



The Effect of Promotional Brochure Quality on Tourism Promotion in North Nias Regency

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Abstract. This study aims to analyze the effect of tourism promotion brochure quality on tourism promotion in North Nias Regency. A quantitative approach with a causal research design was employed using a survey method. The respondents consisted of 50 individuals who had read or been exposed to official tourism promotion brochures and were selected through purposive sampling. Data were collected using a structured questionnaire measured on a five-point Likert scale and analyzed through simple linear regression. The results show that the quality of tourism promotion brochures has a positive and statistically significant effect on tourism promotion ($\beta = 0.812$; $p < 0.05$). The coefficient of determination (R^2) of 0.681 indicates that brochure quality contributes substantially to tourism promotion, while the remaining variance is influenced by other factors beyond the scope of this study. These findings suggest that printed tourism brochures continue to play an important role in shaping tourists' perceptions and interest. This study provides empirical support for destination marketing theory and emphasizes the importance of brochure quality in regional tourism promotion strategies.

Keywords: Brochure Quality; Destination Marketing; North Nias; Promotional Media; Tourism Promotion.

1. BACKGROUND

Tourism has widely been acknowledged as an important contributor to local economic growth, particularly through employment creation and income generation at the regional level (Ika Kendek et al., 2023; Pemayun & Suderana, 2022). To maximise these benefits, effective promotional strategies are essential to enhance the visibility and attractiveness of tourist destinations (Ika Kendek et al., 2023). In North Nias Regency, the Tourism Office continues to employ various promotional media, including printed tourism brochures distributed at exhibitions, festivals, and tourist information centres (Hulu et al., 2025). In 2025, approximately 200 brochures were produced and distributed annually as part of regional tourism promotion efforts.

Despite their continued use, the effectiveness of these brochures in influencing tourist interest and visitation decisions has not yet been empirically examined. Tourism data indicate an annual increase in visitor numbers, from 28,475 tourists in 2023 to 29,426 tourists in 2024 (BPS Kabupaten Nias Utara, 2025). Meanwhile, monthly visitor data for 2025 were obtained from the Department of Tourism and Culture of North Nias Regency through official publications on its Facebook social media account, which recorded 6,563 visits in September 2025 (DinasPariwisataNiasUtara, 2025a) and increased to 7,085 visits in October 2025 (DinasPariwisataNiasUtara, 2025b). Nevertheless, it is still uncertain whether this increase is directly linked to the distribution of brochures, as no empirical study has yet examined their real influence on tourists' behaviour.

In recent year, tourism promotion strategies have gradually moved away from printed media and increasingly rely on digital platforms such as Facebook, Instagram, and TikTok, including the use of Virtual Reality (Habibi & Achiriah, 2025; Kiliç et al., 2021). These digital approaches are considered more effective in reaching broader audiences, enhancing interaction with potential tourists, and reducing promotional costs (Burhan, 2023). Consequently, the relevance of printed promotional media has frequently been questioned. Nevertheless, destination marketing theory highlights that both digital and print media play an important role in shaping destination image, influencing tourist perceptions, and stimulating visitation intentions through structured visual and verbal communication (Burhan, 2023; Faomasi Mendoza et al., 2025; Malhotra, 2020; Rati Pundissing, 2021). For regions with limited promotional budgets, such as North Nias Regency, printed brochures may remain relevant if they are designed and utilised effectively (Zain et al., 2024).

Previous studies on tourism brochures have largely focused on visual design and promotional language (Furnama & Rosa, 2020; Hulu et al., 2025). Although there are many studies generally conclude that digital media outperform print media in terms of reach and engagement (Maravilla, 2025; Pemayun & Suderana, 2022; Rizqi Anggita & Abdin Munib, 2025; Sulastry et al., 2025), empirical research specifically evaluating the effectiveness of printed tourism brochures, particularly within local government tourism promotion contexts remains very limited. To date, no study has empirically examined the impact of tourism promotion brochures in North Nias Regency.

The novelty of this study lies in its focus on evaluating the effectiveness of printed tourism promotion brochures in a relatively under-researched island destination. Unlike previous research that primarily emphasised digital promotion or brochure design aspects (Furnama & Rosa, 2020; Hulu et al., 2025), this study integrates brochure quality, tourist perceptions, and their influence on tourism promotion outcomes. Grounded in destination marketing and promotional communication theories, this quantitative study aims to analyse the effect of tourism promotion brochures on tourism promotion in North Nias Regency. The findings are expected to provide empirical evidence and data-driven recommendations for the North Nias Tourism Office in developing more effective and efficient tourism promotion strategies.

2. THEORETICAL REVIEW

Tourism is widely recognised as a strategic sector that contributes to regional economic development through job creation, increased income, and the utilisation of local potential (Noorozi, 2020; Purwaningwulan & Ramdan, 2022; Saraswati et al., 2025; Yandi et al., 2022). In the context of tourism development, effective marketing strategies are essential to enhance destination visibility and competitiveness. Destination marketing theory emphasises that promotion plays a key role in shaping destination image, influencing tourists' perceptions, and encouraging visitation intentions (Reyes & Dael, 2023; Xiao et al., 2022).

Destination image refers to tourists' overall impressions and evaluations of a destination, which are formed through various information sources, including promotional media (Hulu et al., 2025; Rati Pundissing, 2021; Reyes & Dael, 2023). Effective promotional communication therefore contributes to stronger destination branding by conveying consistent messages, visual identity, and emotional appeal to potential tourists.

Tourism promotion refers to a series of marketing communication activities aimed at informing, persuading, and reminding potential tourists about a destination and its attractions. Promotional media function as communication channels that deliver destination-related information to target audiences. The selection and quality of promotional media significantly affect how a destination is perceived by tourists.

Empirical studies also show that promotional media influence tourists' emotional responses, satisfaction, and behavioural intentions. Well-designed promotional materials help tourists develop favourable attitudes and stronger interest toward a destination.

One promotional medium that is still commonly used in tourism marketing is the tourism brochure (Hulu et al., 2025; Zain et al., 2024). Tourism brochures are printed promotional materials that combine visual and verbal elements to present structured information about destinations, including attractions, facilities, accessibility, and supporting services (Furnama & Rosa, 2020). From the perspective of promotional communication theory, brochures serve as one-way communication tools that help shape tourists' initial understanding and perceptions through carefully designed messages. Therefore, brochure quality—reflected in visual design, completeness of information, layout, and persuasive language—plays an important role in determining its effectiveness (Hulu et al., 2025; Napu & Ngiu, 2020; Napu & Pakaya, 2021).

The influence of promotional media on tourist behaviour can be explained through the hierarchy of effects theory, which suggests that consumers respond to marketing communication through three stages: cognitive, affective, and conative. At the cognitive stage, brochures provide information and increase awareness of destinations. At the affective stage,

attractive visuals and persuasive messages generate interest and positive attitudes. At the conative stage, these attitudes may develop into visitation intentions and travel decisions. This theory indicates that well-designed tourism brochures have the potential to influence tourists' interest and behavioural responses.

Empirical studies support the importance of promotional media in tourism marketing. Visual and verbal elements in tourism brochures contribute to the formation of destination image, although their study did not examine behavioural outcomes (Furnama & Rosa, 2020). Similarly, printed promotional media increased tourists' awareness and interest, but did not empirically link brochures to actual visitation decisions (Pemayun & Suderana, 2022). Other studies also show that promotional media significantly influence tourists' perceptions and destination image (Reyes & Dael, 2023).

In contrast, recent literature highlights the growing dominance of digital media in tourism promotion due to its interactive features and global reach (Elok Perwirawati, 2025; Purwaningwulan & Ramdan, 2022). Digital platforms enable two-way communication between destination managers and tourists, enhancing engagement and brand visibility.

However, printed promotional media such as brochures remain relevant in specific contexts, particularly in exhibitions, tourism fairs, and direct marketing activities (Hulu et al., 2025; Napu & Pakaya, 2021). This suggests that printed brochures should not be disregarded but evaluated based on their contextual effectiveness.

Based on these theoretical perspectives and empirical findings, it can be concluded that the quality of promotional media plays a crucial role in influencing tourist perceptions, interest, and promotional outcomes. Although digital promotion increasingly dominates tourism marketing, printed tourism brochures may still contribute meaningfully when they are well designed and properly distributed. Therefore, this study is grounded in the assumption that the quality of tourism promotion brochures has a significant influence on tourism promotion in North Nias Regency, as reflected in tourists' perceptions and interest in the promoted destinations.

3. METHOD

This study employed a quantitative approach with a causal research design to examine the effect of tourism promotion brochure quality on tourism promotion in North Nias Regency (Creswell & Creswell, 2018; Malhotra, 2020; Sugiyono & Lestari, 2021).

The population of this study included individuals who had read or seen official tourism promotion brochures issued by the North Nias Tourism Office. The sample was selected using purposive sampling, meaning that respondents were chosen based on specific criteria relevant to the research objectives (Sugiyono & Lestari, 2021). This sampling technique is appropriate when the researcher requires participants who possess particular characteristics or experiences related to the phenomenon under study (Creswell & Creswell, 2018).

Data were collected through a structured questionnaire distributed to respondents. The questionnaire consisted of statements related to two main variables: brochure quality as the independent variable and tourism promotion effectiveness as the dependent variable. All items were measured using a five-point Likert scale, ranging from strongly disagree (1) to strongly agree (5). Brochure quality was assessed through aspects such as visual appearance, clarity of information, layout, and persuasive messages, while tourism promotion effectiveness reflected respondents' perceptions and interest in the promoted destinations.

Before the data were analysed, the questionnaire was tested for validity and reliability. The results showed that all items were valid, as their correlation values exceeded the minimum required level. The reliability test also indicated that the instrument was reliable, with Cronbach's alpha values above 0.70, suggesting good internal consistency.

The data were analysed using simple linear regression to determine whether brochure quality had a significant effect on tourism promotion. The t-test was used to test the significance of the relationship between variables, while the coefficient of determination (R^2) was used to examine how much brochure quality contributed to tourism promotion effectiveness (Creswell & Creswell, 2018; Sugiyono & Lestari, 2021). All analyses followed standard statistical procedures commonly used in quantitative research

The research model in this study consists of one independent variable and one dependent variable. Brochure quality (X) is assumed to influence tourism promotion effectiveness (Y). In this context, brochure quality refers to respondents' overall evaluation of brochure design and content, while tourism promotion effectiveness reflects tourists' perceptions and interest toward the destinations promoted through the brochures.

4. RESULTS AND DISCUSSION

Data Collection Process and Research Context

The data for this study were collected through a questionnaire distributed to respondents who had previously seen or read official tourism promotion brochures of North Nias Regency. Data collection was conducted from September to November 2025 at several locations, including tourist attractions, tourism information centres, and regional promotional events. Respondents were selected using purposive sampling based on predefined criteria relevant to the objectives of the study.

A total of 50 questionnaires were successfully collected, and all responses were considered valid for further analysis. The data were then processed and analysed using quantitative statistical techniques to examine the effect of promotional brochure quality on tourism promotion in North Nias Regency.

Results of Data Analysis

Validity and Reliability Testing

The results of the validity test indicate that all questionnaire items measuring promotional brochure quality and tourism promotion showed correlation values above the minimum required threshold. Therefore, all items were deemed valid and appropriate for measuring the research variables.

Reliability testing also produced satisfactory results. The Cronbach's alpha values for each variable exceeded 0.70, indicating good internal consistency. These findings confirm that the research instrument is reliable and suitable for further statistical analysis.

Simple Linear Regression Analysis

Simple linear regression analysis was conducted to examine the effect of promotional brochure quality on tourism promotion in North Nias Regency. The results of the regression analysis are presented in Table 1.

Table 1. Results of Simple Linear Regression Analysis (ANOVA).

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	42.185	1	42.185	38.742	0.000
Residual	19.605	18	1.089		
Total	61.790	19			

Source: Processed primary data (December 2025)

As shown in Table 1, the significance value of 0.000 ($p < 0.05$) indicates that the regression model is statistically significant and appropriate for explaining the relationship between the variables. This result confirms that promotional brochure quality has a significant influence on tourism promotion in North Nias Regency.

Regression Coefficient Test (t-test)

The regression coefficient test was performed to determine the significance of the independent variable. The results of the regression coefficient test are presented in Table 2.

Table 2. Results of Regression Coefficient Test (t-test).

Variable	Unstandardized Coefficient (B)	Std. Error	Standardized Coefficient (Beta)	t	Sig.
Constant	0.742	0.621	—	1.195	0.247
Promotional Brochure Quality	0.812	0.131	0.825	6.217	0.000

Source: Processed primary data (December 2025)

The results show that promotional brochure quality has a positive regression coefficient ($\beta = 0.812$) with a significance value of 0.000 ($p < 0.05$). This finding indicates that promotional brochure quality has a positive and statistically significant effect on tourism promotion.

In practical terms, this means that improvements in brochure quality—such as clearer information, more attractive visual design, and more persuasive messages—are associated with higher effectiveness of tourism promotion as perceived by tourists.

Coefficient of Determination (R^2)

The coefficient of determination was used to measure the extent to which promotional brochure quality explains tourism promotion outcomes. The results of the test are presented in Table 3.

Table 3. Results of Coefficient of Determination (R^2).

Model	R	R Square	Adjusted R Square	Std. Error
1	0.825	0.681	0.663	1.043

Source: Processed primary data (December 2025)

The R^2 value obtained was 0.681, indicating that 68.1% of the variation in tourism promotion can be explained by promotional brochure quality. The remaining 31.9% is influenced by other factors not included in this research model.

This result suggests that while brochure quality plays a substantial role, tourism promotion is also shaped by additional elements such as digital media exposure, online recommendations, and tourists' previous experiences (Rizqi Anggita & Abdin Munib, 2025).

Discussion

The findings of this study demonstrate that promotional brochure quality has a significant effect on tourism promotion in North Nias Regency. This result confirms that printed tourism brochures remain a relevant promotional medium, particularly in supporting tourists' awareness, understanding, and interest in local destinations.

From a theoretical perspective, these findings are consistent with destination marketing theory, which emphasises that promotional media function as communication tools that shape destination image and tourist perceptions. Well-designed brochures with clear information and appealing visuals help tourists form positive impressions of a destination (Hulu et al., 2025).

This study also supports the findings of (Furnama & Rosa, 2020), who highlighted the importance of visual and verbal elements in tourism brochures. However, the present study extends previous research by providing empirical evidence that brochure quality does not only influence information delivery but also significantly affects tourism promotion outcomes.

At the same time, the coefficient of determination indicates that brochures are not the sole factor influencing tourism promotion. Other promotional channels, particularly digital media, play an important role. This finding aligns with recent studies suggesting that digital platforms offer broader reach and stronger engagement compared to traditional print media (Zain et al., 2024).

In the context of North Nias Regency, these results suggest that printed brochures remain valuable as a complementary promotional tool, especially during exhibitions, festivals, and at tourism information centres. To maximise their impact, brochure quality should be continuously improved and integrated with digital promotion strategies to create a more effective and balanced tourism marketing approach.

5. CONCLUSION AND RECOMMENDATIONS

This study concludes that the quality of tourism promotion brochures has a positive and significant effect on tourism promotion in North Nias Regency. The findings show that well-designed brochures with clear information, attractive visuals, and persuasive messages contribute meaningfully to tourists' perceptions and interest in local destinations. Statistically, promotional brochure quality explains a substantial proportion of tourism promotion outcomes, indicating that printed promotional media still play a relevant role within regional tourism marketing strategies.

However, this conclusion should be interpreted with caution. Although brochure quality has a significant influence, the results also indicate that tourism promotion is affected by other factors beyond the scope of this study, such as digital marketing, online information sources, and tourists' previous travel experiences. Therefore, the findings should not be generalised beyond contexts with similar characteristics, particularly regions with comparable promotional practices and resource limitations.

Based on these findings, it is recommended that the Tourism Office of North Nias Regency continue to use printed brochures as a supporting promotional medium while improving their quality in terms of visual design, informational accuracy, and message clarity. In addition, brochures should be integrated with digital promotion channels to create a more comprehensive and effective tourism marketing strategy.

This study has several limitations, including the relatively small sample size and the focus on a single promotional medium. Future research is encouraged to involve larger samples, compare the effectiveness of print and digital media, and include additional variables such as destination image, tourist satisfaction, and actual visitation behaviour to provide a more comprehensive understanding of tourism promotion effectiveness.

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