

# ICRD 2022 - Nungky

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## Tourists Visiting Decision to Papuma Beach Jember: An Analysis of the Promotional Mix

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**Abstract:** Tourism is one of the sectors affected by the COVID-19 pandemic. Papuma Beach is a tourist attraction in Jember which experienced a decrease in the number of tourists visits during 20<sup>20</sup>-20<sup>21</sup> due to the government's policy to close<sup>1</sup> tourist destinations temporarily to prevent the spread of the Covid-19 virus. The purpose of this study was to analyze the effect of the promotional mix on the tourists visiting decision to Papuma Beach Jember. This research is a quantitative research using a causal associative approach. The population is all<sup>15</sup> tourists who visit Papuma Beach Jember with a total sample of<sup>16</sup> 100 respondents. This study uses a non-probability sampling technique, namely accidental sampling. The data was collected using a questionnaire and was analyzed<sup>24</sup> by multiple linear regression analysis, F test, and t test. The results showed that advertising, sales promotion, personal selling, public relations, and direct and digital marketing had a<sup>20</sup> significant effect on the tourists visiting decision simultaneously. While partially, only sales promotion and public relations are able to give a significant effect on the tourists visiting decision. These results provide a practical contribution for the manager of the Papuma Beach Jember to increase sales promotion through the provision of discounts and promos, as well as improve public relations.

**Keywords:** tourism; promotional mix; visiting decision; Papuma Beach.

### INTRODUCTION<sup>28</sup>

The prospect of the tourism sector is still very uncertain as the coronavirus (Covid-19) pandemic continues to hit hard. The OECD [1] predicts international tourism will decline by around 80% by 2020. No meaningful recovery in international tourism flows is forecast until 2021, and it will likely take several years. This estimate is in line with data from the Ministry<sup>12</sup> of Tourism and Creative Economy which recorded a decline in foreign tourist arrivals in 2020 and 2021 (can be seen in Figure 1).



Figure 1. Statistics of International Tourist Visits 2020-2021

The government is trying to restore the tourism sector by encouraging domestic tourism to help ease the blow of Covid-19 [1]. There has been some increase in domestic tourism activity, partly due to the shifting effect of international travel restrictions. However, this is hampered as many countries face further waves of the virus. In addition, not all tourist destinations benefit, due to continued restrictions on movement within countries and changing demand patterns and behavior.

Papuma Beach is a potential tourist destination in Jember Regency. Papuma is an abbreviation of Pasir Putih Malikan which has beauty and is able to attract the attention of local and foreign tourists to visit there. However, the government's policy to temporarily close all tourist destinations to prevent the spread of the Covid-19 virus has had a bad impact on Papuma Beach. Based on Table 1, it is known that the number of tourist visits in 2020 and 2021 has decreased very drastically when compared to 2019. In 2020, Papuma Beach tourism managers will close from April to September. Meanwhile, 2021 will be closed in August.

Table 1. Number of Tourist Visits Papuma Beach

Year	Number of Visitors (person)			Total
	Weekday	Weekend	Foreign tourists	
2019	33,730	125,765	707	160,202
2020	11,470	41,021	189	52,680
2021	17,283	35,890	6	53,179
March 2022	4,216	7,517	6	11,739

Given that there are still problems related to the decline in the number of tourist visits at Papuma Beach, it is important to study and evaluate tourists visiting decision. Visiting decision is an adaptation of the purchase decision. Purchase decision is a buyer's decision about which brand to buy [2]. Thus, visiting decision is a tourist's decision about which place to visit. Tourists visiting decision is influenced by several factors, one of which is the promotion mix. Promotional mix is a special blend of promotional tools that companies use to persuasively communicate customer value and build customer relationships [2]. Promotional mix include advertising, sales promotion, personal selling, public relations, and direct and digital marketing.

Previous research has identified the effect of the promotional mix on the tourists visiting decision. However, only a few researchers have focused on all promotional mix [3][4]. Several other researchers focused on three promotional mix [5][6][7], while Pricillia & Tumbuan [8] and Andrianto & Masruroh [9]

focused on four promotional mix. Therefore, this study intends to analyze the effect of all promotional mix tools on the tourists visiting decision to Papuma Beach Jember.

The following Table 2 shows the results of previous studies that have contradictory results so that they can be raised as a gap.

Table 2. Previous Research Results

Relationship Between Variables	Result	
	There is effect	No effect
Advertising → tourists visiting decision	Manafe et al. [3], Setiawan & Bustan [5], Rahim [7], Pricillia & Tumbuan [8], Lopian et al. [10], Rim-bawati [11]	Andrianto & Masruroh [9], Subagja et al. [12]
Sales promotion → tourists visiting decision	Manafe et al. [3], Setiawan & Bustan [5], Andrianto & Masruroh [9]	Pricillia & Tumbuan [8], Subagja et al. [12]
Personal selling → tourists visiting decision	Manafe et al. [3], Pricillia & Tumbuan [8]	Subagja et al. [12]
Public relations → tourists visiting decision	Rahim [7], Subagja et al. [12]	Manafe et al. [3], Andrianto & Masruroh [9]
Direct and digital marketing → tourists visiting decision	Setiawan & Bustan [5], Rahim [7]	Manafe et al. [3], Pricillia & Tumbuan [8], Andrianto & Masruroh [9]

There are several inconsistencies in the results from previous studies so that research on the promotional mix that influences tourists visiting decision remains interesting to do. Due to the inconsistency of the results, this research needs to be done to fill the gaps. The specific purpose of this study was to analyze the effect of the promotional mix on the tourists visiting decision to Papuma Beach Jember. To achieve this, the research question that will be studied further is whether the promotional mix consisting of advertising, sales promotion, personal selling, public relations, and direct and digital marketing influence tourists visiting decision simultaneously and partially?

The concept of integrated marketing communications suggests that companies must carefully integrate promotional tools into a coordinated promotional mix [2]. Promotional mix is a tool or communication used by companies in introducing their products to potential customers and convincing them to visit tourist objects. Previous research has found the influence of the promotional mix on the tourists visiting decision. According to Manafe et al. [3], the promotional mix simultaneously has an impact on the tourists visiting decision to the tourist island of Rote, East Nusa Tenggara. Likewise at the Scout Bee Park in Cibubur, the promotional mix has a positive and significant effect on the tourists visiting decision [4]. Thus, this study proposes the following hypothesis:

Ha<sub>1</sub>: Promotional mix influences tourists visiting decision simultaneously.

Advertising is any form of non-personal presentation and promotion of ideas, goods, or services paid for by a particular sponsor [2]. Advertising includes broadcast, print, online, mobile, outdoor and other forms. Advertising is considered as a promotional medium that will be able to assist the tourism sector in providing understanding to potential tourists about the tourist attractions offered. There is a lot of empirical

evidence showing that advertising can increase tourists visiting decision [3][5][7][8][10][11]. So the hypothesis that can be put forward is as follows:

Ha<sub>2</sub>: Advertising influences tourists visiting decision partially.

Sales promotion is a short-term incentive to encourage the purchase or sale of a product or service [2]. Sales promotions include discounts, coupons, displays, demonstrations, and events. Sales promotion is very important to do to build commitment with tourists and also as a way for tourists to make repeat visits at tourist objects. Sales promotion has a significant effect on the tourists visiting decision to the island of Rote NTT [3] and Water Fun Palembang [5]. The facilities and natural beauty of Baluran National Park are photographed and promoted by both visitors and managers, causing other tourists to want to visit Baluran National Park [9]. In line with this, the following hypotheses can be proposed:

Ha<sub>3</sub>: Sales promotion influences tourists visiting decision partially.

Personal presentations by company salespeople for the purpose of attracting customers, making sales, and building customer relationships [2]. Personal selling includes sales presentations, trade shows, and incentive programs. It is important for tourist attractions managers to make personal sales in order to build a good relationship between salespeople and customers or tourists. Previous research which found that personal selling has an influence on the tourists visiting decision occurred at the tourist attraction of Rote Island in NTT [3] and Kupa-Kupa beach in North Halmahera [8]. Based on this, it can be hypothesized that:

Ha<sub>4</sub>: Personal selling influences tourists visiting decision partially.

Public relations are activities designed to involve various company publics and build good relations with them [2]. Public relations includes stories, sponsors, events, and web pages. Broadly speaking, public relations are able to create a better image of tourist attractions, thereby increasing tourist decisions to visit tourist attractions. In Ladaya Kutai Kartanegara tourism, public relations have a significant effect on the tourists visiting decision [7]. Public relations has the greatest influence compared to other promotional mixes at Sari Ater Resort in Subang [12]. The following hypotheses can be arranged as follows:

Ha<sub>5</sub>: Public relations influences tourists visiting decision partially.

Direct and digital marketing is direct engagement with individual consumers and carefully targeted customer communities to get an immediate response and build lasting customer relationships [2]. Direct and digital marketing includes direct mail, email, catalogs, online and social media, mobile marketing, and more. Managers of tourist attractions are expected to keep abreast of technological advances so that they can provide new information quickly so that they are able to influence tourist visiting decisions. Direct marketing has a significant effect on the tourists visiting decision to Water Fun Palembang [5] and Ladaya Kutai Kartanegara [7]. Therefore, the hypotheses that can be formulated are:

Ha<sub>6</sub>: Direct and digital marketing influences tourists visiting decision partially.

Based on theoretical and empirical studies, Figure 2 shows the research framework and hypotheses.

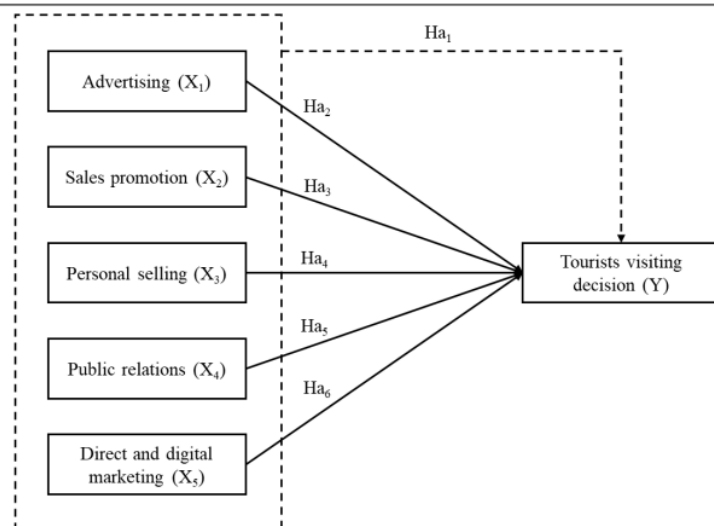


Figure 2. Research Conceptual Framework

## METHOD

### Research design

This study uses a quantitative research method with a causal associative approach. This study explains the causal relationship between the promotional mix variables consisting of advertising, sales promotion, personal selling, public relations, and direct and digital marketing on the tourists visiting decision variables through hypothesis testing. This study uses multiple linear regression analysis with SPSS software for hypothesis testing purposes. The data collection method in this study used a questionnaire. The unit of analysis in this study is the tourists who visit Papuma Beach. The questionnaire was handed over directly to the respondent by visiting the respondent.

### Population, Sample, Sampling

The population of this research is all tourists who visit Papuma Beach. The sampling technique used is a non-probability sampling technique, namely accidental sampling based on anyone who happens to meet the researcher. The method used to determine the number of samples is using the Lemeshow formula because the total population is unknown. With a 95% confidence level, a maximum estimate of 0.5 and a sampling error of 10%, the total sample size is 100 respondents.

### Instrument

This study used a questionnaire with a 5-point Likert scale. The measurement of promotion mix variables and tourist visiting decisions are taken from the appropriate literature [2]. The advertising variable consists of three indicators, namely broadcast, print media, and outdoor. The sales promotion variable consists of two indicators, namely discounts and promos. The personal selling variable consists of two indicators, namely sales presentations and tourist exhibitions. The public relations variable consists of three indicators, namely stories, special events, and websites. The direct and digital marketing variables consist of three indicators, namely email, social media, and mobile marketing. The tourists visiting decision variable consists of two indicators, namely the attitude of others and situational factors.

Based on the results of the instrument validity test on the variables of advertising, sales promotion, personal selling, public relations, direct and digital marketing, and tourists visiting decision have a correlation value with p-value < 0.05 so that it can be concluded that all of the item variable questions declared valid. Based on the results of the instrument reliability test, all variables have a Cronbach alpha coefficient value >  $r_{table}$  (0.1966) so that the instrument of all variables is declared reliable. Table 3 shows the results of the validity and reliability tests.

Table 3. Validity and Reliability Test Results

Variables and Indicators	Cronbach Alpha	Correlation
Advertising	0.840	
Broadcast		
• Papuma Beach advertisement from television broadcast		0.847
• Papuma Beach advertisement from radio broadcast		0.851
Print media		
• Papuma Beach advertisement via newspaper		0.824
• Papuma Beach advertisement via flyer		0.827
Outdoor		
• Papuma Beach advertisement via banner		0.546
Sales promotion	0.903	
Discounts		
• Discounts for tourists in bulk		0.957
Promos		
• Promo for regular customers		0.953
Personal selling	0.814	
Sales presentations		
• Promotion directly by the manager		0.811
• The manager explains the advantages of Papuma Beach		0.887
Tourist exhibitions		
• Managers participate in tourist exhibitions		0.865
Public relations	0.539	
Stories		
• Stories told by other travelers		0.733
Special events		
• Special events such as the annual "Iarung sesaji" ritual		0.704
Websites		
• There is a Papuma Beach website		0.737
Direct and digital marketing	0.629	
Email		
• Papuma Beach promotion via email		0.813
Social media		
• Papuma Beach promotion via social media (Facebook, Instagram, TikTok)		0.556
Mobile marketing		
• Papuma Beach promotion via mobile marketing (phone, SMS, WA)		0.869
Tourists visiting decision	0.656	
Attitude of others		

Variables and Indicators	Cronbach Alpha	Correlation
• Visiting because of family, friends or neighbors		0.594
Situational factors		
• Visit because have money		0.713
• Visit because the ticket price is affordable		0.781
• Visit for benefit		0.727

## RESULTS AND DISCUSSION

Based on questionnaire data obtained from 100 respondents, it was found that most of the respondents were male (57%), most of the respondents were less than 30 years old (83%), 75% of the respondents were unmarried, most of the respondents' last education was dominated by SMA/SMK graduates (64%), most of the respondents are students (48%). As many as 43% of respondents have only visited Papuma Beach once, the remaining 57% have visited more than once.

The research data has fulfilled the assumption test requirements consisting of normality test, heteroscedasticity test, and multicollinearity test. The results of the normality test using the Kolmogorov-Smirnov Z showed the Asymp. Sig. (2-tailed) of 0.121 > 0.05 then the data is normally distributed. The results of the heteroscedasticity test using the Glejser test showed the value of Sig. all independent variables > 0.05 then there is no heteroscedasticity. The multicollinearity test results show that all independent variables have a Tolerance value 0.10 and a VIF value < 10, so there is no multicollinearity.

The results of simultaneous hypothesis testing are presented in Table 4. It is known that the value of Sig. is 0.000. Because the value of Sig. 0.000 < 0.05, it can be concluded that Ha<sub>1</sub> is accepted or in other words there is an influence of the promotional mix consisting of advertising, sales promotion, personal selling, public relations, direct and digital marketing on the tourists visiting decision simultaneously.

Table 4. F Test Results

Hypothesis	Regression Model	F	Sig.	Explanation
Ha <sub>1</sub>	Promotional mix (advertising, sales promotion, personal selling, public relations, direct and digital marketing) → tourists visiting decision	18.580	0.000*	Significant

Notes: \* Significant at 5% level

Table 5 shows the results of partial hypothesis testing. Given the value of Sig. for the sales promotion variable is 0.004 and the public relations variable is 0.000. Because the value of Sig. < 0.05, it can be concluded that Ha<sub>3</sub> and Ha<sub>5</sub> are accepted or in other words there is an influence of sales promotion and public relations on the tourists visiting decision partially. Meanwhile, the variables of advertising, personal selling, and direct and digital marketing have a Sig. value > 0.05, it can be concluded that Ha<sub>2</sub>, Ha<sub>4</sub>, and Ha<sub>6</sub> are rejected or in other words there is no partial effect of advertising, personal selling, and direct and digital marketing on the tourists visiting decision.

Table 5. T Test Results

Hypothesis	Regression Model	t	Sig.	Explanation
Ha <sub>2</sub>	Advertising → tourists visiting decision	0.274	0.784	Not significant
Ha <sub>3</sub>	Sales promotion → tourists visiting decision	2.995	0.004*	Significant
Ha <sub>4</sub>	Personal selling → tourists visiting decision	0.401	0.689	Not significant
Ha <sub>5</sub>	Public relations → tourists visiting decision	5.366	0.000*	Significant



Hypothesis	Regression Model	t	Sig.	Explanation
Ha <sub>6</sub>	Direct and digital marketing → tourists visiting decision	0.249	0.804	Not significant

Notes: \* Significant at 5% level

The promotional mix has a significant effect on the tourists visiting decision to Papuma Beach Jember simultaneously. That is, if the promotional mix is further improved it will also be able to increase the number of tourist visits to Papuma Beach Jember. This finding provides evidence that the promotional mix consisting of advertising, sales promotion, personal selling, public relations, and direct and digital marketing will influence the tourists visiting decision. This finding supports the results of previous studies [3][4].

Advertising does not have a significant effect on the tourists visiting decision to Papuma Beach Jember partially. This means that the advertising chosen by the Papuma Beach tourism manager has not been used effectively so that it does not have an impact on the tourists visiting decision. This finding proves that advertising done through television and radio broadcasts, newspaper and leaflets print media, and banners has not been able to influence the tourists visiting decision. From an empirical perspective, these results are not in line with previous studies [3][5][7][8][10][11]. In particular, there are differences in the use of indicators to measure advertising and tourist visiting decisions variables so that they can give different results. However, this study is in line with Andrianto & Masruroh [9] and Subagja et al. [12]. Several studies outside the topic of tourism have also found that advertising has no effect on purchasing decisions [13][14][15][16][17]. This shows that advertising is not an important factor influencing buyers in making purchasing decisions, even according to Junaida [14] advertising is ranked fifth or last in the promotional mix.

Sales promotion has a significant effect on the tourists visiting decision to Papuma Beach Jember partially. That is, the sales promotion has been done well by the manager of Papuma Beach so that it can influence the level of tourist decision making in choosing Papuma Beach as a tourist attraction to be visited. This finding supports the results of previous studies [3][5][9]. Based on the description of respondents' answers, the sales promotion variable shows two indicators are in the good category. The results of this study confirm that sales promotions consisting of discounts and promos are able to influence the tourists visiting decision.

Personal selling does not have a significant effect on the tourists visiting decision to Papuma Beach Jember partially. This means that the personal sales made by Papuma Beach managers through sales presentations and tourist exhibitions have not been able to influence the tourists visiting decision. Salespeople at Papuma Beach tourism have not been able to explain the tourist objects in detail and do not participate in events such as tourist exhibitions so they cannot attract tourists to visit. While previous research with the same characteristics of tourist objects was able to prove the effect of personal selling on the decision to visit tourists at Kupa-Kupa Beach, North Halmahera [8]. There are different indicators to measure the personal selling variable where Pricillia & Tumbuan [8] uses five indicators, namely preliminary approach, presentation and demonstration, overcoming objections, closing sales, follow-up and maintenance. However, the results of this study are in line with Subagja et al. [12].

Public relations have a significant effect on the tourists visiting decision to Papuma Beach Jember partially. That is, the public relations carried out by Papuma Beach managers are able to make tourists visit on an ongoing basis so that there is an increase in the number of visitors. This finding is consistent with the results of previous studies [7][12]. If observed from the description of respondents' answers, the public relations variable shows that two indicators are in the very good category and one indicator is in the fairly good

category. The results of this study provide evidence that public relations through stories told by other tourists, special events, and websites will influence tourists to visit Papuma Beach.

Direct and digital marketing have no significant effect on the tourists visiting decision to Papuma Beach Jember partially. This means that direct and digital marketing has not been able to attract tourists to visit Papuma Beach. Not all tourists will get promotional offers via email and cellular marketing (phone, SMS, WA) because this promotional media is only aimed at tourists who have stayed at the Papuma Beach Jember inn. Direct and digital marketing that can be easily accessed by the wider community only through social media (Facebook, Instagram, TikTok). However, the manager of Papuma Beach is only active on Instagram, the manager is less active on Facebook and TikTok. The PAPUMA\_JEMBER TikTok account has only 61 followers. Meanwhile, TikTok is a social media that occupies the top rank and is favored by young people. In accordance with the general description of the respondents, most of the tourists who filled out the research questionnaire were young people aged less than 30 years (83%) so managers should be more active on TikTok to attract tourists to visit Papuma Beach. Empirically, these results are not in line with previous studies [5][7]. However, the results of this study are in line with Manafe et al. [3], Pricillia & Tumbuan [8], and Andrianto & Masruroh [9].

## CONCLUSION

To increase the number of tourist visits, tourist object managers must use a good promotional mix. According to Kotler & Armstrong [2], there are five promotional mix, namely advertising, sales promotion, personal selling, public relations, and direct and digital marketing. Simultaneously, the five promotional mix have a significant effect on the tourists visiting decision to Papuma Beach Jember. However, partially only sales promotion and public relations play an important role in increasing the number of tourist visits at Papuma Beach Jember. The implication is that the manager of Papuma Beach Jember should increase sales promotions either through the provision of discounts or other attractive promotions. In addition, public relations through stories, special events, and websites should also be improved. Recommendations that can be given to the government, in this case the Department of Tourism and Culture of Jember Regency, should often hold events at Papuma Beach Jember. The more events held, the more tourist visits. This research is limited to tourist objects located in Jember Regency, namely Papuma Beach. So the results of this study cannot be generalized to tourist attractions in other areas. Thus, further research is expected to use tourist objects in various other areas.

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