

## THE EFFECT OF MARKETING MIX ON TOURIST DECISION IN MANDEH ISLAND WEST SUMATRA, INDONESIA

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**Abstract:** *The study aims to find out the influence of the marketing mix consisting of promotion, product, price, place, people, process and physical evidence against the decision of the tourists visiting the attractions located at Painan Mandeh island, West Sumatra. The sample in this study are tourists visiting sights Mandeh with total sample as many as 90 people. Sampling technique was purposive sampling. The type of data in this study is the primary data of the dissemination of the questionnaire. The results of this study found that physical evidence of significant and influential promotion, product, price, place, person while the process is not significant effect against the decision of tourists visit.*

**Keywords :** *Promotion; produk; price; place; proses; person tangible; tourist; Smart PLS*

**JEL Classification Code :** M31; F10; J01; Z30; Z32

### A. INTRODUCTION

South Pesisir Regency is one of the regencies in West Sumatra which has the charm of stunning natural beauty, not one of the regencies has the motto "A million Enchantment Country" because the South Coast does have natural charm in many places. Some tourism places in the South Coast that are visited by tourists are Mandeh tourism areas, Carocok Beach, Root Bridge and many more tourist attractions that can be visited in the South Coastal District.

Mandeh tourist area is a natural tourist area that is in great demand by tourists at present, both local tourists and foreign tourists. In the Mandeh tourist area, tourists can enjoy many water games such as banana boat, diving, island tour and others. Moreover, the island of Mandeh also developed halal tourism, especially there are places of rides that are used as halal tours. The concept of Islamic tourism is nothing but a concept to Islam, where values to Islam are important in the development of halal tourism objects. Therefore a halal certificate is needed in carrying out and developing tourism. (Chookaew, 2015).

According to Battour and Ismail, M.N. (2015), halal tourism is permitted for the development of tourism industry that is in accordance with tourism, according to Islamic teachings. Therefore, the success of developing halal tourism must be in line with the teachings adopted by Islam.

In Figure 1, the prospect of tourist visits in the Mandeh tourism area of Pesisir Selatan Regency is quite promising, this condition is seen from the number of tourist visits that tend to increase on holidays. This can be seen from the number of tourists in January 2016 which totaled 27,641, but experienced a decline in February to April. In May experienced an increase to 28,347 but the following month experienced a decrease in visitors and experienced a drastic increase in July at 99,584 tourists. Then experienced a decline until November and increased again in December to 46,273.

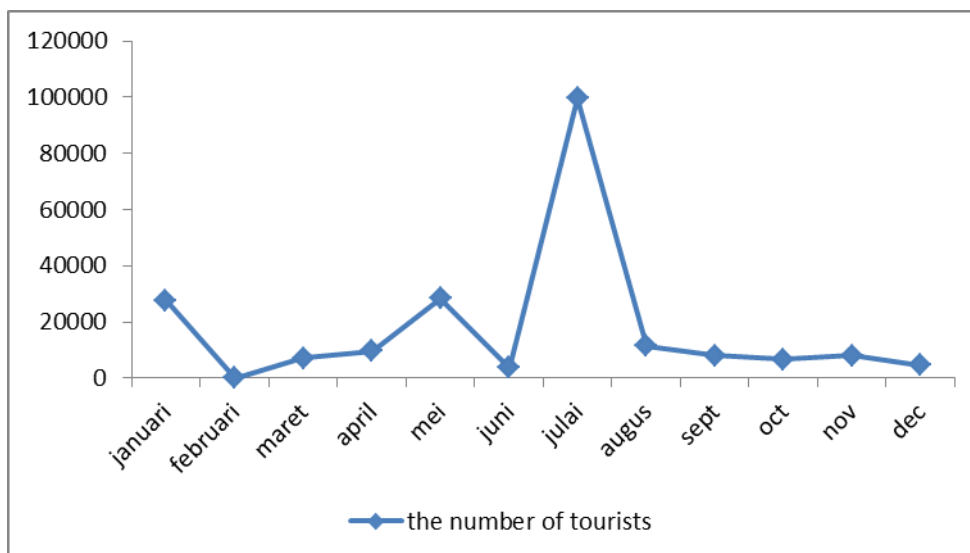
The development of tourists in the South Coastal District and the Mandeh tourist area, in particular, is certainly very promising but is seasonal, the most tourists occur on holidays. According to the results of the interviews, several communities around the island of Mandeh during the 2018 study revealed that the highest number of tourists usually occurred as sacred moments such as during eid, Christmas, new year, until school holidays. Therefore, continuous promotion and the role of the environmental community are needed. By identifying the attitude

of the local population, programs can be formed to minimize friction between tourists and residents (Zhang *et al*, 2006).

Zhang & Lai Lei. (2009), the relationship between the environment of the community and the development of tourism has a lot of debate, according to him the behavior of the community is very instrumental in promoting the tourism area because it has an impact on tourist visits. Sustainability in tourism development is very necessary, especially in promoting tourism objects, because if tourism develops, it is necessary to cooperate with the community, especially the comfortable environment for tourists.

Continuous promotion is needed especially by tourists visiting. In order to influence the community's decision to visit the Mandeh tourist area, promotion activities are carried out on an ongoing basis. These activities are carried out with various media such as electronic media, print, etc. According to Kotler and Keller. (2009) defines promotion as an activity that consumers do to promote or introduce a brand to consumers.

The increase in the number of tourists to the island of Mandeh will also have an impact on increasing the regional income of the South Pesisir Regency. The contribution of increased tourism on the island of Mandek to the Government of South Pesisir Regency in 2016 has increased when compared to 2015, namely from 1.506.81 billion rupiah to 1,614.34 billion rupiah in 2016. (BPS, North Pesisir in numbers, 2017).



Source: *Tourism South Pesisir (2017)*

Figure 1. The number of Tourists area Mandeh 2017

Tourist development Mandeh Island is caused by the fact that the island of Mandeh is one of the islands that is quite beautiful and interesting among the islands in West Sumatra. Increased tourist arrivals, which led to the growth of the hospitality industry, and provided opportunities for local residents, especially the provision of employment in the area around Mandeh. These industry changes have an effect on increasing the tourism industry which will have an impact on the physical social changes of the economy, especially the increase in community income. Changes in the socio-economic form of society will change the income of the people, especially those with low income, to a more modern life change with a high income level than before (Gumus *et al*, 2007).

Tourist piety, in theory, especially the tourist's decision behavior to visit a tourist attraction has become an interesting object for analysis both for academics and practitioners. The diversity of methods, models and variables that previous researchers construct about the decision of tourists to choose a tourist object has not been fully applied to all phenomena that

occur (Seyidov and Adomaitienė. 2016; Joshi and Rahman. 2015a; Ozgen and Kurt. 2013; Hossain, 2012). So this is the motivation of researchers to bring up an alternative model that is expected to explain the complexity of the conditions and phenomena that occur and that will come.

While Yuliviona *et al.* (2016) revealed that there are four factors considered by tourists visiting Mandeh tourism objects, namely infrastructure that is location accessibility, affordable souvenir prices offered, availability of tour guides, good security, restaurant and clean restaurant facilities available, and clean lodging is available. If we refer to those days it certainly will not create an increase in sales volume. Therefore the use of marketing strategies is very important for the development of company sales. Therefore, the research objective is to prove empirically how promotions, products, prices, places, people, processes and physical evidence can influence tourists' decisions to travel in Mandeh tourism areas.

## **B. LITERATURE REVIEW**

In theory, consumer purchasing decisions are actions taken by consumers to purchase a product or service. According to Yapari. 2017, purchasing decisions are the desire of consumers to realize their desire or desire for a product by carrying out certain activities.

In Indonesia the destination of tourist objects is very large and in general the population is generally the majority of the population of Islam. With the majority of the Muslim population, it has become a characteristic in tourist visits in the intended places such as the palace, mosque, heirlooms, graves, to culinary that is very diverse between regions in accordance with the characteristics of the area it has. (Jaelani, Setyawan, & Hasyim, 2016).

Promotion is a form of marketing communication which is a marketing activity that seeks to disseminate information, influence/ persuade, and increase the target market of the company and its products so that they are willing to accept, buy, and loyal to the products offered by the company concerned Tjiptono, (2012). While the product is the intensity of competition in the market forces companies to strive for high product adaptation in order to achieve competitive advantage over competitors, because product adaptation can expand the local market base and be enhanced for certain local preferences. More and more consumers have alternatives and are very careful in determining the decision to make a purchase taking into account the factors of need, product excellence, service and price comparison before deciding to buy. From these factors, product excellence is included in the main consideration before buying. The competitive advantage of a product is one of the defining elements of the success of a new product, where the success of the product is assessed by the parameters of the number of product sales. (Tjiptono, 2012).

From the above definition, it can be seen that the price paid by the buyer includes the services provided by the seller. Many companies approach the pricing based on the targets to be accomplished. The aim can be to increase sales, maintain market share, maintain price stability, attain maximum net income and so along. (Engel, J., & Blackwell, R, 2004).

Location or place often determines the success of the company, because the location is nearly interrelated to the potential market of a fellowship. In summation, the position also affects the strategic dimensions such as flexibility, competition, location, and centering. Flexibility of a location is a touchstone of the extent to which a society can respond to changes in the economic state of affairs. The decision on location choice is related to long-term commitment to aspects that are capital intensive, hence the company really must see and choose the locations that are reactive to the economic, demographic, cultural, and competitive situations in the hereafter. (Tjiptono, 2012).

People are one of the important factors in the service marketing mix. People function as service providers that greatly affect the quality of services provided. This decision in the "person" factor means that it relates to the selection, training, motivation, and management of human resources (Lupiyoadi, 2013). While the process can be distinguished in two ways, namely: Complexity, in this case related to the steps and stages in the process. Divergence,

related to changes in the step in the process stage. The main object of marketing is to identify market needs and desires. Therefore services must be designed to fulfill those desires. The design of the service was delivered. The process reflects how all elements of the marketing mix are coordinated to ensure the quality and consistency of services provided to customers. Thus, marketers must be involved when the service process design is created, because marketers are also often involved in overseeing the quality of services.

The next factor that influences consumer decisions is Physical Evidence. Physical evidence is very important in shaping the image or perception because through this physical evidence consumers are ready to identify and compare a service company with other service companies so that in making decisions on the use of consumer services is not wrong. Sumarwan (2010), defines physical evidence as showing a number of facilities provided by a company to improve the quality of quality and service quality.

To influence the community's decision to visit the Mandeh tourist area, promotional activities are carried out. These activities are carried out with various media such as electronic media, print, etc. According to Kotler and Keller. (2009) defines promotion as an activity undertaken by consumers to promote or introduce a brand to consumers.

Several studies that examine the influence of the development of the tourism industry that have an impact on economic growth but the impact is through an input-output approach, but the research conducted only examines more specifically the cause-cause relationship. Research conducted by Balaguer & Cantavella-Jorda. (2002) in Spain found that the development of the tourism industry is the cause of economic development in one direction. While the research conducted by Dritsakis in Greece (1995. 2005) shows there are two ways to cause the development of economic growth. While the experience in South Korea was carried out by Oh. (2005) show a direct relationship with economic growth. Research by Kim, *et al.* (2005) in Taiwan, shows a two-way relationship between tourism economic growth that supports each other.

While the research of Antoni, et al (2019), examines the relationship between the number of halal tourist arrivals of West Sumatra with economic growth by using the method of test and Granger cause testers for Granger in the period 2000-2017. The results showed that by applying the Johansen Granger Method, there was a significant relationship between the growth of the tourism industry and economic growth in the long run. Furthermore, the results of the study also prove that there is a one-way relationship, namely the growth of industrial tourism affects the economic growth of West Sumatra.

The research of Qu., *et al.* (2011), concluded that destination branding has a significant effect on the integrated marketing system. This means that it needs to be developed in a tourist destination including integrated marketing integration as well as the social factors of the community that surround the tourist location which will determine the decision of tourists to visit. Cai *et al.* (2004); Dana & McCleary. (1995); Leisen.(2001); Taszi & Kozak, (2006). The tourist decision that will visit the tourist area is no other than the service carried out by the local community. Therefore good customer satisfaction tends to produce service information to others that are considered important by customers. in making customer decisions and how good the organization is in meeting the needs of its customers. Yuksel and Yukse *et al.* (2002).

Nzama (2008), said that there is a strong positive relationship between the people who care about tourism development and their perception of tourism development is very important. Harrill (2004), said that tourism development would increase economic benefits for local people, especially income for their families. Whereas according to Truong and Foster. (2006) defining service satisfaction in the tourism sector is needed by tourists, especially in conformity of tourist expectations such as the characteristics of tourist areas that are felt by visitors, for example the cleanliness and comfort of tourists.

### C. RESEARCH METHOD

This study uses primary data, by distributing questionnaires to people who visit tourism objects. This research was conducted using 2018 data with the population being all tourists who toured the Mandeh tourist area with a total of 486,396 visitors. However, by using the Slovin method, the number of respondents conducted by the study was 100 respondents, but that returned only 90 respondents. The method used in this research is purposive sampling method, namely tourists who visit the tourist area of Mandeh with the age criteria above 17 years.

The variables used in this study are Tourist Decisions with indicators used by Kotler and Keller (2009). the decision to use services is an action or behavior to take action to buy a product or service that is formed due to a number of needs that must be immediately fulfilled, with indicators of interest in visiting tourist attractions, expectations exceeding expectations, the desire to visit the destination. Besides that price is one of the ways in marketing that is used to assess products.

The variable price indicator is the price of each attraction and affordable facilities, the price given is in accordance with the quality, the price of the rental product is in accordance with what is paid. While the variable place is one of the ways in the marketing mix because it involves how a product can reach consumers. He also explained that the place is one of the ways to determine the market, because it involves how a product can reach consumers especially determining tourist locations easily accessible, tourist locations are easy to find, traffic to tourist attractions through public transportation, the surrounding environment is supportive, quite strategic tourist locations and attractions follow government regulations.

Promotion is an activity that combines product excellence and appoints consumers to buy. Indicators of promotional media promotions, through employees, through member cards, good media promotions, promotions made through newspapers and newspapers, promotions through travel agents. Kotler and Armstrong. (2004). Product Variables are goods that consumers need that can be offered fresh Mart to be considered, owned, used or consumed so that they can satisfy their wants or needs. Furthermore, according to him, the products offered are quality and the indicators used are attractive tourist attractions, availability of lodging facilities, availability of souvenirs and tourism equipment, access to smooth locations, public transportation to tourist sites.

People variables according to Hurriyati, R. (2010) people are all actors who play a role in the presentation of services so that they can influence buyers' perceptions with indicators of politeness, speed, empathy, neat appearance and cleanliness and neatness. While the process variable is a service process design created, because marketers are also often involved in monitoring service quality. Lupiyoadi. (2013), with indicators used in the structured tourism planning process, the payment process through travel agents is not confusing, the availability of a sense of security. Physical Evidence variables are things that significantly influence the consumer's decision to buy and use the service product offered (Hurriyati, R. 2010). Variable indicators used are layout, equipment and equipment, facilitating product, Furnishing.

### D. RESULT AND DISCUSSION

Based on the research objectives presented, to determine the effect of promotion, product, price, place, people and physical evidence on the decision of tourist visits to travel in Mandeh tourism areas. From the tabulation can be grouped the general characteristics of the respondents who participated in this study with the number of men is 47 people and 43 women.

Smart PLS calculation results, then the results obtained from the Convergent validity of the measurement model with reflective indicators can be seen from the correlation between item scores or indicators with their construct scores. Individual indicators are considered reliable if they have a correlation value above 0.70. However, research on the scale development stage, loading 0.50 to 0.60 is still acceptable (Ghozali, 2013). Another test is to assess the validity of

the construct by looking at the AVE value, a good model is required if the Average Variance Extraced (AVE) of each construct is greater than 0.50 (Ghozali, 2013).

By looking at the correlation output between indicators and their constructs, the results of Convergent Validity are obtained and displayed on the Output outer Loading and AVE in Table 1. The results obtained are also the results after the invalid indicators are removed and the table above the AVE value in the second reestimation test results shows that all dimensions and variables already have the AVE value as required ( $> 0.50$ ). This shows that all indicators remaining in the results of the eighth reestimation instrument test have met the convergent validity test. And the value of the loading factor has fulfilled the requirement that all variable indicators value above 0.70.

**Table 1: Convergent Validity( Output outer Loading dan AVE**

Construct		<i>Outer Loading</i>	AVE
Promotion(X1)	Pi1	0,844	0,693
	Pi2	0,929	
	Pi3	0,710	
Product (X2)	Pk1	0,870	0,648
	Pk3	0,725	
	Pk4	0,815	
Price (X3)	Ha1	0,873	0.835
	Ha2	0,952	
	Ha3	0,914	
Place (X4)	Te4	0,872	0,833
	Te5	0,949	
	Te6	0,916	
People (X5)	Or1	0,761	0,729
	Or2	0,891	
	Or3	0,859	
	Or4	0,886	
	Or5	0,865	
Process (X6)	Ps1	0,841	0,755
	Ps2	0,922	
	Ps3	0,841	
Tangible (X7)	Bf2	0,858	0,785
	Bf3	0,906	
	Bf4	0,893	
Tourist visit (Y)	KK1	0,851	0,767
	KK2	0,917	
	KK3	0,857	

*Source: processed Smart PLS data, 2018*

In the next step the researcher tests the discriminant validity as shown in Table 2. Discriminant validity is used to indicate that the construct or latent variable predicts the size of their block better than the size of the other block. Discriminant validity can be seen from the cross loading value. The correlation value of the indicator against the construct must be greater than the correlation value between the indicator and the other construct. The value of cross loading shows the correlation score of each indicator to its dimensions and variables is greater than the correlation of the indicator scores to other dimensions and to other variables. This shows that this research has fulfilled the rule of thumb of the cross loading value required.

**Table 2. Discriminant Validity**

	Promotion	Product	Price	Place	People	Process	Tangible	tourist visit
Promotion	<b>0.833</b>							
Product	0.247	<b>0.708</b>						
Price	0.408	0.292	<b>0.914</b>					
Place	0.448	0.414	0.400	<b>0.753</b>				
People	0.363	0.239	0.341	0.474	<b>0.854</b>			
Process	0.332	0.420	0.345	0.422	0.486	<b>0.869</b>		
Tangible	0.281	0.294	0.250	0.157	0.278	0.339	<b>0.886</b>	
Tourist visit	0.355	0.92	0.232	0.296	0.281	0.406	0.467	<b>0.876</b>

*Source: processed Smart PLS data, 2018*

Reliability and Validity Tests are carried out to determine the extent to which these measuring instruments have consistent accuracy and accuracy of measurement over time. According to Chin in Ghazali (2008), an indicator is said to have good reliability if the composite reliability value is greater than 0.70.

In table 3 it is found that all variables tested in this study had fulfilled the rule of thumb required composite reliability value, which is greater than 0.70. This shows that all indicators in this study have met the validity and reliability test as a basis for testing instruments to conduct structural model testing in the next stage.

From the data that has been processed in the table above it can be seen that, for composite reliability values on each variable that is above 0.70, meaning that the construct is declared reliable. And for the highest value of composite reliability that is found in the variable (X3), price of 0.938. Furthermore, the value of cronbach's alpha on each variable is declared reliable because it has a value above 0.70. For the highest value of cronbach's alpha is the variable (X5), people, which is worth 0.908.

The results of the study need to be evaluated using the structural model of the R-Square method ( $R^2$ ) for the dependent construct and the significance value determined based on the statistical t value of the p value. The magnitude of the coefficient value of each path can be seen from the value of the original sample between constructs. Based on the R-square table above shows that the visit decision has a R-square value of 0.313. This means that 31.30% of the visit decision variables are influenced by the variable Promotion, product, price, place, person, process and physical evidence and the rest, which is 68.70%, is influenced by other variables not in this study.

**Table 3. Composite Reliability and Cronbach Alfa**

	<b>Composite Reliability</b>	<b>Cronbach's Alpha</b>
Promotion (X1)	0,870	0,797
Product (X2)	0,846	0,751
Price (X3)	0,938	0,901
Place(X4)	0,937	0,901
People (X5)	0,931	0,908
Process (X6)	0,902	0,839
Tangible (X7)	0,916	0,864
Tourist visit (Y)	0,908	0,847
R Square		0.313

*Source: processed Smart PLS data, 2018*

Next is done to see the total effect of the coefficient value of the path or inner model shows the level of significance in testing the hypothesis. The score of the path coefficient or inner model shown by the T-statistic value, must be above 1.96 for the two-tailed hypothesis at

significant level 5 percent and above 1.64 for the at significant level 10 percent (Hair et al, 1998).

In table 4 and figure 2, produce a relationship between variables showed that the influence of the Promotion variable to decision was a positive visit (0.158) and significant at  $\alpha = 0.05$ . The first hypothesis is not supported, because the Promotion statistically did not have a significant effect on decision visits at the confidence level  $p < 0.05$ . Furthermore, to test the relationship between variables shows that the effect of the product variable to the decision of positive visit (0.052) and significant at  $\alpha = 0.05$ . The second hypothesis is not supported, because the product statistically did not have a significant effect on visit decisions at the confidence level  $p < 0.05$ .

The test of the relationship of the effect of the price variable to the decision of the visit has a negative effect (-0.043) and is significant at  $\alpha = 0.05$ . The third hypothesis is not supported, because it has a negative effect and statistically the price does not significantly influence the decision of the visit at the level of confidence  $p < 0.05$ . While the relationship between variables showed that the effect of the variable Place on Decision positive visit (0.114) and significant at  $\alpha = 0.05$  with a statistical value of  $0.982 < 1.96$ . This fourth hypothesis is not supported, because Place has no significant effect on visit decisions at the confidence level  $p < 0.05$ .

The relationship test between variables shows that the effect of the variable Person on Decision Making is negative (-0.005) and significant at  $\alpha = 0.05$ . The fifth hypothesis is not supported, because people do not have a significant effect on decision visits at the confidence level  $p < 0.05$ . Relationship test between variables showed that the effect of the variable process on the visit decision was positive (0.187) and significant at  $\alpha = 0.05$  with a statistical value of  $1.507 < 1.96$ . This sixth hypothesis is not supported, because the process has no significant effect on decision visits at confidence levels  $p < 0.05$ .

The relationship test between variables shows that the effect of the variable Physical Evidence on Decision is positive (0.344) and significant at  $\alpha = 0.05$  with a statistical value of  $3.062 > 1.96$ . This seventh hypothesis is supported, because physical evidence has a significant effect on decision visits at confidence levels  $p < 0.05$ . To be clear, Table 4 shows the significance value of all hypotheses tested in this study.

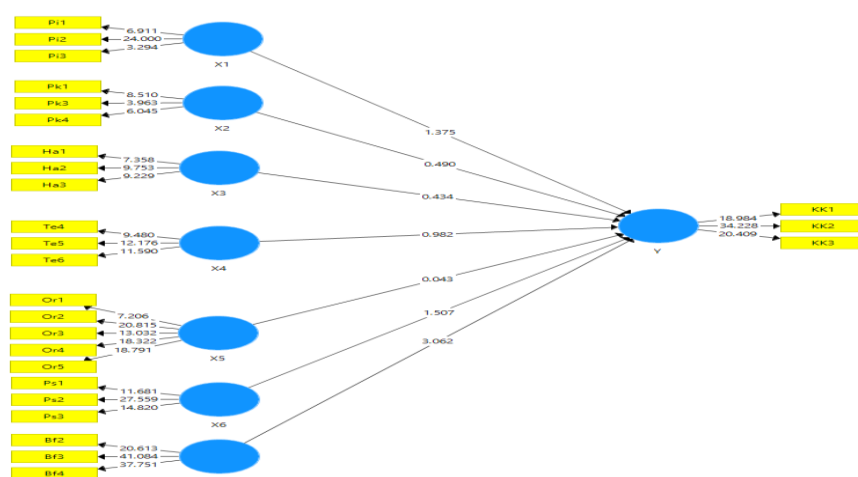
**Table 4. Total Effects (Mean, STDEV, T-Values)**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P- Values	Infor mation
Promotion (X <sub>1</sub> ) -> Tourist visit (Y)	0,158	0,178	0,115	1,375	0,170	Non- significant
Product (X <sub>2</sub> ) -> Tourist visit (Y)	0,052	0,078	0,107	0,490	0,624	Non- significant
Price (X <sub>3</sub> ) -> Tourist visit (Y)	-0,043	-0,043	0,098	0,434	0,664	Non- significant
Place (X <sub>4</sub> ) -> Tourist visit (Y)					0,326	Non- significant
People (X <sub>5</sub> ) -> Tourist visit (Y)					0,966	Non- significant
Process (X <sub>6</sub> )-> Tourist visit (Y)	0,187	0,189	0,124	1,507	0,132	Non- significant
Tangible (X <sub>7</sub> )-> Tourist visit (Y)	0,344	0,312	0,112	3,062	0,002	Significant

*Source: processed Smart PLS data, 2018*

Data processing with the Smart PLS 3.0 program, resulting in Figure 2.





Source: processed Smart PLS data, 2018

Figure 2. Hypothesis Test Results

## E. CONCLUSIONS AND RESEARCH IMPLICATIONS

The development of the tourism industry is heavily involved in development, especially in the service sector and directly contributes to the positive impact of regional revenues.

From the results of the study it can be concluded that there are positive and significant influences of promotion, product, price, place, people and process variables on tourist visit decisions on Mandeh Island, West Sumatra at a confidence level  $p < 0.05$ . While the results of this study found that physical evidence had a significant effect as well as promotion, product, price, place, people while the process did not have a significant effect on  $\alpha = 0.05$  on the decision of tourist visits on the island of Mandeh. The research decision shows that the hypothesis supporting physical evidence has a positive and significant influence on the decision to visit on Mandeh Island.

Based on the results of the R-square shows that the decision of the visit has an R-square value of 31.30%. This means that the visit decision variable is influenced by the promotion variable, product, price, place, person, process and physical evidence and the rest is 68.70%, influenced by other variables that are not conducted by research.

From the results of the study can also be concluded that the need for a strategic policy in increasing regional income is to allow the tourism industry to become one of the main economic growth drivers in their respective regions. In West Sumatra, for example, the government has promoted the tourism industry as one of the main industries as a source of income both from domestic and foreign countries. Furthermore, the government participates directly in this industry in addition to providing various incentives to promote and involve the private sector in the tourism industry, especially the government and local areas must pay attention to and improve physical evidence, because physical evidence plays an important role in influencing tourists in deciding to visit a place tourist attraction, so that it can also affect the increasing number of tourist visitors on Mandeh. The result is that many tourism industries directly increase regional economic growth. Therefore, marketing research needs to be improved, especially in regions that have tourist objects.

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