as organizing promotional *events*. *Event* marketing allows consumers to interact directly with the product, thereby increasing the experience, understanding, and emotional engagement of the brand. This makes the event an effective form of marketing communication in building a brand image and encouraging consumer loyalty.

PT Jentera Media Citra is one of the event organizer companies that is active in organizing various national and local brand promotion activities. One of the events they held was *the* Mama Lemon Event, a promotional activity for household hygiene products that aims to introduce and strengthen the image

of the Mama Lemon brand in the community. *This event* was held for 9 consecutive days in the city of Medan, starting from March 10 to 19, 2025, in various strategic locations and culinary centers, including: Warong Bebek Pawito Sei Kambing B, Cabe Ijo Tepi Sungai, Zens Cafe, Pondok Bambu H. Rusli, Hasnah Kuliner, Bambu Ungu, De Natural, Simpang Tiga Restaurant, Wong Solo Polonia, and Rey Cafe.

The selection of this spread location aims to reach consumers from various segments, especially families and culinary lovers who are the main target market.

This event carries various promotional strategies such as free sample distribution, product use demonstrations, interactive quizzes, merchandising giveaways, and active publications through social media and local media. With these various strategies, it is hoped that it can create public enthusiasm and increase public knowledge and interest in Mama Lemon products. However, the success of an *event* is not only measured by the number of participants present, but also by the level of satisfaction of visitors with the overall experience during the activity.

In this context, promotion and service quality are two main factors that affect visitor satisfaction. Targeted promotions, informative, and engaging will create positive expectations before visitors come to the event. Meanwhile, the quality of good service—such as the friendliness of the officers, the accuracy of information, the speed of service, and the cleanliness of the event area—will strengthen the impression and satisfaction after visitors experience the activity firsthand. A mismatch between expectations formed through promotion and the reality on the ground can lead to visitor dissatisfaction, which has an impact on negative perceptions of the brand and the event as a whole.

Promotions in this *event* include aspects such as message reach, quality of promotional materials, frequency of delivery, timeliness of promotions, and accuracy of target audiences. Meanwhile, service quality includes the dimensions of physical evidence (*tangible*), reliability (*reliability*), responsiveness (*responsiveness*), and empathy (*empathy*) (*empathy*) (). Meanwhile, visitor satisfaction can be seen from how appropriate the products and events are with expectations, the comfort of the location, the price of the products offered during *the event*, and the effectiveness of the promotions carried out.

Based on the importance of these two variables in supporting the success of the *event*, it is necessary to conduct research to analyze how much the influence of promotion and service quality on visitor satisfaction. This research is not only relevant to support the sustainability of PT Jentera Media Citra's promotional activities in the future, but also as a scientific contribution in the field of marketing management and *event management*.

By understanding the relationship between promotions, service quality, and visitor satisfaction, companies can formulate *event strategies* that are more effective and oriented to the needs and expectations of the audience. The results of this research are expected to be a strategic reference for companies and *other event* organizer practitioners in organizing *events* that are not only crowded, but also provide memorable experiences and build consumer loyalty to brands.

2. METHODS

This research was carried out at the Medan Pro Machinery Company which is located at Jl. Brigjend Katamso Gg. Jeruk No.29, Kp. Baru, Kec. Medan Maimun, Medan City, North Sumatra 20217. The research implementation time starts from January to May 2025. The population in this study is all visitors who attend the 2025 Barakat Sampling Event. However, because there is no exact data on the total number of visitors to *the event*, the population in this study is classified as an *infinite population*. The sampling technique used is *purposive sampling*, which is a sampling technique with certain considerations or criteria that have been determined by the researcher. In this study, researchers will take a sample of 96 respondents. The type of data consists of primary data obtained from respondents through questionnaires, focus groups, and panels, or also data from researchers' interviews with sources as well as secondary data collected through notes, books, and magazines in the form of financial statements of company publications, government reports, articles, books as theories and so on. There are several data collection techniques carried out in this study such as field studies and literature

studies. In this study, the data processing techniques used are quantitative descriptive techniques, then the data is analyzed using validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, hypothesis tests, and determination coefficients with the help of SPSS software.

3. FINDINGS AND DISCUSSION

1) Data Quality Test
a. *Validity Test*

Table. 1 Validity Test Results

Variabel	Indicator	R Count	R table	Criterion
X1 Promotions	Item 1	0,481	0,196	Valid
	Item 2	0,519	0,196	Valid
	Item 3	0,584	0,196	Valid
	Item 4	0.729	0,196	Valid
	Item 5	0,737	0,196	Valid
	Item 6	0,674	0,196	Valid
	Item 7	0,672	0,196	Valid
	Item 8	0,742	0,196	Valid
	Item 9	0,737	0,196	Valid
	Item 10	0,750	0,196	Valid
	Item 11	0,702	0,196	Valid
	Item 12	0,685	0,196	Valid
X2 Servant Quality	Item 1	0,506	0,196	Valid
	Item 2	0,686	0,196	Valid
	Item 3	0,691	0,196	Valid
	Item 4	0,532	0,196	Valid
	Item 5	0,662	0,196	Valid
	Item 6	0,518	0,196	Valid
	Item 7	0,592	0,196	Valid
	Item 8	0,730	0,196	Valid
	Item 9	0,482	0,196	Valid
	Item 10	0,639	0,196	Valid
	Item 11	0,384	0,196	Valid
	Item 12	0,400	0,196	Valid
Y visitor satisfaction	Item 1	0,492	0,196	Valid
	Item 2	0,447	0,196	Valid
	Item 3	0,545	0,196	Valid
	Item 4	0,381	0,196	Valid
	Item 5	0,564	0,196	Valid
	Item 6	0,634	0,196	Valid
	Item 7	0,576	0,196	Valid
	Item 8	0,558	0,196	Valid
	Item 9	0,578	0,196	Valid
	Item 10	0,535	0,196	Valid
	Item 11	0,501	0,196	Valid
	Item 12	0,578	0,196	Valid

Source: SPSS processed data, 2025

Based on the test results in table 1 above, it shows that all items have a *calculated r* value greater than *the r of the table* (0.196). This shows that all statements on the variables of promotion, service quality and visitor satisfaction are valid and suitable for use in the next analysis process.

b. *Reliability Test*

Table 2. Reliability Test Results

Variabel	Statement Items	Cronbach's Alpha	Information
Promotions (X1)	Statements 1 to 12	0,886	Reliable
Quality of Service (X2)	Statements 1 to 12	0,812	Reliable
Visitor Satisfaction (Y)	Statements 1 to 12	0,768	Reliable

Source: SPSS processed data, 2025

Based on table 8 above, the results of the reliability test show that the value of the Promotion variable (X1), Quality of Service (X2) and Visitor Satisfaction (Y) have a coefficient *Cronbach's Alpha* which is quite large, which is above 0.60 so that it can be said that each variable of this research questionnaire is reliable.

2) Classical Assumption Test
   a. *Normality Test*

Table 3. *Kolmogorov-Smirnov Test Results*

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Hours of deviation	4.30282675
Most Extreme Differences	Absolute	.049
	Positive	.049
	Negative	-.041
Test Statistic		.049
Asymp. Sig. (2-tailed)		.200c,d

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

SPSS Processed Data Sources, 2025

Based on the test results, it is known that the significance value (Asymp. Sig. 2-tailed) is 0.200, which is greater than the significance level of 0.05. Therefore, it can be concluded that the residual data in the regression model is normally distributed. With the fulfillment of this assumption, the regression model used can be said to be statistically feasible to be used in the next hypothesis test.

b. *Multicollinearity Test*

Table 4. Multicollinearity Test Results

Coefficientsa

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Itself.	Collinearity Statistics Tolerance	BRIGHT
1	(Constant)	29.599	5.085		5.821	.000		
	X1TOTAL	.121	.068	.176	1.787	.077	.998	1.002
	X2TOTAL	.168	.094	.175	1.784	.078	.998	1.002

a. Dependent Variable: YTOTAL

Source: SPSS 2025 processed data

Based on table 4 above, the Promotion variable (X1) has a Tolerance value of 0.998 and VIF of 1.002, the Service Quality variable (X2) also has a Tolerance value of 0.998 and VIF of 1.002. Since all values

of Tolerance > 0.10 and VIF < 10, it can be concluded that there is no multicollinearity between independent variables in this regression model. This means that the two independent variables (X1 and X2) can be used simultaneously in the model without overly influencing each other linearly in a linear manner.

c. *Heteroscedasticity Test*

Table 5. Heteroscedasticity Test Results

Correlations

		X1TOTAL	X2TOTAL	Unstandardized Residual
X1TOTAL	Pearson Correlation	1	.047	.000
	Sig. (2-tailed)		.643	1.000
	N	100	100	100
X2TOTAL	Pearson Correlation	.047	1	.000
	Sig. (2-tailed)	.643		1.000
	N	100	100	100
Unstandardized Residual	Pearson Correlation	.000	.000	1
	Sig. (2-tailed)	1.000	1.000	
	N	100	100	100

Source: SPSS processed data, 2025

Based on the results obtained, the correlation between residual and the variable X1 (Promotion) showed a significance value of 1,000, and with the variable X2 (Service Quality) also showed a significance value of 1,000. This significance value is well above the alpha value of 0.05, so it can be concluded that there is no significant relationship between the residual and the two independent variables. Thus, this regression model is free of the symptoms of heteroscedasticity, since no significant relationship was found between residual and independent variables. This shows that the classical assumption of regression regarding homosexuality has been fulfilled.

3) Multiple Linear Regression Analysis Test

Table 6. Multiple Linear Regression Test Results

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	T	Itself.
		B	Std. Error	Beta		
1	(Constant)	29.599	2.542		11.642	.000
	X1TOTAL	.121	.034	.322	3.574	.001
	X2TOTAL	.168	.047	.321	3.567	.001

a. Dependent Variable: TOTALLY

Source: SPSS processed data, 2025

Based on table 6 above, the multiple linear regression equation is obtained as follows:

$$Y=29.599+0.121X1+0.168X2$$

From the linear regression equation above, it can be explained as follows:

a) Constant (a) of 29.599 indicates that if the variables Promotion (X1) and Service Quality (X2) are zero, then the visitor satisfaction value (Y) is at 29.599.

b) The X1 regression coefficient of 0.121 indicates that every 1 unit increase in the promotion will increase visitor satisfaction by 0.121 units, assuming the other variables are fixed.

c) The X2 regression coefficient of 0.168 indicates that every 1 unit increase in service quality will increase visitor satisfaction by 0.168 units, assuming the other variables are fixed.

4) Hypothesis Test

a. *Partial Significance Test (t-test)*

Table 7. Partial Significance Test Results (t-Test)

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Itself.
1	(Constant)	29.599	2.542		11.642	.000
	X1TOTAL	.121	.034	.322	3.574	.001
	X2TOTAL	.168	.047	.321	3.567	.001

a. Dependent Variable: TOTALLY

Source: SPSS processed data, 2025

Based on the SPSS output in the *Coefficients table*, the following results were obtained:

a) The test results showed that the t-calculated value for the Promotion variable (X1) was 3,574, while the t-table was 1,661. Because t-count > t-table (3,574 > 1,661) and significance value of 0.001 < 0.05, it can be concluded that Promotion (X1) has a partial significant effect on Visitor Satisfaction (Y).

b) Meanwhile, the t-calculated value for the Service Quality variable (X2) is 3.567, with a significance value of 0.001. Because t-calculation > t-table (3,567 > 1,661) and the significance value < 0.05, it can be concluded that Service Quality (X2) also has a partial significant effect on Visitor Satisfaction (Y).

Thus, the two independent variables, namely Promotion and Service Quality, each have a significant influence on Visitor Satisfaction at the Mama Lemon Event.

b. *Simultaneous Significance Test (F test)*

Table 8. Results of Simultaneous Significance Test (F Test)

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Itself.
1	Regression	126.393	2	63.196	13.378	.000b
	Residual	458.229	97	4.724		
	Total	584.622	99			

a. Dependent Variable: TOTALLY

b. Predictors: (Constant), X2TOTAL, X1TOTAL

Source: SPSS processed data, 2025

Based on the results of the ANOVA test in table 8 above, an F value of 13,378 was obtained with a significance of < 0.000. Because the significance value is less than 0.05, it can be concluded that Promotion (X1) and Service Quality (X2) simultaneously have a significant effect on Visitor Satisfaction (Y).

c. *Determination Coefficient Test (R Square)*

Table 9. Determination Coefficient Test Results (R2)

Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.465a	.216	.200	2.173

a. Predictors: (Constant), X2TOTAL, X1TOTAL

b. Dependent Variable: TOTALLY

SPSS Processed Data Sources, 2025

Based on *the Model Summary output*, the R Square value of 0.216 was obtained. This means that 21.6% of the variation in the Visitor Satisfaction (Y) variable can be explained by the variables Promotion (X1) and Service Quality (X2) together.

Meanwhile, the remaining 78.4% is explained by other factors that are not included in this regression model, such as product prices, event locations, previous experiences, and other external factors. The Adjusted R Square value of 0.200 also shows that after adjusting for the number of variables and samples, the model is still able to explain about 20% variation in visitor satisfaction. Thus, although the contribution of free variables in this model is moderate, it still has a significant influence in explaining the level of visitor satisfaction at the Mama Lemon Event.

Discussion
The Influence of Promotions on Visitor Satisfaction

Based on the results of the partial significance test (t-test), it is known that the promotion variable has a significant influence on visitor satisfaction at the mama lemon event. This is shown by a significance value of 0.001 which is smaller than the significance level of 0.05, as well as a calculated t-value of 3.574 which is greater than the table t of 1.661. Thus, an alternative hypothesis (Ha1) is accepted, which means that promotion partially has a significant effect on visitor satisfaction levels. This means that the better the promotion strategy implemented, the higher the satisfaction felt by visitors.

Promotion is a very important means of communication in creating an initial perception of visitors to an event. When promotions are carried out in an attractive, informative, and in accordance with the needs of visitors, the expectations that are formed become more positive. The right promotion can also increase visitors' interest and trust in the event being held. In the context of this study, promotions carried out by the organizers were proven to be able to increase satisfaction because the information provided was in accordance with the reality at the event location.

This finding is strengthened by the results of Enjang Fajar Admajaya's research which shows that promotion has a positive and significant effect on consumer buying interest in the Payungi culinary market. The higher the intensity of promotion, the greater the consumer interest. Similar results were also found by Ramadhan & Anggraeni (2022), where promotions have a significant influence on Shopee customer satisfaction. Research from Ni Made Wulan Purnama Juliani et al. (2022) also shows a significant influence between promotions on consumer satisfaction, with a tcal value of 8.165. The similarity of these results shows that promotion is a factor that consistently affects visitor satisfaction levels in various sectors.

The Effect of Service Quality on Visitor Satisfaction

The results of the t-test on the service quality variable showed a significance value of 0.001 which was smaller than 0.05 and a calculated t-value of 3.567 which was greater than the t of the table of 1.661. This indicates that the quality of service has a significant influence on visitor satisfaction. Thus, an alternative hypothesis (Ha2) is accepted. This means that the better the quality of service provided, the higher the satisfaction felt by visitors.

The quality of service is an important indicator in creating a positive experience for visitors. The aspect of service that is friendly, informative, responsive, and accurate information delivery will give the impression that the organizer really pays attention to the needs of visitors. Visitors tend to feel valued and comfortable when they get the service they expect, which will ultimately increase their satisfaction with the event as a whole.

This finding is supported by the results of research by Enjang Fajar Admajaya who stated that the quality of service partially has a significant effect on consumer buying interest. Similar results were also found in a study by Safri Panigoro et al, which stated that the quality of service has a significant influence on the interest in returning to tourist destinations. Ni Made Wulan Purnama Juliani et al. (2022) also showed that service quality has a significant effect on consumer satisfaction with a tcal value of 10,864. All the results of this study show that service quality is an important component in influencing visitor satisfaction in various service contexts.

The Influence of Promotion and Service Quality on Visitor Satisfaction

Based on the results of the simultaneous significance test (F test), the calculated F value of 13.378 was obtained, which was greater than the F of the table of 3.098, and the significance value of 0.000 which was smaller than 0.05. So, it can be concluded that the variables of promotion and service quality simultaneously have a significant effect on visitor satisfaction. Thus, an alternative hypothesis (Ha3) is accepted.

The combination of effective promotion and quality service will create an all-round experience that is enjoyable for visitors. Promotions can attract the initial interest of visitors, while good service quality will maintain and increase their satisfaction while at the event location. When these two aspects go in harmony, visitors are not only satisfied, but are also likely to recommend the event to others or come back at the next opportunity.

This research is in line with the results of research by Ramadhan & Anggraeni (2022), which states that simultaneous promotion and service quality have a significant effect on customer satisfaction. A similar thing was found by Ni Made Wulan Purnama Juliani et al., where promotion and service quality together affect consumer satisfaction with an F value of 96,223. Enjang Fajar Admajaya's research also supports this finding, with a determination coefficient value of 0.623 which shows that 62.3% of consumers' buying interest is influenced by promotion and service quality simultaneously.

4. CONCLUSION

Based on the results of the research and discussions that have been carried out, the following conclusions can be drawn: 1)The quality of service partially has a positive and significant effect on the satisfaction of participants at the PNM *Employee Gathering* Regional Siantar 1 Year 2025 event. The results of the questionnaire showed that the friendliness and assistance of staff were rated most satisfactory, while responses to complaints still needed to be improved. This emphasizes that the quality of service contributes significantly to participant satisfaction and needs to be continuously improved. 2). Facilities partially had a positive and significant effect on participant satisfaction at the PNM *Employee Gathering* Regional Siantar 1 Year 2025 event, The highest statement in the questionnaire showed that the lighting and color system improved the focus and comfort of the participants, approved by 86% of respondents. This confirms that the facilities, especially the visual and environmental aspects, contribute greatly to the satisfaction of the participants. 3). The quality of services and facilities simultaneously had a positive and significant effect on participant satisfaction at the PNM *Employee Gathering* Regional Siantar 1 Year 2025 event, the *Adjusted R Square value* of 0.776 showed that 77.6% of the variation in participant satisfaction was explained by these two variables. Thus, improving the quality of services and facilities simultaneously contributes greatly to participant satisfaction and becomes a strategic factor in the implementation of similar activities. Based on the results of data analysis and discussions that have been carried out regarding the influence of promotion and service quality on visitor satisfaction at the Mama Lemon 2025 event by PT Jentera Media Citra in Medan City, it can be concluded that several important points are as follows: 1) Promotion has a significant effect on visitor satisfaction. The results of the t-test showed that the promotion variable had a significance value of 0.001 and t calculated as 3.574, which means that promotion partially contributed to increasing visitor satisfaction. The more effective the promotion strategy used, the greater the chance of achieving visitor satisfaction. 2) The quality of service also has a significant effect on visitor satisfaction. Based on the results of the t-test, the quality of service had a significance value of 0.001 and a t-calculation of 3.567. This indicates that the delivery of friendly, informative, and responsive services plays an important role in creating a positive experience during the event. 3) Promotion and service quality simultaneously have a significant effect on visitor satisfaction. The F test yielded a calculated F-value of 13.378 with a significance of 0.000, which is smaller than the significance level of 0.05. The combination of these two variables creates a strong synergy in shaping positive perceptions and satisfaction from visitors towards the event. 4) The value of the determination coefficient (R Square) is 0.216**,** indicating that 21.6% of the variation in visitor satisfaction can be explained by promotion and

quality of service. The remaining 78.4% were influenced by other factors outside of this research model such as venue conditions, security, facilities, or overall comfort.

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