

THE IMPLEMENTATION OF SALES PROMOTION AND EASE OF PAYMENT METHODS FOOD AND BEVERAGE BUSINESSES IN PARAPAT TOURIST AREA ON CUSTOMER REVISIT INTEREST

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Abstract

This study aims to analyze the impacts of sales promotion, payment methods, and the simultaneous effect of both sales promotion and payment methods on customer revisit intention in the food and beverage business in Parapat. The data analysis used in this research is quantitative analysis, processed using the Statistical Package for the Social Sciences (SPSS). This type of research is associative or causal, aiming to determine the relationship or influence of sales promotion and the ease of payment methods on customer revisit intention. The results show that the t-value of 5.783, which is greater than the t-table value of 1.984, with a correlation value of 0.869. This indicates that sales promotion has a positive and significant influence, categorized as "very strong," on customer interest in revisiting food and beverage establishments in Parapat. Furthermore, a positive influence and a strong category were found for the ease of payment methods variable on revisit intention, with a value of 0.742. This signifies that the ease of payment methods has a positive, significant, and strong relationship with customer revisit intention. The simultaneous analysis yielded a value of 5.168, exceeding the t-table of 1.798, with a correlation coefficient of 0.917, placing the influence of both variables in the "very strong" category. Therefore, sales promotion and the ease of payment methods collectively have a positive and significant influence on customer revisit intention in Parapat. Based on the linear regression equation, visitor intention to return will increase by 0.253 for every 1% increase in sales promotion, and similarly, revisit intention will increase by 0.232 for every 1% increase in the ease of payment methods.

Keywords: *Promotion, Method, Payment, Intention and Visit.*

INTRODUCTION

The food and beverage sector plays a crucial role in supporting the advancement of the tourism industry, including in strategic tourist areas like Parapat, located on the shores of Lake Toba. Parapat is known as the main gateway for tourists departing for Samosir Island and is one of the leading destinations in North Sumatra. The presence of food and beverage businesses in Parapat not only serves as a provider of basic necessities, but also as an element that enriches the travel experience, contributes to the destination's image, and serves as an indicator of the overall quality of tourism services. The existence of these food and beverage businesses certainly provides numerous benefits for both the community and tourists by providing food and drink needs during their stay in the area. Furthermore, in the context of increasingly fierce business competition, food and beverage businesses in Parapat are required not only to rely on product quality but also to develop innovative and adaptive marketing strategies to address changing consumer behavior. One strategy considered effective is the implementation of sales promotions, such as discounts, bundling packages, cashback, and customer loyalty programs. Well-designed promotions can increase consumer appeal, encourage impulse purchases, and create positive experiences that ultimately have the potential to increase revisit intention.

On the other hand, the development of digital technology has also changed consumer preferences in conducting transactions. Today's travelers tend to seek convenience, speed, and security in making payments. Therefore, providing a variety of payment methods—such as cash, debit/credit cards, and digital wallets (e-wallets) like GoPay, OVO, and DANA—is a crucial factor in increasing customer satisfaction. Ease of transaction not only speeds up the service process but also provides a sense of comfort and enhances the perception of business professionalism. Furthermore, the combination of effective sales promotions and a convenient payment system is believed to provide added value (perceived value) for customers. When customers perceive they are receiving

additional benefits, both in terms of price and transaction convenience, their satisfaction level will increase. This satisfaction is a key factor in building customer loyalty and encouraging repeat visits. In the tourism context, repeat visits play a strategic role because they not only increase business revenue but also strengthen the destination's image through word-of-mouth recommendations. Thus, this research is crucial to empirically understand the impact of sales promotion implementation and payment method provision on customer revisit decisions at food and beverage businesses in Parapat. The findings are expected to contribute both academically and practically, particularly to business owners in designing more effective marketing strategies that address consumer needs and preferences in tourist destinations.

Formulation of the problem

The formulation of the research problem is:

1. Does sales promotion have a partial and significant effect on customer repeat visit interest?
2. Does the payment method have a partial and significant influence on customer repeat visit interest?
3. Do sales promotions and payment methods simultaneously (together) have a significant effect on customer repeat visit interest?

LITERATURE REVIEW

Sales Promotion

Laksana (2019:143) explains that sales promotion is a short-term, non-repetitive, and irregular sales activity aimed at encouraging and accelerating the response of the targeted market, as opposed to other promotional tools using different forms. According to Kotler (2022), "Sales promotion consists of short-term incentives to encourage the purchase of products or services." Kotler also states that

"Sales promotions encompass a variety of promotional tools designed to stimulate an earlier or stronger market response. These include consumer promotions using samples, coupons, rebates, price reductions, purchasing allowances during sales promotions (free goods, promotional advertising, and incentive money), and sales force promotions (bonuses).

So it's clear that the goal of sales promotions is to attract the attention of potential customers by providing certain stimuli with the aim of getting potential customers to react to these actions. One form of activity to attract consumer interest is happy hours held at certain times. Similarly, offering promotional prices for certain products is quite common in the hotel industry, offering lower hotel rates on weekdays than on weekends and religious holidays.

Sales Promotion Objectives

According to Machfoedz (2005:101–102), the objectives of sales promotion can be stated as follows:

1. Introducing new products
2. Increase the number of consumers for products that are already widely known
3. Encourage greater usage among already-reached consumers and offset competitors' marketing efforts.
4. Inform consumers about product quality improvements
5. Invite consumers to come to the shop where the product is sold.

According to Stanton in (Fitria, 2016) sales promotions can be carried out in the following ways: providing discounts, bonuses, free trials, through social media, online communities and forums, blogs, and social networks.

Advantages of Sales Promotion

According to Peter and Donnelly (2013; 124), the advantages of sales promotion are as follows:

1. Allows consumers to purchase products below the actual average price
2. Not forcing loyal consumers to buy the actual product
3. categorized as non-special with high prices.
4. Increase efficiency in the distribution system because there is no need for tiered discounts from producers to distributors and so on.

Payment Methods

Several payment methods are widely used in transactions, such as e-wallets, transfers, QRIS, credit cards, and so on. These are considered quite practical and safer from the risk of loss. Joseph Schumpeter (1942) stated that technological innovation drives change in economic systems, including payment systems. Digital payments (e-money, QR codes, and fintech) are a form of creative destruction, namely innovation that replaces the old method

(cash). David Humphrey (2004) stated that payment methods are evolving from cash to non-cash due to demands for cost and time efficiency. This explains the transition to electronic payment systems, which can reduce transaction costs and increase security.

Ease of Payment Indicator

Ease of payment can be measured through indicators:

1. Flexibility of choice;
2. Transaction speed;
3. Process limitations;
4. Accessibility.

Types of Payment Methods (Based on Evolution & Technology)

Types of meal payment methods according to Kotler & Keller:

1. Cash (cash payment);
2. Non-cash (cashless payment):
 - a) Debit & credit cards;
 - b) *E-money & e-wallet*;
 - c) QRIS;
 - d) *Contactless card*.

According to Lupiyoadi (2014) "Ease and speed of payment in restaurants are part of the physical evidence in the service marketing mix." Ease of payment methods strengthens the service image and customer satisfaction in restaurants.

Types of meal payment methods according to Lupiyoadi:

1. Cash
2. Debit/credit card
3. Digital payments (e-money, e-wallet, QRIS)

According to Philip Kotler (2009) "Modern restaurants must provide a variety of payment methods to meet different customer preferences." The more payment options offered, the higher the level of customer convenience and repeat orders.

Types of payment methods in restaurants according to Kotler:

1. *Direct payment*(cash);
2. *Card payment*(debit/credit card);
3. *Electronic payment* (*PayPal, e-wallet, online transfer*);
4. *Prepaid system* (*vouchers, gift cards, membership*).

Customer Repeat Patronage Interest

Customer revisit intention is the tendency or intention of customers to revisit and purchase products or services from the same business in the future (Zeithaml, Berry, & Parasuraman: 2009). This concept is a manifestation of behavioral customer loyalty, rooted in positive experiences, satisfaction, and perceived value. Customer revisit intention is an important indicator in assessing the success of a service business, particularly in the restaurant and food industry. According to Kotler and Keller (2016), revisit intention is defined as a customer's tendency to return to the same product or service due to satisfaction with their previous experience. Tjiptono (2015) states that revisit intention is a customer's desire to reuse a service that has provided benefits and satisfaction. Satisfied customers will exhibit positive behavior in the form of a willingness to return or even recommend the service to others. Agli (2019) emphasizes that in the restaurant context, revisit intention is formed through positive customer experiences influenced by ease of transaction and perceived emotional value.

Framework of thinking

The following is a framework for thinking related to this research:

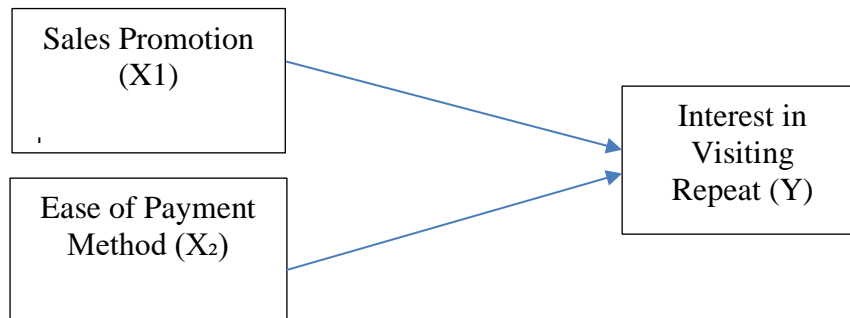


Figure 1. Thinking Framework

Information:

X_1 and X_2 function as independent variables which are suspected to have a direct influence on Y (customer repeat visit interest).

METHOD

Research Approaches and Types

This study uses a quantitative approach to examine the influence between independent and dependent variables through the analysis of numerical and measurable data. The research method used is associative or causal research, aiming to determine the relationship or influence between two or more variables. The results are expected to provide a valid empirical picture of the factors that drive customer repeat visit behavior.

Data collection technique

The data collection technique was carried out using a survey method by distributing questionnaires to Food and Beverage (F&B) business customers in the Parapat tourist area, non-probability sampling with certain considerations (judgmental sampling).

Data Analysis Techniques

This research data processing technique uses the Statistical Package for the Social Sciences (SPSS) program. It determines the criteria for customer interest in repeat visits by interpreting the correlation coefficient value at the r value.

According to Sugiyono (2023), the provisions for providing interpretation of the correlation coefficient are as follows:

- 0.00 - 0.199 = very low
- 0.20 - 0.399 = low
- 0.40 - 0.599 = moderate
- 0.60 - 0.799 = strong
- 0.80 - 1,000 = very strong

Multiple Linear Regression Analysis

To test the effect of sales promotions (X_1) and ease of payment methods (X_2) on customer repeat visit interest (Y), a multiple linear regression analysis model was used with the following equation:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

RESULTS AND DISCUSSION

The Effect of Sales Promotion (X_1) on Customer Revisit Interest (Y)

The analysis of the influence of sales promotions on customers' interest in repeat visits to food and beverage service sales outlets in Paratat can be presented through the analysis stages used through the SPSS program on the respondent's answer data which is used as the research object.

a. Interpretation of Data Analysis Results

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The correlation test in this study was processed using SPSS 16.0 for Windows on data obtained from respondents' answers. In determining the magnitude of the influence of sales promotions on customer interest in revisiting food and beverage (FnB) service establishments in Parapat, the determination values can be stated from table 1 below:

Table 1. Model Summary

Model	R	R Square	Standard Error of the Estimate
1	.903a	.815	3.26112

Based on the table above, the interpretation of the coefficient of determination shows that there is an influence of sales promotion on customer interest in revisiting food and beverage (FnB) service establishments in Parapat of 81.50% ($0.815 \times 100\%$). Therefore, it can be concluded that sales promotion has a contribution to customer interest in revisiting food and beverage (FnB) service establishments in Parapat in the very strong category. This very high coefficient of determination value indicates that sales promotion has a very dominant role in shaping customer behavior. In the context of the FnB business in tourist areas such as Parapat, promotion not only functions as a tool to attract new customers, but also as a strategy to retain existing customers. Promotional programs such as price discounts, savings packages, purchase bonuses, and loyalty programs have been proven to be able to create a high perceived value in the eyes of consumers. When customers feel they get more benefits from the transactions they make, the tendency to return will be greater.

Furthermore, the high influence of sales promotions can also be explained by the characteristics of tourists who tend to be sensitive to attractive offers, especially in travel situations involving multiple expenses. Tourists generally consider cost efficiency without compromising the quality of the experience. Therefore, well-targeted promotions can be a differentiating factor (competitive advantage) for F&B businesses in attracting attention and building customer preference over competitors. Furthermore, these results also indicate that the promotional strategies implemented by F&B businesses in Parapat are relatively effective and aligned with market needs. Promotions that are communicative, easily accessible (for example, through social media), and have a clear appeal will more easily influence customer decisions. This aligns with the concept of consumer behavior, which states that marketing stimuli, such as promotions, can influence the decision-making process up to the post-purchase stage, including the decision to revisit.

However, despite the significant contribution of sales promotions, businesses still need to consider other factors not examined in this study. Product quality, cleanliness, service, and venue comfort remain crucial elements that can strengthen or weaken promotional effectiveness. Attractive promotions without good service quality have the potential to lead to customer dissatisfaction, thus reducing the likelihood of repeat visits. Therefore, it can be concluded that sales promotions are a very powerful factor in influencing customer repeat visits to F&B businesses in Parapat. Therefore, businesses are advised to continue developing creative, sustainable promotional strategies that are integrated with service quality improvements to maintain customer loyalty and enhance competitiveness in the tourist area.

To determine the category of relationship between variables, this can be stated in the table below:

Table 2. Correlations

		Sales Promotion	Interest in Repeat Visits
Sales Promotion	Pearson Correlation	1	.869**
	Sig. (2-tailed)		.000
	N	100	100
Interest in Doing Repeat Visit	Pearson Correlation	.869**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

The table above shows the correlation value between sales promotions and customer interest in repeat visits is 0.869. In accordance with the provisions of the relationship criteria between variables, both variables are in the "very strong" category, namely between 0.80 - 1.000, so it can be said that the influence of sales promotions on interest in repeat visits is in the very strong category. Thus, sales promotions have a positive and significant influence, with a very strong category, on customer interest in revisiting food and beverage (FnB) establishments in Parapat. This very strong correlation indicates that sales promotions are not merely a supporting factor, but are a key determinant in shaping customer behavior, particularly in the context of post-purchase decisions. In the tourism industry, especially in strategic areas such as Lake Toba, customer experience is influenced not only by product quality but also by the added value perceived through various promotional programs. When customers receive incentives such as discounts, special packages, or exclusive offers, a perception of benefit arises, which drives satisfaction and a desire to return.

Furthermore, this very strong relationship also reflects that F&B customers in Parapat tend to be responsive to marketing stimuli. Promotions that are attractively designed, communicative, and easily accessible, both on-site and through digital media, can create both emotional and rational appeal. Emotionally, customers feel happy and appreciated, while rationally, they perceive better economic value. The combination of these two aspects is a key driver in shaping repeat visit intentions. Furthermore, these results reinforce the assumption that sales promotions have an influence that is not only statistically significant but also practically relevant. This means that F&B businesses can directly utilize promotional strategies as a tool to increase customer loyalty. Programs such as recurring discounts, memberships, or rewards for repeat customers can be effective strategies for maintaining long-term relationships with consumers.

However, despite the strong relationship shown, it is important to understand that correlation does not completely represent an absolute cause-and-effect relationship. It is possible that other factors contribute to this relationship, such as service quality, food taste, atmosphere, and ease of access. Therefore, sales promotions should not stand alone but rather be integrated with overall service quality improvements. Therefore, it can be concluded that sales promotions have a very strong, positive, and significant relationship with customer intention to revisit F&B businesses in Parapat. This finding implies that an effective and sustainable promotional strategy is key to increasing business competitiveness and strengthening customer loyalty in tourist areas.

Analysis of the Influence of Ease of Payment Method (X2) on Customer Revisit Interest (Y)

a. Interpretation of Data Analysis Results

The correlation test in this study was processed using SPSS 16.0 for Windows on data obtained from respondents' answers. In the analysis to determine its magnitude, the determination value can be stated from the table below:

Table 3. Model Summary

Model	R	R Square	Standard Error of the Estimate
1	.796a	.634	3.79859

Based on the table above, where the coefficient of determination interpretation criteria show that there is a relationship between the ease of payment methods and the intention of repeat customers to visit food and beverage (FnB) service establishments in Parapat, amounting to 63.40% (0.634 x 100%). Therefore, it can be concluded that the ease of payment methods has a strong influence on the intention of repeat customers to visit food and beverage (FnB) service establishments in Parapat. This large contribution indicates that ease of transaction is an important factor in shaping customer decisions, especially in the context of the FnB industry in tourist areas. Tourists generally want a fast, practical, and secure payment process, without having to face obstacles such as limited cash or complicated transaction processes. Therefore, business actors who are able to provide various alternative payment methods will have a competitive advantage in attracting and retaining customers.

In today's digital era, consumer preferences have shifted toward cashless payment systems. The presence of various digital payment platforms such as GoPay, OVO, and DANA makes it easier for customers to conduct transactions efficiently. This convenience not only speeds up the payment process but also reduces queues, increases comfort, and creates a modern and professional impression for the F&B business in question. Furthermore, ease of payment methods is also closely related to increased customer satisfaction. When customers perceive that the entire service process, from ordering to payment, runs smoothly, their experience will be more positive. This positive experience will then foster the intention to return in the future. In the context of consumer behavior, perceived ease of use is a key factor influencing attitudes and behavioral intentions, including revisit decisions.

However, despite the strong influence of ease of payment methods, businesses still need to consider other factors that influence repeat visits. Ease of payment without being matched by good product and service quality will not be enough to foster sustainable customer loyalty. Therefore, integrating transaction convenience with overall service quality is key to improving business competitiveness. Therefore, it can be concluded that ease of payment methods has a strong influence on customer repeat visits to F&B businesses in Parapat. This finding underscores the importance for businesses to continuously adapt to developments in payment technology and provide flexible, fast, and secure transaction systems to increase customer satisfaction and loyalty.

Meanwhile, in determining the category of influence between variables, this can be stated in the table below:

Table 4 Correlations

		Ease of Payment Methods	Interest in Repeat Visits
Ease of Payment Methods	Pearson Correlation	1	.742**
	Sig. (2-tailed)		.000
	N	100	100
Interest in Repeat Visits	Pearson Correlation	.742**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

The table above shows the correlation between ease of payment methods and customer repeat purchase intention to F&B (F&B) establishments in Parapat, which is 0.742. According to the criteria for influence between variables, both variables are in the "strong" category, namely between 0.60 and 0.799. Therefore, ease of payment methods has a positive and significant relationship with the strong category of customer repeat purchase intention to

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F&B establishments in Parapat. This positive relationship indicates that the easier and more diverse the payment methods provided by the business, the higher the tendency of customers to return. In the context of the tourism industry, particularly in the Lake Toba area, transaction convenience is an important factor influencing tourist comfort and satisfaction. Tourists tend to avoid complicated or limited payment processes, so F&B establishments that are able to provide various payment alternatives will be more attractive. This strong correlation also reflects changing consumer behavior in the digital era, where the use of cashless payment methods is increasing. The presence of digital wallets such as GoPay, OVO, and DANA provides convenience, speed, and security in transactions. Furthermore, digital payment methods often come with various additional promotions, such as cashback or discounts, which indirectly strengthen customers' desire to return. Furthermore, ease of payment contributes to a better customer experience. A fast and seamless transaction process reduces waiting times, increases service efficiency, and conveys a professional impression of F&B businesses. This positive experience will be embedded in customers' memories and become a key consideration in their decision to revisit.

However, although the relationship shown is strong and significant, it is important to understand that ease of payment is not the sole determining factor. Other factors such as product quality, price, service, and atmosphere still play a significant role in shaping repeat visit intentions. Therefore, business owners need to integrate ease of payment with overall service quality improvements to create sustainable customer satisfaction and loyalty. Therefore, it can be concluded that ease of payment has a positive and significant relationship with the strong category on repeat customer visit intentions at F&B businesses in Parapat. This finding implies that providing a flexible, modern, and easy-to-use payment system is an important strategy in increasing customer attraction and retention in tourist areas.

Analysis of the Influence of Sales Promotion and Ease of Payment Methods (X3) on Customer Revisit Interest (Y)

a. Interpretation of Data Analysis Results

The correlation test in this study was processed using SPSS 16.0 for Windows on data obtained from respondents' answers. In the analysis to determine the magnitude of the influence of sales promotions and ease of payment on customer return visits to food and beverage outlets in Parapat, the determination values can be stated in Table 17 below:

Table 5 Results of the Determination Coefficient (R2) Test
Model Summary

Model	R	R Square	Standard Error of the Estimate
1	.898a	.804	2.19872

The table above shows that sales promotions and ease of payment influence customers' intention to revisit food and beverage outlets in Parapat by 80.40% (0.804 x 100%). Therefore, it can be stated that sales promotions and ease of payment methods have a significant influence on customers' intention to revisit. The high coefficient of determination indicates that the combination of sales promotions and ease of payment methods plays a very strategic role in influencing customer behavior. Sales promotions serve as an initial stimulus that can attract attention and encourage purchasing decisions, while ease of payment methods plays a role in providing convenience at the final stage of the transaction. When these two factors work synergistically, the customer experience becomes more optimal, which ultimately increases the likelihood of customers returning.

Furthermore, effective sales promotions—such as discounts, bundled packages, or loyalty programs—will create a high perception of value in the eyes of customers. On the other hand, easy payment methods, whether through cash or digital systems like GoPay, OVO, and DANA, will streamline the transaction process and increase customer satisfaction. The combination of the two not only provides economic benefits but also increases efficiency and convenience throughout the consumption process. In the context of consumer behavior, these results indicate that repeat visit decisions are not influenced by a single factor, but rather by the integration of various marketing and service elements. Attractive promotions without supporting payment convenience can reduce customer satisfaction, and vice versa. Therefore, F&B businesses need to ensure that these two aspects are managed simultaneously and sustainably. Furthermore, the results of this study indicate that customers in tourist areas like Parapat have high expectations for convenience and added value in transactions. Tourists tend to desire practical, efficient, and profitable experiences. Therefore, F&B businesses that can meet these expectations will excel in building customer

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loyalty and increasing competitiveness in the market. However, despite the significant influence of these two variables, business owners still need to consider other factors that also contribute to repeat visits. Food quality, cleanliness, friendly service, and the atmosphere of the venue remain important aspects that cannot be ignored. Integrating promotional strategies, ease of payment, and overall service quality will be key to creating a memorable customer experience. Therefore, it can be concluded that sales promotions and ease of payment methods together have a significant influence on repeat customer visits at F&B businesses in Parapat. Therefore, business owners are advised to continue optimizing these two factors in an integrated manner to increase customer satisfaction, loyalty, and business sustainability in tourist areas.

To determine the category of influence between variables, this can be stated in the table below:

Table 6. Correlations

		Atmosphere and Facilities	Visit Decision
Sales Promotion and Ease of Payment Methods	Pearson Correlation	1	.917**
	Sig. (2-tailed)		.000
	N	100	100
Customer Revisit Interest	Pearson Correlation	.917**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

The table above explains the correlation values between sales promotions and ease of payment methods with customer repeat purchase intention of 0.917. In accordance with the criteria for influence between variables, both variables are categorized as "very strong," namely between 0.80 and 1.000. Thus, sales promotions and ease of payment methods have a positive and significant influence, categorized as very strong, on customer repeat purchase intention at food and beverage outlets in Parapat. This very strong correlation indicates a high synergy between the two variables in influencing customer behavior. Sales promotions act as a driving factor (stimulus) that can attract attention, increase purchasing interest, and create a perception of value that is beneficial for customers. Meanwhile, ease of payment methods functions as a supporting factor that provides convenience and smoothness in the transaction process. When customers are not only attracted by attractive offers but also facilitated in making payments, the perceived consumption experience becomes more positive and memorable.

In the context of the tourism industry, particularly in the Lake Toba region, these findings are highly relevant. Tourists tend to desire services that are practical, efficient, and provide added value. Attractive promotions can be an initial lure in choosing a restaurant, while easy payment options, whether through cash or digital systems like GoPay, OVO, and DANA, will reinforce that decision through to the final transaction stage. The combination of the two creates a holistic customer experience, from before to after purchase. Furthermore, this strong relationship also reflects that customers are increasingly rational and selective in making choices. They consider not only product aspects but also additional benefits and convenience offered by a business. This aligns with the concept of modern consumer behavior, which emphasizes the importance of customer experience as a key factor in shaping customer loyalty and repeat purchase decisions.

However, although the correlation value indicates a very strong and significant relationship, it is important to understand that there are still other factors that can also influence repeat visit intention, such as food quality, service, cleanliness, price, and atmosphere of the place. Therefore, F&B businesses should not only focus on promotions and ease of payment, but also need to maintain and improve the overall quality of service. Therefore, it can be concluded that sales promotions and ease of payment methods together have a very strong, positive, and significant relationship with customer repeat visit intention at F&B businesses in Parapat. This finding implies that a marketing strategy integrated with a modern and easy-to-use payment system is the main key to increasing satisfaction, loyalty, and competitiveness of businesses in tourist areas.

Multiple Linear Regression Analysis

The following is a table of the results of multiple linear analysis.

Table 8. Results of Multiple Linear Regression Analysis Test

Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.
		B	Std. Error			
1	(Constant)	3,892	6,539		1,773	.071
	Sales Promotion (X1)	.253	.119	.243	2,821	.004
	Ease of Payment Methods (X2)	.232	.182	.521	6,173	.000

a. Dependent Variable: Interest in Repeat Visits

Based on the general equation of linear regression is:

$$Y = a + b1X1 + b2X2 + \epsilon$$

Based on the results of the multiple linear regression test, the following equation was obtained:

Constant value (a) = 3,892

Coefficient value (b1) = 0.253

Coefficient value (b2) = 0.232

Based on these values, the regression equation is:

$$Y = 3,892 + 0.253X1 + 0.232X2 + \epsilon$$

From the linear regression equation, if sales promotion increases by 1%, then visitor interest in returning to food and beverage outlets will increase by 0.253. Furthermore, if the ease of payment methods increases by 1%, then visitor interest in returning to food and beverage outlets will increase by 0.232. The regression coefficient of 0.253 for the sales promotion variable indicates that promotions have a slightly greater influence than ease of payment methods. This indicates that promotional strategies are a more dominant factor in encouraging repeat customers. Effective promotions—such as discounts, value packages, or loyalty programs—can create strong appeal and provide customers with a perception of added value. When customers perceive additional benefits from a transaction, their likelihood of repeat visits increases significantly.

On the other hand, the coefficient of 0.232 for the variable "ease of payment method" also indicates a positive and significant influence. This indicates that ease of transaction is an important factor that cannot be ignored. Customers tend to prefer businesses that offer flexible, fast, and secure payment methods, both cash and non-cash through digital platforms such as GoPay, OVO, and DANA. This convenience provides convenience and increases efficiency in the transaction process, ultimately impacting customer satisfaction. Comparatively, although sales promotions have a greater influence, the difference between the two coefficients is relatively small. This indicates that the two variables complement each other in influencing repeat purchase intention. Promotions play a role in attracting and encouraging purchasing decisions, while ease of payment methods plays a role in ensuring a smooth and enjoyable transaction experience. The combination of the two creates a more comprehensive customer experience. In the context of a tourist destination like Lake Toba, these findings are highly relevant, as tourists generally desire a practical, efficient, and valuable experience. Therefore, F&B businesses in Parapat need to simultaneously optimize both aspects to increase customer appeal and maintain customer loyalty. Therefore, it can be concluded that both sales promotions and ease of payment methods have a positive influence on repeat visits, with sales promotions being a slightly more dominant factor. The practical implication of these findings is the importance for businesses to design attractive promotional strategies while providing easy and modern payment systems to increase customer satisfaction and repeat visits.

CONCLUSION

Conclusion

Based on the results of the analysis and discussion in the previous chapter, several conclusions were obtained, namely:

1. With a calculated t value of 5.783 and this value is greater than the t table value of 1.984 and a correlation value of 0.869, it shows that sales promotions have a positive and significant influence with a very strong category on customer interest in making repeat visits to food and beverage (FnB) service establishments in Parapat.
2. A positive and strong category influence was found on the variable of ease of payment method on customer interest in repeat visits to food and beverage (FnB) service establishments in Parapat with a value of 0.742. Thus, ease of payment method has a positive and significant relationship with a strong category of customer interest in repeat visits to food and beverage (FnB) service establishments in Parapat.
3. With a correlation value of 5.168, which is greater than the ttable value of 1.798, and with a correlation value of 0.917, the influence of the two variables falls into the "very strong" category. Thus, sales promotions and ease of payment methods have a positive and significant influence, with a very strong category, on customer repeat visit interest to food and beverage outlets in Parapat.
4. From the results of the linear regression equation, the interest of visitors to return to food and beverage sales places will increase by 0.253, if sales promotions increase by 1%, likewise there will be an increase in repeat visits by 0.232, if the ease of payment methods increases by 1%.

Suggestion

1. Business owners and actors in the food and beverage service sector need to maximize and schedule sales promotion activities by choosing effective and more innovative forms and methods of sales promotion so that they will be more attractive to customers.
2. So that business actors and owners provide more payment methods to provide more payment method options because based on observations, most business actors only use e-wallets with limited types and bank transfer systems.
3. Business actors and managers must be more open and adaptive to technological and service advancements in order to compete with other companies that have previously utilized technology, especially financial technology, so that it will become a reason for consumer choice.

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