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The Influence of Products and Promotional Mix on Tourists' Decision: (Case Study of Pramuka Bee Park, Cibubur, East Jakarta)

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Abstract

Pramuka Bee Park is one of the tourist destinations in Cibubur, East Jakarta. Our research aims to find out whether the product and promotional mix affect the decision of tourists to visit. We used a quantitative-descriptive, using primary data of questionnaires as many as 100 respondents. The data can be analyzed through multiple linear correlation analysis, instrument tests, modern feasibility tests, and T tests. This study showed that both product and promotional mix had a positive and significant effect on visiting decision.

Keywords
products; promotional mix; visiting decisions; pramuka bee park

I. Introduction

According to the Law No. 10 of 2009, tourism can be defined as a variety of tourism activities supported by various facilities, as well as services provided by the community, companies, government, and local governments. As an industry, it has a role to display the image and identity of a country attracting many people to do leisure activities in the country (Pradini, 2017). Pramuka Bee Park (*Taman Lebah Pramuka*) was established on May 28, 1970 through the idea of the Secretary General of the National Scout Movement. In addition to bee education, it is known as one of the tourism destinations.

A tourism destination is a significant place to visit on a trip with some form of actual regional boundary (Pitana, 2009). In Pramuka Bee Park, there are many tour packages offered, ranging from the introduction of bee types, documentary video of bee education, seeing bees directly from the hive, seeing the process of extracting honey from the beehive, to tasting fresh honey. The main attraction is so-called "bee sting therapy" that can treat those who have a problem related to the blood pressure and sleeping. This park also provides a hand fruit in the form of honey produced by PT Madu Pramuka which is the hallmark of this place.

Promotion strategy is a concept that is close to communication science. In the promotion, there are various forms of communication learned in communication science such as advertising, publicity, communication from mouth to mouth, personal sales, and direct marketing (Amin, 2019).

One strategy related to service marketing activities is product and promotional mix which is expected to be an influence in tourist visiting decisions (Kotler & Armstrong, 2016). Communication is very necessary in conveying tourism promotion, one of which is that communicators must be wise in marketing products that attract tourists. Attractive and quality products at affordable prices according to the target market, supported by good promotion will have a significant effect in determining the choice and decision to visit tourists to Pramuka Bee Park.

Based on the background, we want to know whether the product and promotional mix can affect tourists' decision to visit Pramuka Bee Park.

II. Review of Literature

2.1 Tourism

Suwantoro (2004) defines the term of tourism as a change of residence while someone outside his residence for a reason and not to do activities that produce wages.

2.2 Products

According to Yoeti (2006), products can be goods and services whose procurement aims to satisfy the needs and desires of consumers or customers, namely:

a. Tangible product for tangible goods (goods).
b. Intangible products for services (services).
c. A tangible goods An Intangible Service for mixed goods and services (goods and service).

2.3 Decision to Visit

According to Kotler & Armstrong (2016), decision making can be considered as the activity of consumers choosing a product or service in making a purchase decision or visiting in our case.

2.4 Promotional Mix

According to Amalia & Novianti (2016), promotion is part of marketing activities (marketing mix) promotion is needed by the company because on the one hand convincing consumers of the products offered while others determine the success of the company. The company faces competition in the market. Each of the five elements of the promotional mix is as follows:

a. Advertising is all forms of non-personal communication through print media (e.g. newspapers, magazines and brochures), audio media (e.g. radio, television), network media (e.g. telephone, satellite) and electronic media (e.g. video recording, web pages), aiming to achieve a wider reach.
b. Sales promotion is a form of short-term promotion in several places that can increase the desire to buy or test a product or service. The goal of sales promotion is to increase the number of customers in the short term.
c. Direct marketing is the formation of direct customer contacts that have been targeted to build and maintainlong-term relationships. Marketing through direct marketing is usually through Facebook, Instagram, and so on.
d. Personal Selling is a representative of a company to sell and communicate personally to customers. The benefit of the personal selling system is able to monitor the company's wishes, can understand directly the needs and desires of customers, provide direct product reviews, and can directly identify complaintsto the company. By using a personal selling system, companies can target potential markets directly.
e. Public Relation is used to build team relationships to improve a company's image. Many companies generally use publicity advertising tools and can have a schedule of social programs and other activities. In addition, the function of public relations is shown to strengthen organizational and public understanding through internal and external relations and create a favorable environment for organizational structures for public participation and public relations aimed at influencing the behaviour of individuals and groups when interconnected, through dialogue with all groups, where perceptions, attitudes, and opinions are important to a success in a group. It can also encourage the achievement of mutual understanding between the target public and the company and

most importantly, it aims to be an effective way in introducing the brand of products or services owned by the company. All in all, public relations can be viewed as a means to introduce the company's sales brand to the public in an effective and efficient manner, so that the company's turnover can be further increased, and it can also improve social welfare to the community of the company in the future.

2.5 Frame of Mind

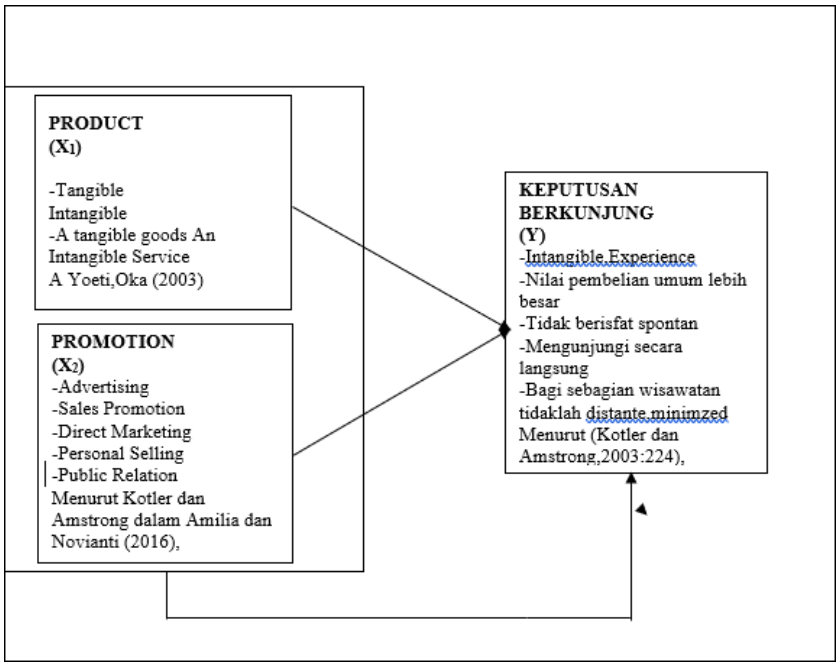


Figure 1. Framework of Thought

The existence of a tourist attraction is inseparable from a product offered from the attraction and promotion to be better known to the public, also can not be separated from the factors that influence the decision of visitorsa. One of the strategies related to service marketing activities is products and promotional mix which is expected to be able to be an influence in the decision of tourist visits in the Pramuka Bee Park Cibubur, East Jakarta.

The hypotheses in this study are as follows:

a. H0: The product does not affect the tourists' decision to visit.
   H1: The product influences the tourists' decision to visit.
b. H0: The promotional mix does not affect the tourists' decision to visit.
   H1: The promotional mix influences the tourists' decision to visit.

III. Research Method

The object in this study is tourists' decision to visit the Pramuka Bee Park which is located at Buperta Street No.1 Cibubur, East Jakarta. We collected a sample of 100 tourist respondents during the period of June 2021. The analysis method uses descriptive methods with validity and reliability tests, combined with classical assumptions consisting of normalization tests, heteroskedasticity, and multicollinearity (Sugiyono, 2019).

IV. Results and Discussion

Table 1. Descriptive Statistics

No.	Statement	Code	Total Mean
Product (X_1)			
1.	The Pramuka Bee Park has a well-known brand name	X1.1	3,89
2.	The design and color of the Pramuka Bee Park brand is interesting.	X1.2	3,88
3.	The variety of products provided by the Pramuka Bee Park is very diverse.	X1.3	3,86
4.	The quality of products owned by the Pramuka Bee Park is very good.	X1.4	4,03
Average Total Mean of Product Variables (X_1)			**3,91**
Promotional Mix (X_2)			
1.	Advertisements about the Pramuka Bee Park are easily accepted by the public.	X2.1	3,94
2.	Advertisements about the Pramuka Bee Park are easy for the public to understand.	X2.2	3,89
3.	The discount gave me in choosing the Pramuka Bee Park.	X2.3	4,17
4.	The promo gave me in choosing the the Pramuka Bee Park.	X2.4	4,08
5.	The Pramuka Bee Park in promoting products via telemarketing influenced me to choose the Pramuka Bee Park.	X2.5	3,91
6.	The Pramuka Bee Park in promoting products via social media and the internet influenced me to choose the Pramuka Bee Park.	X2.6	3,82
7.	The Pramuka Bee Park staff provided me with some information.	X2.7	3,94
8.	The Pramuka Bee Park staff who provided good and service to me.	X2.8	4,04
9.	Public relations conducted by the Pramuka Bee Park build a good image.	X2.9	4,07
10.	Public relations conducted encourages the Pramuka Bee Park in building public perception.	X2.10	4,06
Average Total Mean of Promotion Mix (X2)			**3,99**
Visiting Decision Variables (Y_1)			
1.	One alternative is to get rid of fatigue	Y1.1	4,07
2.	The place is good and meets expectations	Y1.2	3,95
3.	Admission is cheap	Y1.3	4,14
4.	Contains educational elements	Y1.4	4,34

5.	The place is safe and comfortable.	Y1.5	4,21
6.	Provided culinary tours.	Y1.6	3,87
Average – Average Total Mean Variables of Visiting Decisions ($Y_{1)}$			**4,09**

Source: Authors' own calculation, 2021

From the calculation of the table explained on average - the total mean is known that the independent variable, promotion mix, has the highest total average value of 3.99 with the highest mean of 4.17. The discounting affects us in choosing the Pramuka Bee Park. The independent variable of the product has an average value of the highest total mean of 3.91 with the lowest mean of 3.86, namely the variation of produk provided by the Pramuka Bee Park is very diverse. While the variable dependent, decision to visit, has an average value of total mean which is 4.09 with the lowest mean of 3.87, namely provided culinary tourism.

Table 2. Validity Test

No.	Variable	r count	r table	Code	Information
1.	Product ($X_{1)}$	0,348	0,1966	X1.1	Valid
2.		0,542	0,1966	X1.2	Valid
3.		0,415	0,1966	X1.3	Valid
4.		0,374	0,1966	X1.4	Valid
5.	Promotional	0,419	0,1966	X2.1	Valid
6.	Mix ($X_{2)}$	0,513	0,1966	X2.2	Valid
7.		0,537	0,1966	X2.3	Valid
8.		0,403	0,1966	X2.4	Valid
9.		0,458	0,1966	X2.5	Valid
10.		0,452	0,1966	X2.6	Valid
11.		0,481	0,1966	X2.7	Valid
12.		0,574	0,1966	X2.8	Valid
13.		0,513	0,1966	X2.9	Valid
14.		0,593	0,1966	X2.10	Valid
15.	Decision to	0,396	0,1966	Y1.1	Valid
16.	visit ($Y_{1)}$	0,237	0,1966	Y1.2	Valid
17.		0,422	0,1966	Y1.3	Valid

Source: Authors' own calculation, 2021

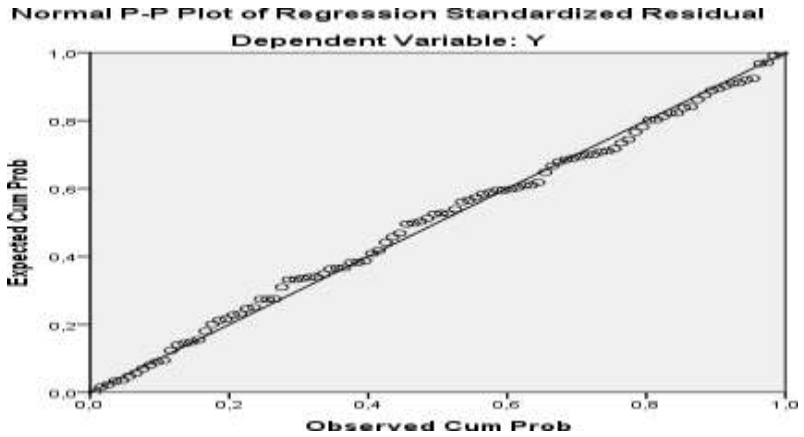
The validity test confirms that all items are declared valid. The criterion is a Corrected item-total correlation (r calculate) value must be greater than the r value of the table. The value of the table r is obtained by calculating the degree of freedom from the data which is 100 (n). Furthermore, based on the results of data processing using SPSS software version 23, it is known that all values r calculate at the significance level of 0.05. The table r value for n = 100 with a significance level of 0.05 is 0.1966.

Table 3. Reliability Test

Cronbach's Alpha	N of Items
0,861	20

Source: Authors' own calculation, 2021

Based on the results of reliability tests that have been conducted, the *Cronbach's Alpha* (α) score of 0.861. It is thus declared reliable because the value of *Cronbach's Alpha* (α) exceeds 0.60. The results of processing table data can be known that 20 variable *items* are reliable.



Source: Authors' own calculation, 2021

Figure 1. *Normality Test*

From normal images *probility plots* show existing data that are spread clustered around the diagonal and then the regression model has qualified the assumption of normality.

Table 4. Multicollinearity Test

Type	Unstandardized Coefficients		Standardi zed Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Consta nt)	1,409	,394		3,577	,001		
X2	,299	,114	,246	2,621	,010	,712	**1,405**
X1	,392	,080	,458	4,882	,000	,712	**1,405**

Source: Authors' own calculation, 2021

In the table it can be known that the Variance Inflation Factor (VIF) value of the Product variable (X1) is 1.405 and the Promotion Mix (X2) is 1,405. Of the two variables, the VIF value is less than ten, so it can be said that between independent variables there is no multicollinearity problem.

Table 5. Autocorrelation Test

Model	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,392	,379	,40754	2,168

Source: Authors' own calculation, 2021

Autocorrelation is a correlation between residual in period t and residual in the previous period (t-1). The autocorrelation testing method was conducted with the Durbin-Watson (DW) test. Based on the table it can be known that the DW value is 2,168.

Policy decision making:

a. DU < DW < 4-DU is accepted which means there is no autocorrelation
b. DW < DL or DW > 4-DL then rejected which means autocorrelation occurs
c. DL < DW < DU or 4-DU < DW < 4-DL means no definitive conclusions

DU and DL values can be obtained with Durbin Watson's statistical table. With n=100, and k=2, dl= 1.6337, and DU=1.7152,4-DU=2.32, and 4-DL=2.3663.

Durbin-Watson's value of 2,168 is located between DU < DW < 4-DU so that the results do not occur autocorrelated. Thus, in the liniear regression model there is no correlation between independent variables and no autocorrelational disturbances either positive or negative in regression models.

Table 6. Heterocedasticity Test

Type	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	,747	,243		3,077	,003		
X2	-,069	,070	-,116	-,985	**,327**	,712	1,405
X1	-,040	,049	-,095	-,802	**,425**	,712	1,405

Source: Authors' own calculation, 2021

From the output table results it can be seen that the significant value of each independent variable both product (X1) and promotional mix (X2) are greater than α = 0.05 means that none of the independent variables affect the dependent variable so that it can be concluded that regression models do not contain heteroskedasticity and research can be continued.

Table 7. F Test

Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	10,368	2	5,184	**31,211**	,000[b]
	Residual	16,110	97	,166		
	Total	26,478	99			

Source: Authors' own calculation, 2021

From the table above it can be explained that the value $F_{calculates}$ 31.21 with a significant level of 0.000, after the value F is calculated it must be sought the value of F_{table} ($\alpha = 0.05$) and dfl = 2; df2 = 100-2-1 = 97 is 3.09. Because the value of $F_{calculated}$ is greater than the F_{table} (31,211 > 3.09) it can be concluded that Ho was rejected, theproduct and promotional mix together had a significant effect on the decision to visit the Pramuka Bee Park.

Table 8. Coefficient of Determination

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson
1	,626[a]	,392	,379	,40754	2,168

Source: Authors' own calculation, 2021

The F test on previous calculations has proven that the effect between free variables on bound variables. The next stage of the researcher wants to find out how much the proportion of the influence of all free variables on variables bound this way is called the Coefficient of Determination which can be measured by the value of R^2.

Based on the table obtained the value of R^2 of 0.392 or 39.2%. This means that the independent variable in this study (Product and Promotion Mix) has a proportion of the influence on dependent variables (Visiting Decisions) of 39.2%. While the remaining 60.8% is influenced by other variables outside the study of this linear regression model.

Table 9. Multiple Linear Regression Test

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1,409	,394		3,577	,001		
X2	,299	,114	,246	**2,621**	**,010**	,712	1,405
X1	,392	,080	,458	**4,882**	**,000**	,712	1,405

Source: Authors' own calculation, 2021

From the equation above can be described as follows:

a. Regression coefficient 0.392 and positive. This shows that if the products at the Pramuka Bee Park are further improved, it will be more influential on the decision to visit tourists.
b. Regression coefficient 0.299 and positive. This shows that if the Promotion Mix at the Scout Bee Tourism Park is further enhanced, it will be more influential on the decision to visit tourists.

V. Conclusion

Based on the results of the Scout Bee Park in Cibubur that has been analyzed, from the discussion can be drawn the following conclusions:

1. Products have a positive and significant effect on the decision to visit tourists. This can be interpreted if the product against the Scout Bee Park in Cibubur is further improved, it will further increase the healthof visiting Scout Bee Park tourists in Cibubur.
2. The Promotion Mix has a positive and significant effect on the decision to visit tourists. This can be interpreted if the promotional mix is further improved, it will further increase to the decision tovisit tourists of The Scout Bee Tourism Park in Cibubur.
3. Products and promotional mixes together have a positive effect on the decision to visit tourists. In the results of this study, product variables have the most influential fakor to the decision ofvisiting tourists at the Scout Bee Park Cibubur, East Jakarta.

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