

THE EFFECT OF MARKETING MIX ON INTERESTS AND DECISION OF TOURIST IN CHOOSING RELIGIOUS TOURISM

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Abstract

This study is aimed to examine and analyze the effect of marketing mix on the interest of tourists in choosing religious tourism as well as to review and analyze the dominant marketing mix take effect on the interest of tourists in choosing religious tourism. The data analysis is using Partial Least Square (PLS) method and Smart PLS tools. The result of this study show that marketing mix significantly take effect on the interest of visiting. This also show that the marketing mix of religious tourism product offered can shape the interest of visiting. In addition, the marketing mix has also a significant effect on the visiting decision. This indicates that the marketing mix of religious tourism product offered can form the visiting decision and the visiting interest significantly take effect on the decision to visit. It shows that the tourists' visiting interest can shape a visit decision

Keyword: *religious tourism, marketing mix, interest of visiting, decision of visiting*

INTRODUCTION

The tourism industry has more developed in this last decade. This developments can be seen from various income sources of various countries in which showing significant contribution come from tourism. One of the growing tourism is religious tourism. This type of tourism began to develop not only because of its environmentally friendly nature but also the pressures of life which is so unusual that make people look for the activities that can give silence and peace of mind. There are some countries abroad that have religious tourism icon, for example Lumbini's Park in Nepal which become a religious tourism destination for Buddha teachings, in Saudi Arabia, there is a Kabbah as a religious tourism destination for the teachings of Islam or Moslems, in Vatican, there is Vatican Park which become religious tourism destination for Christianity teachings, in Malaysia, there is a Caves stone to be a religious tourism destination for Hindu teachings. Not only abroad but also in Indonesia has a religious tourism destination. Among there are Borobudur temple and the tomb of Wali Sanga.

Based on data from the Ministry of Religious Affairs of the Republic of Indonesia, people's interest to carry out Umrah service in 2016 is so high. Data mentioned that from January 1 to May 7, the number of Umrah pilgrims reach up to 24,869 people. On average, every day as many as 195 pilgrims leave for Saudi Arabia. This data increased when compared to the recapitulation as of April 30 which recorded Umrah congregation as much as 22,411 people. For Catholic tourists, many tourists visit the Vatican and based on data about 25,000 tourists visit the country daily.

By the increasing interest of religious tourism then marketing strategy is required to improve the service and satisfaction of the tourists. One of marketing strategies is marketing mix. Marketing mix is a marketing tools that companies use to pursue their company goals (Kotler and Keller, 2012). The marketing mix consists of 4P namely, Product (product); Services such as offered, Price (price); Pricing strategy, Place (location / place); Where services are provided, and Promotion (promotion); How the promotion is done. By using the four elements in the marketing mix, it is expected to know to what extent the effect of the seven elements on the tourists' interest and decisions in choosing religious tourism.

The aim of this study is to review and analyze the effect of marketing mix to the interest of tourists in choosing religious tourism and to review and analyze the dominant marketing mix take effect on the interest of tourists in choosing religious tourism.

METHODS

The population used in this study is the users of travel agents with the number of samples as many as 200 respondents scattered at Jakarta, Bogor, Depok, Tangerang, Bekasi, and Bandung. The samples were chosen by purposive random sampling using a Likert Scale questionnaire 1 - 5.

Analysis of study data is using Partial Least Square (PLS) method and Smart PLS tools. PLS is one of the alternative methods of SEM (structural equation modeling) that can be used to overcome problems in relationships. The small number of samples and the use of reflexive indicators make the PLS more suitable to choose than other analytical tools. Here is the inner equation model

$$\eta = \eta\beta + \xi\Gamma + \zeta$$

Where η describes an endogenous latent matrix; ξ is an exogenous latent matrix; Each β and Γ are the matrix coefficients of the endogenous and exogenous variables. ζ is the inner model of residual matrix. In addition, the evaluation model in the PLS also includes an outer model evaluation or measurement model with the following equations.

$$\begin{aligned}x &= \Pi_x \xi + \varepsilon_x \\y &= \Pi_y \eta + \varepsilon_y\end{aligned}$$

x and y are manifest variable matrices corresponding to exogenous latent ξ and endogenous latent η , Π_x and Π_y are coefficient matrices. ε_x and ε_y respectively are the outer matrix of the residual model.

Outer model evaluation includes convergent validity and discriminant validity through cross loading and the average root variance extracted, and composite reliability. While the inner model or structural model evaluation, the structural model can be evaluated through R2 (indicator reliability) for the dependent constraints and the t-statistical value of the path coefficient test. Hypothesis Testing (β , γ , and λ) is done by Bootstrap resampling method developed by Geisser & Stone. The test statistic used is t statistic or t test. The application of the resampling method, allowing the enactment of distributed free data does not require the assumption of normal distribution, nor does it require large samples (recommended minimum sample 30). Testing is done by t-test, when obtained p-value $\leq 0,05$ (alpha 5%) means significant.

RESULTS AND DISCUSSION

PLS analysis is used to determine the relationship between latent variables and latent variables with construct indicator. In this study, PLS model is based on data the number of users of travel agents.

1. Measurement Evaluation Model (Outer Model)

From the steps of using the existing Smart PLS 2.0 freeware, the first step is to assess the three criteria in using data analysis technique that is to assess the outer model through Convergent Validity, Discriminant Validity and Composite Reability.

a. Convergent Validity

Convergent validity of the measurement model with reflexive indicators is assessed based on correlation between item score / component score which is estimated by PLS software. In this study, the limit of loading factor at 0.40 is used. A value of loading factor above 0.4 indicates that the indicators have an interrelated power in reflecting the construct.

From the results of the analysis by running calculate-PLS algorithm obtained results as in Figure 1 below:

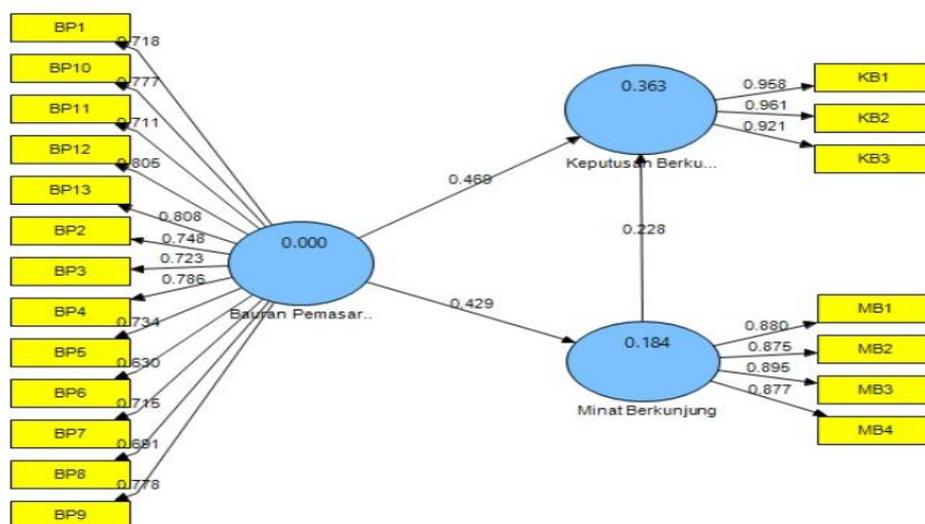


Figure 1 Model for Calculating PLS Algorithm
 Source: Processed Results of Smart PLS 2.0

Based on Figure 1, shows that all indicators have a value of loading factor above 0.40 and the model can already be said stable.

b. Discriminant Validity

Discriminant validity is used to ensure that each concept of a variable latent / construct is different from other latent variables. The model has good discriminant validity if each loading value of each indicator of a latent variable has larger loading value than another loading value againts its latent variable. The result of Discriminant variability test can be seen in the table below:

Table 1 Values Assessment of Cross Loading Indicator

Indicators	Marketing Mix	Visiting Decision	Visitor Interest
Attractive product	0.718126	0.386527	0.238308
Price worth with the benefit of product	0.777039	0.470546	0.451435
More competitive price	0.710544	0.462252	0.362736
Promotional suitability	0.804933	0.434961	0.379988
Attractive promotion	0.807965	0.481193	0.413809
Product meets the need	0.748061	0.364127	0.244296
Specialty of the product	0.722874	0.401297	0.299529
Sufficient facility	0.785704	0.472334	0.330267
Strategic location	0.734117	0.359871	0.194505
Convenient location	0.629651	0.294571	0.192906
Secure location	0.715354	0.464135	0.308025
Affordable price	0.691313	0.331725	0.201367
Price worth with the quality of product	0.777989	0.442799	0.359651
Confidence to visit	0.544886	0.957751	0.432551
The suitability of a tourism object with the need	0.527216	0.960500	0.391068
Visiting satisfaction	0.536332	0.921458	0.393895
Search information before visiting	0.318690	0.368718	0.880374
Ask before visiting	0.313049	0.309391	0.875468
The image of tourism object	0.386478	0.364910	0.894942
Recommending tourism object	0.462668	0.444620	0.877095

Source: Processed Results by Smart PLS 2.0

Discriminant validity checking can also be done by testing the correlation value of latent variable with Average Variance Extracted (AVE) value as follows:

Table 2 Correlation of Latent Variables

Construct	Marketing Mix	Decision of Visiting	Interest of Visiting
Marketing Mix	1.000000		
Decision of Visiting	0.566524	1.000000	
Interest of Visiting	0.429317	0.429138	1.000000

Source: Processed Results by Smart PLS 2.0

Table 3 Average Variance Extracted

Construct	AVE	√ AVE
Marketing Mix	0.550374	0.741871
Decision of Visiting	0.896311	0.946737
Interest of Visiting	0.777930	0.882003

Source: Processed Results by Smart PLS 2.0

Based on both tables above shows that the maximum correlation construct of marketing mix with other construct is 0,566524, while its AVE root value is 0.741871. The maximum correlation of construct of visiting decision with other construct is 0.429138, whereas the AVE root value is 0.429138. This means that the AVE root value for latent variables of marketing mix and visiting decision has a number above the correlation of each variable so it is considered to have discriminant validity. As for latent variables of visiting interest has an AVE root value under the correlation value of the latent variable.

c. Composite Reliability

Criteria of validity and reliability can be seen from the reliability value of an indicator of each latent variable. The indicator of latent variable is said to have high reliability if its value is 0.70. The results as shown in the following table:

Table 3 Composite Reliability

Construct	Composite Reliability
Marketing Mix	0.940635
Decision of Visiting	0.962858
Interest of Visiting	0.933383

Source: Processed Results by Smart PLS 2.0

Based on table of composite reliability shows all variables are reliable because the value of the composite reliability is above 0.70 as the criterion recommended.

2. Inner Model Testing (Structural Model)

Inner model test is done to see the significance value of each indicator with t test, significance relation between latent variable with t test according to its structural path parameter and R-square value from research model. Testing is done through SmartPLS 2.0 by performing calculate-boostrapping step and obtained the following results:

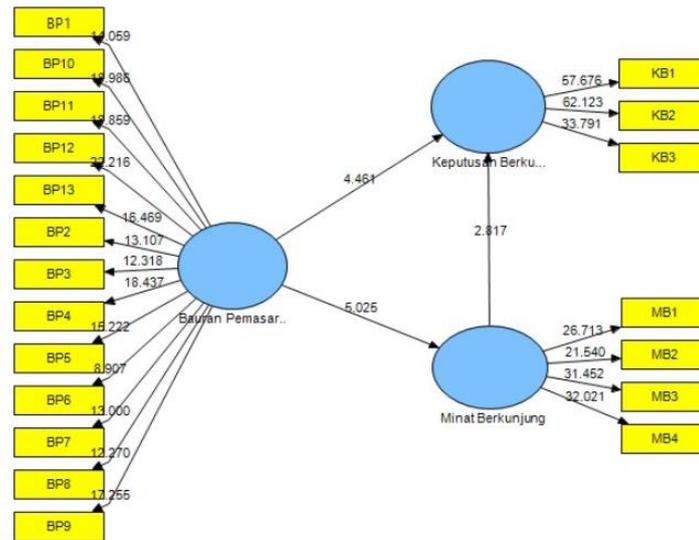


Figure 2 Bootstrapping Results
Source: Processed Results Smart PLS 2.0

Assessment and test results from bootstrapping calculations SmartPLS 2.0 are as follows:

A. Significance Value of Each Indicator

Obtained from the calculation of t-statistics on each indicator in the group of each latent variables with the provision that the indicator is considered significant if the value of t-statistics > 1.96 (at alfa 5%).

Based on the results of data processed, show all the indicators have t-statistic value > 1.96, which means that all these indicators have significant value. The biggest value in the Marketing Mix variables is the BP12 indicator that is "promotion given in accordance with the actual religious tourism product provided". . The biggest value on the variable of decision of visiting is the KB2 indicator that is "religious tourism object is a tourist place that suits my tourism needs". . The greatest value on variable of interest of visiting is the MB4 indicator that is "willing to recommend religious tourism products to others. This shows the dominant factor of the indicator on that latent variable.

B. Significance Value of Interrelations Latent Variable

The test to see the significance between the latent variable indicators can be assessed by looking at the numeral of coefficient and the significance value of t-statistics in the table below.

Table 4 Path Coefficients

Construct	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STERR)
Marketing mix to Decision of visiting	0.468670	0.460662	0.105067	0.105067	4.460673
Marketing mix to Intrest of visiting	0.429317	0.434475	0.085444	0.085444	5.024556
Interest of visiting to Decision of visiting	0.227930	0.243994	0.080905	0.080905	2.817253

Source: Processed Results by SmartPLS2.0

Based on the above table, it can be seen that three parameters of the relationship path that became hypothesized in this study has its t-statistic value > 1.96 which shows the significance of the influence between latent variables as follows:

1. The marketing mix has a significant effect on the decision of visiting
Based on table 7, the t-statistic value of the marketing mix effect on the decision of visiting in the amount of 4.460673, this value is greater than the value of t-table 1.98 for the significance level of 0.05 (5%).
2. Marketing mix has a significant effect on interest of visiting.

Based on table 7, the t-statistical value of the marketing mix effect on interest of visiting in the amount of 5.024556, this value is greater than the value of t-table 1.98 for the significant level of 0.05 (5%).

3. Interests of visiting has a significant effect on decision of visiting

Based on table 7, t-statistic's value of the effect of interests of visiting on the decision of visiting is at 2.817253, this value is greater than the value of t-table 1.98 for the significant level of 0.05 (5%).

C. R-square

The testing of inner model is done by looking at R-square value which is a goodness-fit test model. The results from R-square are summarized in the following table:

Table 5 R-square

Construct	R-Square
Marketing mix	
Decision of visiting	0.363326
Interest of visiting	0.184313

Source: Processed Results by SmartPLS2.0

The above table shows the value of R-square for latent variables of decision of visiting with value obtained of 0.363326, it shows that the latent variables of marketing mix and interest of visiting take effect in the amount of 36.33% on decision of visiting. While the rest is explained by other variables which are not included in this study.

As for latent variables of interest of visiting obtained value of 0.184313, this shows that latent variable of marketing mix and decisions of visiting take effect in the amount of 18.43% on interest of visiting. While the rest is explained by other variables which are not included in this study.

CONCLUSION

The conclusion that can be derived from this study is Marketing Mix significantly take effect to the interest of visiting. This shows that the marketing mix of religious tourism products offered can shape the interest of visiting. Marketing mix has a significant effect on decision of visiting. This suggests that the marketing mix of the tourism product offered can shape the decision of visiting. Interests of visiting has a significant effect on decision of visiting. This shows that the tourists' interest of visiting can shape the decision of visiting.

Based on the conclusions mentioned above, then given some suggestions as follows using research samples that are not limited to tourists only, for travel travel should integrate the marketing mix of services in marketing activities, a more specific assessment of religious tourism marketing efforts is required.

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