THE RELATIONSHIP BETWEEN MARKETING MIX AND JBOUND VISITORS' DECISION MAKING

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Abstract

Educational tourism is a new trend that is in demand by several tourists, especially by families, educational institutions, and others. Jbound Bogor is an educational tourism and family recreation located in the city of Bogor, West Java, Indonesia. The Covid-19 pandemic that hit the world, including Indonesia, caused huge losses in the tourism sector. JBound is one of the tourist attractions affected by the pandemic, the policy for large-scale social restrictions carried out by the Indonesian government during the pandemic limited the number of tourist visitors and caused domestic tourists to postpone their traveling plans. Managers of tourist attractions must find strategies to market their products or services to consumers/tourists to survive in the midst of the coronavirus pandemic. Jbound Bogor reopened its tourist area in November 2020. One of the optimizations carried out by jbound is to maximize the marketing mix strategies including product, price, promotion, and place. This study uses a quantitative approach which is carried out through data collection at the object location using secondary data and primary data. This study aims to determine and explain the relationship or influence of product, price, promotion, and place on JBound visitor decision-making both partially and simultaneously. The sample analyzed was 100 respondents using non-probability sampling technique and purposive sampling method, namely tourists who have visited the Jbound Bogor. The research instrument used a questionnaire and was analyzed using multiple regression analysis. This research was conducted to determine which variables have an influence on decision-making. In this research, the independent variable used is product (X1), price (X2), promotion (X3), and place (X4) while the dependent variable is the visitors' decision-making (Y). Based on the calculation of multiple linear regression analysis resulted in marketing mix has a significant influence both partially and simultaneously on visitor decision-making.

Key Words: Bogor, Visitors Decision-making, Jbound, Marketing Mix

INTRODUCTION

Currently, there are various types of tourism that can be done by tourists. Tourist destinations in the city of Bogor have the potential for natural tourism objects such as mountains, waterfalls, water tourism, educational tourism, culinary tourism, rural tourism, and others. Educational tourism is one type of tourism that can be enjoyed by many people, especially by families, schools, institutions, and others. Educational tourism is actually not new, but the packaging has been developed under a new name. For students in Indonesia, educational tourism is popular as a study tour, where traveling while visiting places that are related to honing skills and increasing knowledge.

The development of a place that is used as a tourism area is expected to be a source and potential for economic activity. Tourist objects must know what demands are desired by consumers in order to be able to convince consumers or tourists to decide to visit the tourist attraction.

Jbound Bogor offers a variety of outdoor activities based on training, refreshing, and others. Such as integrated-outbound management training, character/team building,

corporate value refreshment & internalization, outing, gathering, and others. Every game activity and idea that Jbound designs, always combines simulation with minimal risk challenges (safety first, zero defect, zero accident) and has an expected goal (fun outbound and learning). One of the activities at Jbound Bogor is animal feeding, visitors gaining insight into nature and interacting with existing animals.

The Jbound's visitors come from various backgrounds, occupations, education, and ages, but are dominated by families with children. Some problems in JBound were identified during the pre-survey that the researchers conducted on eight random respondents who had previously visited Jbound Bogor. According to JBound visitors, JBound has a limited quantity of attractions. The price variable was considered affordable. As for the promotion variable, the visitor said it must be improved because it is very important for the development of Jbound Bogor. While for place variable, Jbound is located in a strategic area and considered easy to access despite the heavy traffic that often occurs in Bogor.

There is no doubt that the marketing mix is important to increase the number of tourists, especially during a pandemic like this. Managers of tourist attractions not only have to think about how to maintain their business but also have to think about how to improve and enhance their attractions so that visitors want to visit their tourist attractions during this pandemic.

The present study analyzed the relation between marketing mix variables (4p) and its relation with JBound visitor decision-making. This study tried to answer the following questions:

1. Does product has a significant influence on Jbound visitors' decision-making?
2. Does price has a significant influence on Jbound visitors' decision-making?
3. Does promotion has a significant influence on Jbound visitors' decision-making?
4. Does place has a significant influence on Jbound visitors' decision-making?
5. Does marketing mix (product, price, promotion, and place) have a significant influence on Jbound visitors' decision-making?

LITERATURE REVIEW

Marketing Mix

When conducting research, it is important for researchers to understand the theories in order to be able to investigate and analyze the relationship between these variables. In this study, the author aims to investigate the effect of the Marketing Mix variable (4p's) on the visitor's visiting decision. Therefore, the author provides a summary of concepts and definitions related to the Marketing Mix and visiting decisions.

Based on Kotler and Keller (2009), marketing mix is a marketing tool used by companies to influence customers to buy their products to gain revenue. On the other hand, buyers will consider the Marketing Mix approach as a significant benefit offered by the seller to them. This study will use the 4P concept based on Kotler and Keller (2009).

Marketing mix includes product, price, promotion, and place.

1. Product

Product is what customers buy. They buy the product because it can fulfill their needs. Price is the amount of money the buyer must sacrifice or pay to obtain the rights and use of the product.

A product is something that can be offered to the market to get attention, so that products that are sold or purchased, used, consumed can fulfill a desire or coincidence of consumers (Kotler and Keller, 2012).

According to Stanton (2012) the indicators of the product are brand/product brand, product quality, and product function.

2. Price

Many consumers use price as an indicator of quality, a higher price is perceived as having quality and vice versa.Price is very important

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because it determines the profit and survival of the company. Pricing has an impact on the adjustment of the marketing strategy taken. The price elasticity of a product will also affect demand and sales. According to Kotler and Armstrong (2012), there are four price indicators, namely Price affordability, price match with product quality, price competitiveness, price match with benefits.

3. Promotion

Promotion is a creative strategy depending on how the message is delivered. If the communication is delivered ineffective, customers will not understand the meaning and will not be interested in buying the product. According to Subagyo (2010: 129), promotion is all activities intended to convey or communicate a product to the target market, to provide information about its features, uses and most importantly about its existence, to change attitudes or to encourage people to act. in buying a product. Kotler and Armstrong (2012: 432) state that the promotional mix consists of five promotional tools, namely, advertising, sales promotion, personal selling, public relations, and direct marketing.

4. Place

The place is where the seller sells their product. The seller must be able to find out where their target customers usually shop for the product. By knowing where their customers make their purchases act, they will be able to maximize their service to customers and also minimize distribution costs and increase revenue (Kotler & Keller, 2009).

According to Tjiptono and Chandra (2005), the selection of a physical location requires careful consideration of the following factors: access, visibility, parking distribution, traffic, and environment.

Visiting Decision

Visiting decision theory is analogous to purchasing decisions, such as research conducted by Jalilvand and Samiei (2012: 12) which equates that tourist visiting decisions are the same as purchasing decisions. The specific buying decision process written by Kotler and Armstrong (2008:179) consists of the following sequence of events: need problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior.

1. Problem recognition

Recognition of needs is defined as the perception of the difference between the need situation (the situation that the consumer wants) and the actual situation (the current situation of the consumer) that is sufficient to arouse and activate the buying decision process (Schiffman & Kanuk, 2007:555). The buying process begins when buyers realize they need something. Needs could be caused by internal stimulation, such as hunger, thirst, and so on, as well as external stimulation, such as advertising factors, or because of an invitation from a friend. After consumers recognize what they need and what to buy, consumers will search for information about the product to be purchased.

2. Information Search

When the needs have been identified, consumers/tourists will then look for information about various alternatives to fulfill those needs. Kotler & Keller (2009:185) say that consumers/tourists will first perform an internal search (retrieve information stored in memory). If the consumer/traveler feels that the internal search is not sufficient, then he will conduct an external search. This external search can be done through personal sources such as information from family members, friends, acquaintances, and through commercial sources or company promotions.

3. Alternative Evaluation

In the alternative evaluation stage, consumers/tourists process the information to evaluate several alternative brands. Schiffman & Kanuk (2007: 559) states that consumers then develop criteria that they will use to evaluate each product/service that is planned. The criteria used to evaluate brands are usually expressed in terms of important product attributes. Meanwhile, Kotler & Keller (2009: 186) state that the attributes of buyer's interest vary by product.

4. Buying decision

Kotler & Keller (2009:188) states that after comparing several alternatives, consumers

will then decide whether to make a purchase or not for the products or services offered by a company. And in general, consumers will decide to buy products or services according to their needs and desires. In making a purchase, There are indicators of purchasing decisions which are control variables that can be used in helping companies to measure changes that occur in an event or activity either directly or indirectly. Meanwhile, the consumer's decision to purchase a product or service includes 5 sub-decisions, according to Kotler and Keller (2016: 183) explaining as follows:

a) Product Selection
b) Selection of Distribution Place
c) Purchase Time
d) Number of purchases
e) Payment Method

5. Post Purchase Behavior

Kotler & Amstrong (2008:181) states that if the consumer is satisfied by their experience when buying the products then consumers are likely to repurchase, share their satisfaction with others, pay less attention to competing products and buy other products from the same company. The last stage is the stage where consumers will take further action after buying based on a sense of satisfaction or dissatisfaction. Satisfaction or dissatisfaction arises after consumers consume the product or service.

This is largely determined by the consumer's experience in consuming the purchased product and also the distance between expectations and reality. If tourism products meet the expectations of tourists, of course, they will be satisfied. Usually, tourists will re-purchase or be interested in visiting again when the consumer is satisfied or very satisfied, and consumers may not make a repurchase when they are not satisfied with the product or service they have consumed. Consumer satisfaction or dissatisfaction with a product will affect subsequent behavior.

Thus, the authors adapted conceptual framework below to analyze the relationship between marketing mix and Jbound visitors' decision making.

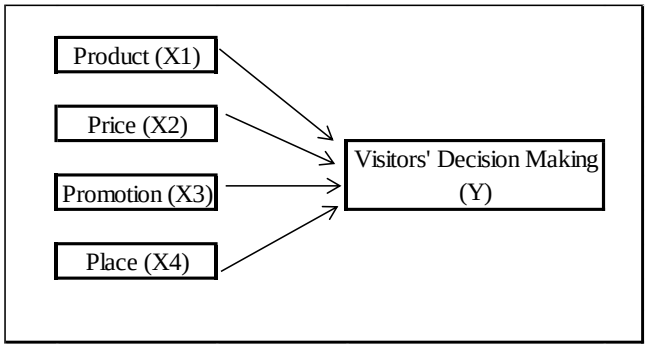

Figure 1: Conceptual Research
Source: Kotler & Keller (2009:185)

RESEARCH METHOD

This research used a quantitative approach with descriptive analysis. Descriptive analysis is research conducted to determine the value of the independent variable and the dependent variable. According to Sugiyono (2014:206), descriptive analysis is: "Statistics used to analyze data by describing or describing the data that have been collected as they are without intending to make conclusions that apply to the public or generalizations".

In this descriptive correlational study, data obtained from questionnaires and the observation process were collected and re-examined with the aim of being able to test whether there is a marketing mix influence factor on the tourist visiting decision process, then the primary and secondary data collected by the authors were processed descriptively by correlational presentation table using a software tool, the Statistical Package for Social Science (SPSS) version 25.

The population is the whole object to be studied. In this study, the population is all visitors who have visited Jbound Bogor Educational Tourism Attractions. The size of the sample was determined based on the calculation of the Slovin formula as many as 100 respondents.

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examined with the aim of being able to test whether there is a marketing mix influence to the visitors' decision-making. Then the primary and secondary data collected by the authors were processed descriptively by correlational presentation table using a software tool, Statistical Package for Social Science (SPSS) version 25.

According to Hasan (2008), multiple linear analysis is where the dependent variable (Y) is related or explained by more than one variable, maybe two, three, and so on the independent variables (X1, X2, X3, ..., Xn) but still show linear relationship diagram.

Operational research variables according to Sugiyono (2015, p.38) are an attribute or nature or value of objects or activities that have certain variations that have been determined by researchers to be studied and then drawn conclusions. Operational variables have a function to describe research variables into the concept of dimensions and indicators. This study consists of 2 (two) variables to be studied, namely the Marketing Mix (X) as the independent variable and visiting decision (Y) as the dependent variable.

The Likert scale was used in the questionnaire form. Likert scale according to Djaali (2008:28) is a scale that can be used to measure attitudes, opinions, and perceptions of a person or group of people about an educational phenomenon or phenomenon. The data used in this study is quantitative data, so the answers to each statement are given a score, which uses alternative answers with a likert scale 4.

RESULT

In this study there were 100 respondents, 41 respondents were male, while female respondents were 59 respondents, thus based on gender, the visitors of JBound, females was more dominant than males. Based on ages, ages between 25-35 years dominated all age categories from 100 respondents recorded in 38%. Most of them are young married couples who visited JBound with their children with the purpose to enjoy the facilities and attractions provided in Jbound. Based on occupancy, out of 100 respondents, the largest percentage are private employees at 32%, followed by students with the second largest percentage of 24%. Respondents with as entrepreneurs became the third-largest percentage with a total of 17% and followed by civil servants, job seekers, and others who are not mentioned. According to the questionnaire about visiting frequency questions, resulted in that number of first-time visits has the highest percentage of 70%. Then it was followed by a second visit with a percentage of 16% of respondents who had experienced of JBound outbound and animal feeding before.

This study also uses validity and reliability tests to check whether the instruments in the questionnaire are valid and reliable. As a result, from 29 question instruments, all of them were valid and had reliable results.

Normality Test

A normality test is a test that is conducted with the aim of assessing the distribution of data in a group of data or variables, whether the distribution of the data is normally distributed or not. This test uses the One-Sample Kolmogorov-Smirnov test, with the following conditions:

1. If the significant value is <0.05 then the data distribution is not normal.
2. If the significant value is >0.05 then the data distribution is normal.

The results of the normality test for the marketing mix variable and the visitors' decision making can be seen in the following table:

Table 1. Normality Test Result

One-Sample Kolmogorov-Smirnov

		Unstandardized Residual
N		100
Normal Parameters [a,b]	Mean	0.0000000
	Std. Deviation	1.94576612
Most Extreme Differences	Absolute	0.063
	Positive	0.063
	Negative	-0.037
Test Statistic		0.063
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

From the table above, it can be seen in the Assymp column. Sig (2-tailed) the value is 0.200 which is more than 0.05. So it can be concluded that the distribution of the data is normal.

Correlation Coefficient Test and Coefficient of Determination

This test is an infarction statistic that will test whether two or more variables have a relationship or not.

Table 2. Correlation Coefficient Test and Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.648[a]	0.420	0.396	1.986

a. Predictors: (Constant), Place (x4), Promotion (x3) , Product (x1) , Price (x2)

b. Dependent Variable: Visitors' decision making (Y)

According to Sugiyono (2014) in administrative research methodology to provide an interpretation of the correlation coefficient 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

a. Correlation Value (R Test)

Based on the theory of correlation coefficient level according to Sugiyono (2014), the table 2 above showed that the correlation coefficient value that was found in the R-value in this study was 0.648. The correlation value illustrates that the relationship between the independent variable (X) marketing mix, and the dependent variable (Y) visitors' decision making, has a strong relationship.

b. Coefficient of Determination (R Square)

The table above showed that the value of the coefficient of determination found in the Adjusted R Square value in this study was 0.396. The magnitude of the coefficient of determination can be calculated using the following formula:

Where:
Kd = Coefficient of determination
r2 = Correlation coefficient
Kd= (R2) x 100%
=0.420 x 100% =42%

This means that the ability of the independent variables to explain the dependent variable is 42% and the remaining 58% is explained by other variables not discussed in this study outside the discussion of this research such as service quality.

Table 3
Multiple Linear Regression

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	7.659	2.425		3.159	0.002
Product (x1)	0.514	0.155	0.288	3.308	0.001
Price (x2)	0.209	0.09	0.202	2.316	0.023
Promotion (x3)	0.483	0.097	0.401	4.997	0.000
Place (x4)	0.127	0.170	0.063	0.749	0.456

a. Dependent Variable: Visitors Decision Making (Y)

Based on the results of the regression processing using the SPSS Statistics 25.0 computerized program, the regression equation can be presented as follows:

Y = a + B1X1 + B2X2+ B3X3+B4X4+ B5X5
Y = 7.659 + 0.514X1 + 0.209X2 + 0.483X3 + 0.127 X4 + e

The regression equation above shows the relationship between the independent variable and the dependent variable partially, from the equation it can be concluded that:

1. The value of Constant is 7,659, meaning that if there is no change in the marketing mix variables of Product, Price, Promotion, Place (the value of X1 X2 X3 X4 is 0) then the visitors' decision making was 7,659 units.

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2. b1: The regression coefficient value of Product (X1) was 0.514, meaning that if the variable Product (Product) (X1) increases by 1% assuming the variable Price (Price) (X2), Place (X3), Promotion (Promotion) (X4) and the constant (a) is 0 (zero), then the Tourist visitors' decision making increased by 0.514. This shows that the Product (X1) variable contributes positively to the visitors' decision-making.

3. The value of the regression coefficient (Price) (X2) was 0.209 meaning that if the variable (Price) (X2) increases by 1% assuming the variables Product (X1), Promotion (Promotion (X3), Place (Place) (X4) and constant (a) is 0 (zero), then the visitors' decision making in Jbound increased by 0.209. This shows that the variable (Price) (X2) contributes positively to the visitors' decision-making.

4. The regression coefficient of Promotion (X3) was 0.483, meaning that if the variable (Promotion) (X3) increases by 1% assuming the variables are Product (X1), Price (X2), Place (Place) (X4), and constant (a) is 0 (zero), then the visitors' decision-making increased by 0.483. This shows that the variable (Promotion) (X3) contributes positively to the visitors' decision-making.

5. The regression coefficient value of Place (X4) was 0.127, meaning that if the Place (X4) variable increases by 1% assuming the Product (X1), Price (X2), (Promotion) variables (X3) and constant (a) is 0 (zero), then the visitors' decision-making increased by 0.127. This shows that the Place (X4) contributes positively to the visitors' decision-making.

Simultaneous Test F test

The F test is known as the simultaneous test or ANOVA test, which is a test to see how the influence of all the independent variables together on the dependent variable, or to test whether the regression model made is good/significant or not good/non-significant. If Fcount > Ftable with a significance below 0.05 (5%) then simultaneously (simultaneously) the independent variables have a significant effect on the dependent variable, and vice versa.

Table 4
Simultaneous Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	271.935	4	7.984	17.231	.000[b]
	Residual	374.815	95	945		
	Total	646.750	99			

a. Dependent Variable: Visitors' Decision Making (Y)
b. Predictors: (Constant), Place (x4), Promotion (x3) , Product (x1) , Price (x2)

To find out the F value of the table can be calculated using the following formula:

F Tabel = f(k;n-k)

F Table

= (4; 100-4)

= t(4;96) = 2.47

The calculated F value is 17,231 > F table 2.47, and the significance level is 0.000 < 0.05, so it can be concluded that H1-H5 is accepted, which means that there is an effect of (X) marketing mix simultaneously on (Y) visitors' decision making.

Partial Test t test

According to Sugiyono (2014: 250), the T - Statistics test is used to test the regression coefficients of the independent variables individually (partial) on the dependent variable. This test is done by comparing the value of Tcount with Ttable.

T Table

= (α probability /2 ; n-k-1)

= t(0.05 /2 ; 100-4-1)

= (0.025 ; 95) = 1.66105

Table 5
Partial Test

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	7.659	2.425		3.159	0.002
	Product (x1)	0.514	0.155	0.288	3.308	0.001
	Price(x2)	0.209	0.090	0.202	2.316	0.023
	Promotion (x3)	0.483	0.097	0.401	4.997	0.000
	Place (x4)	0.127	0.170	0.063	0.749	0.456

a. Dependent Variable: Visitors decision making(Y)

Based on table 4.25 by observing the row, column t, and sig it can be explained as follows:
a. Hypothesis testing the effect of the product variable (X1) on visitors' decision-making (Y). Judging from the calculated T value above, it is 3.308 with degrees of freedom of 100 (df = n-k-1) then (df = 100 – 5 = 95). The value of T table is 1.66105 with T Count is 3.306 then Tcount > Ttable, H0 is rejected and Ha is accepted. Then the product affects the visitors' decision making. Two-party testing where the significance level is 5% or 0.05. Significance figure (P Value) It is known that the sig value on the Product variable is 0.001 < 0.05, then the product variable has a positive significant effect on the visitors' decision making (Y). This means that the independent variable X1 partially affects the dependent variable, so it can be concluded that H1 is accepted, which means that the product variable has a significant influence on the visitors' decision-making variable.
b. Hypothesis testing the effect of price variable (X2) on visitors' decision making (Y). Judging from the T Count value above is 2,316 with degrees of freedom of 100 (df = n-k-1) then (df = 100 – 5 = 95). The value of T table is 1.66105 with T Count is 2.316 then Tcount > Ttable, H0 is rejected and Ha is accepted. So the price variable has an effect on visitors' decision-making. Two-party testing where the significance level is 5% or 0.05. Significance figure (P Value) It is known that the sig value in the price variable is 0.023 < 0.05, then the price variable has a positive significant effect on the visitors' decision making (Y). This means that the independent variable X2 partially affects the dependent variable, so it can be concluded that H2 is accepted, which means that the price has a significant influence on the visitors' decision-making.
c. Hypothesis testing the effect of promotion variable (X3) on the visitors' decision-making (Y). Judging from the calculated T value above, it is 4.997 with degrees of freedom of 100 (df = n-k-1) then (df = 100 – 5 = 95). The value of T table is 1.66105 with T Count is 4.997 then Tcount > Ttable, H0 is rejected and Ha is accepted. Then promotion variable has an effect on the visitors' decision making. Two-party testing where the significance level is 5% or 0.05. Significance figure (P Value) It is known that the sig value in the Promotion variable is 0.000 < 0.05, then the promotion variable has a positive significant effect on the visitors' decision making (Y). This means that the independent variable X3 partially affects the dependent variable so that it can be concluded that H3 is accepted, which means that the promotion variable has a significant influence on the visitors' decision-making.
d. Hypothesis testing of place variable (X4) on visitors' decision-making (Y). Judging from the T Count value above, it is 0.749 with degrees of freedom of 100 (df = n-k-1) then (df = 100 – 5 = 95). The value of T Table is 1.66105 with T Count is 0.749 then T Count < T Table, H0 is accepted and Ha is rejected. Then, place has no effect on the visitors' decision-making. Two-party testing where the significance level is 5% or 0.05. Significance figure (P Value) It is known that the sig value on the place variable is 0.456 > 0.05, then the place variable has a negative significant on the visitors' decision-making (Y). This means that the independent variable X4 partially does not affect the dependent variable, so it can be concluded that H4 is rejected, which means that the place variable does not have a significant influence on the visitors' decision-making variable.

CONCLUSION

This research was conducted to determine which variables have an influence on the

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visitors' decision-making simultaneously or partially. In this study, the independent variable used was the marketing mix (X) while the dependent variable used was visitors' decision-making(Y). Several conclusions can be drawn based on the results of research conducted in Jbound.

The marketing mix variable includes the product, price, promotion, and place (X) has an influence on the visitors' decision-making (Y). Based on the results obtained in accordance with the coefficient of determination (*R*2), it shows that the marketing mix has an influence of 0.420 or 42% on the visitors' decision making while the remaining 58% is explained by other variables not discussed in this study.

SUGGESTION

Based on the conclusions obtained in this study, several suggestions can be put forward which are expected to be useful for the company and for other parties. Jbound Bogor can maintain what is already good and meet the expectations of tourists. Especially during the current pandemic, tourist attraction managers must be creative in running their business but still maintain the safety and comfort of visitors. The increasing number of attractions, offering discount prices, and carrying out promotions have great potential to influence visitor decision-making to visit Jbound Bogor.

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