

## MARKETING MIX ANALYSIS OF NATURAL TOURISM AREA 'KAWAH PUTIH' AND ITS EFFECT ON VISITORS' DECISION

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### ABSTRACT

*Kawah Putih is one of the leading tourist places in Bandung which has significantly contributed to the revenue of travel business division in the Forestry Housing as the manager. The revenue obtained depends on the marketing mix strategy conducted by the management because the marketing mix is the elements which become a consideration basis when making marketing communication strategy services in order to understand the demands of tourists. Therefore, the objectives of this study were to obtain and understand information and analyze the visitors' responses on the natural tourism area related to the marketing mix that has been implemented by the management. The dependent variables included the elements of marketing mix, that involves 7P – product, price, place, promotion, people, process and physical evidence, while the independent variable included the visitors' decision. From the validity and tests, it is revealed that the overall regression model bring effects or at least there is one variable of the marketing mix factors that influences the decision of the visitors. From the data analysis, it is found that the process variables and physical appearance do not significantly affect the decision of the visitors. The other variables, that involve variables of product, price, place, promotion, and human have significantly influence the visitors' decision.*

*Keywords: Marketing mix, Kawah Putih, decision of visitors, tourists*

### ABSTRAK

*Kawah Putih merupakan salah satu wisata unggulan Kota Bandung dan telah berkontribusi cukup signifikan untuk pendapatan divisi bisnis wisata Perum Perhutani. Pendapatan yang diperoleh tergantung dari strategi bauran pemasaran yang dilakukan oleh pengelola karena pada bauran pemasaran terdapat unsur atau elemen yang menjadi dasar pertimbangan pembuatan strategi komunikasi pemasaran jasa dalam rangka untuk memahami tuntutan dari wisatawan. Tujuan penelitian ini adalah memperoleh informasi, memahami dan menganalisis tanggapan pengunjung kawasan wisata alam tentang bauran pemasaran yang telah dilakukan oleh pihak pengelola. Variabel independennya adalah elemen bauran pemasaran 7P yaitu product, price, place, promotion, people, process dan physical evidence, sedangkan untuk variabel dependennya adalah keputusan pengunjung. Pada uji validitas dan reabilitas diketahui data hasil penelitian bisa digunakan. Pada uji asumsi didapatkan bahwa data memenuhi asumsi normal serta tidak terdapat multikolinearitas dan heteroskedastisitas. Dari hasil analisis data dapat diketahui variabel proses dan penampilan fisik tidak berpengaruh terhadap keputusan pengunjung. Sedangkan untuk variabel lainnya yang mencakup variabel produk, harga, tempat, promosi, dan manusia signifikan berpengaruh terhadap respon keputusan pengunjung.*

*Kata kunci: marketing mix, Kawah Putih, keputusan pengunjung, wisatawan*

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## INTRODUCTION

WTO states that for the last decade there has been a significant shift in tourist destination maps in the world and region. This change can be seen from the number of tourists to various country, for example, to Indonesia (Martaleni, 2011).

Perum Perhutani or Forestry Housing as the State-Owned Enterprises (SOEs) in the field of forestry has attempted to develop the service sector of nature (nature-based tourism) in their area i.e. Java Island, particularly for natural tourism in Bandung, West Java. This is one of the efforts attempted by Forestry Housing in order to alter the orientation of its future business which was initially timber product changing into forest resources. The revenue of Travel Business Division to the macro total revenue in Unit West Java and Banten is sufficiently helpful to the income of Perum Perhutani in Unit III, and the natural Kawah Putih itself has sufficiently contributed to the revenue of Tourism Business Division as well. The number of visitors and revenues continually increases every year, and it affects the revenue (Joehastanti, 2012).

The varieties of natural tourisms like forests, mountains, beaches and artificial parks consisting of garden tour, zoo, natural tourism attraction and history attraction (Kesrul, 2003) can become one of the country economic bases and absorb labor so that the human and natural resources can be utilized optimally. Muhajirin and Iwan (2010) state that ecotourism does not exploit the land but just utilizes the nature service and community to meet the need of physics and psychology knowledge. In the study case of the visitors' characteristics, there is one thing that is indispensable for the development of Kawah Putih nature tourism. According to Forestry Housing management, strategy and marketing process conducted by the tour manager of Kawah Putih are not fully developed yet. Sometimes, there are still some tourists filing complaints related to both travelling access and convenience which definitely reduce the comfort and satisfaction of the visitors; therefore, identification is required in order to determine whether in this era, the interest of going back to nature tourism has affected the ecotourism that has a big opportunity to be developed. (Atmoko, 2010).

In this time, ecotourism is not defined as a tourism concept, but people see it as an action of marketing tools and of increasing the revenue (Postica, 2014).

Forestry Housing office can understand the demands/ desires of tourists who visit the natural tourist area, Kawah Putih. Such identification will evaluate the service performance of marketing mix that has been implemented by the management/tour manager. If performance is considered to be a good marketing mix, it will affect the visitors' decision to come back. Marketing mix performance is a part of marketing mix strategy results implemented by the management based on the responses of consumers in order to optimize the contribution of working results in regards to product/service, price, place, promotion, people, physical evidence, and process (Kotler, 2006). Kotler (2006) defines the marketing mix as a mix of marketing variables that can be controlled and used by a company for pursuing the expected sales in target markets.

Booms and Bitner in Tjiptono, Chandra (2012) group the elements of the marketing mix into 7P, in which 3P is added by 4P, including product, price, place, promotion, people, process, and physical evidence. The products in the service marketing are the whole concept of the object or process that provides a value to the consumer (Lupiyoadi and Hamdani, 2006). In service products, the consumers will not only buy physical products but also obtain the benefits from these products called "the offer". The products mentioned in the discussion of service include the total products consisting of core products, expected products, auxiliary or augmented products and potential products.

Lovelock (2002) distinguishes the product/service marketing into seven things, consisting of nature of the product, greater involvement of customer, people as part of the product, eater difficults in maintaining quality control standard, absence of inventories, importance of time factor dan different distribution channel. According to Muhmin (2002), the price is not just a nominal form as it tends to be directed at the elements of marketing programs such as the product's selling prices, discounts, rebates and payment systems which are applied to the customers of the product. The selling prices of the products in this case include the sale price of admission, price of food/drinks, souvenirs as well as vehicle parking fee.

According to Hurriyati (2005), for the manufacture of industrial products, place is defined as a distribution channel (zero-channel, two-channels, and multi-level channels), while for the service industry products, the place is defined as a place where service is provided.

One of the 7P in marketing mix is promotion. It is important to create descriptive and persuasive communication to the consumers. The company can provide descriptive and persuasive information on the products directly or through professional parties. Blattberg and Nesling in Kotler (2011) defined that promotion consists of a diverse collection of various intensive tips, mostly short-term, designed to encourage specifically faster or larger purchase of a product/service by the consumers. Intensive services tips of marketing will be successful if it is appropriately and continuously implemented. George dan Berry in Hendarto (2003) had identified a view guidelines in service promotions used to explain the promotion in ecotourism, and they consist of intangible ecotourism services, dissunderstanding ecotpurism services, romises that have to be done by the management, word of mouth promotion, and also motivation of an employee. Many companies promote their products by using the advertising media. Advertising is a promotion program to convey an information effectivelly and effisiently regarding the product to (Taufik, 2013).

The success of a marketing service is highly dependent on the selection, training, motivation and human resource management. People are the main asset in the service industry, and offender services act as the service providers, that influence the consumers to use their services. The important factors for people include knowledge, attitude, and motivation of employees in the service industry. The moment of truth will occur at the time of contact between the employees and customers.

Lupiyoadi (2006) defined process as a combination of all the activities, which generally consist of procedures, work schedules, mechanisms, activities, and routine matters where the service is produced and delivered to the consumer. The process of delivering services to the consumers can affect the quality of services because the services are completed the company's own employees, so in order to ensure the quality of service (quality assurance), the entire company's operations must be executed in accordance with the standardized systems and procedures by the employees who are competent, committed, and loyal to the company. The process includes procedures, tasks, schedules, mechanisms, activities and routines in which a product or service is delivered to the customers.

Physical evidence is the physical environment in which there is a collaboration between service companies and consumers, and it also means any real components that exist in the physical environment that facilitates the existence or communication services. The physical appearance generally affects the consumer's decisions to buy and use the product and services on offer. The elements included in the physical environment are the buildings, facilities and infrastructure, logos, colors and other complementary service items such as ticket, cover, label, and so forth.

In consumer behavior theory, satisfaction is defined from the perspective of consumers' experiences after consuming some products or services (Palilati, 2001). Consumer perceptions are shaped by learning process and process of thought in purchasing the product/service. If consumers have been influenced by a perception, their interest in buying the products/services will generally be strong so that they will be motivated to fulfill the basic needs of their interests. This is where the consumers make their decision to buy the products/services of their interests. Some factors that determine the consumers' purchasing decisions consist of environmental influences, individual differences and the process of consumer psychology (Engel et al. 1994). According to Putri (2012), purchasing decisions are determined by three main points including information, process information and some factors that determine the decision process.

Deciding some buying researched, consumers usually know what products they will buy, where they buy them and what the price of the product is (Lita, 2010). Sciffman and Kanuk in Loekito et al., state a decision is choosing an action from one or more consumer perception alternatives built by studying the buying process. By understanding the consumer behavior, the company can hold the targets in a more focused and clearer way (Getrycia and Djatikusuma, 2014).

This research was conducted to examine the performance of the marketing mix of Forestry Housing Office in the natural tourist resot, Kawah Putih, specifically in terms of tourist responses. The research also aimed to determine the influences of marketing mix on the visitors' decisions.

## METHODS

The research variable is a concept or a construct which varies the value (Sumarwan 2014). This study used seven variables influencing product (X1), price (X2), location (X3), promotion (X4), human (X5), process (X6) and physical appearance (X7), while the decision was a variable that affected visitor (Y). Sampling technique used was incidental non-probability sampling. By using 106 samples generated through the techniques of Tabachnik and Fissel in which the technique requires that the amount of data used must be greater than the sum of all variables used in the model. To anticipate the occurrence of missing data or data extremes (outliner), coded number of samples was arranged for 20% of the total sample. In addition to observations, the researcher also gathered information through questionnaires distributed to the visitors. The questionnaire used in this study used Likert scale. The measure was set for the respondents with questions and they were asked to give an answer of “completely agree”, “agree”, “neutral”, “disagree”, dan “completely disagree”(Wangsa et al. 2012)

The data used in this study were primary data derived from the questionnaire. Because of that, before drawing a hypothesis, a set of tests was required to know the validity and reliability of indicators or questions in the questionnaire. These tests were performed by using SPSS 17.0. The significance values were used to determine the validity of the item. If the significance value was  $<0,05$ , the item was considered to be valid.

In contrast, if the value of the significance was  $> 0,05$ , the item was invalid. For the regularity, the Cronbach alpha used a minimum limit of 0,6 for identification of sufficient reliability. Test of assumptions included normality test, multicollinearity and heteroscedasticity test. In this study, test for normality used Kolmogorov-Smirnov test. Judging from the probability numbers, if the probability is  $> 0,05$ , it is clear that the residuals are normally distributed. Conversely, if the probability is  $<0,05$ , it is not normally distributed.

Multicollinearity detection can be obtained by looking at the value of tolerance and the value of Variance Inflation Factor (VIF). The variable has caused multicollinearity because the value of tolerance is  $<0,1$  or  $VIF > 10$  while heteroscedasticity test in this study was conducted through scatterplot method, i.e. by observing the pattern of the dots. If the points on the

scatter plot spread above and below number 0 on the Y axis and it does not form a specific pattern, it shows that there is no heteroskedastisitas trouble. Regression analysis is a study on the relationship between one explained variable and one or two explanatory variables (Gujarati, 2006).

To measure and determine the cause- effect relation (causal) between the variables and variables-other variables, the hypothesis testing should be conducted by using regression analysis (t test and F). In the tests of t and F, the value of significance probability (Sig.) compared with the limit of significance was set to be equal to 0,05. If the significance probability value is  $<0,05$ , it indicates partial influence of independent variables on the dependent variable.

## RESULTS

### Profile of Respondents

In this study, there were no significant differences in terms of gender of visitors (51,5% of males, 48,5% of female). It was identified that the natural attraction of Kawah Putih has preferred characteristics and has been desired by both male and female visitors. Yet, there is a prominent habit of the customers' visit that is a visit in groups. If seen from its economic class, the natural attraction in the area of the Forestry Housing Office is visited by a large number of visitors and even by those coming from the upper-middle economic class (monthly income of  $> Rp1.000.000$ ). Most visitors are employees with the latest education of high school and college graduates. The respondents who came were also divided into local and foreign tourists. With the presence of foreign tourists, it indicates that tourist attraction Kawah Putih is reasonably well known and considered to be a-must-visit place by the foreign tourists. Most respondents generally were in their first-time visit. Still, there were also respondents who had more than three times of visits to this Kawah Putih. This situation suggests that the expectation to perform repeated visits already exists but has not been seen in practice. The tourists usually visit natural attraction, Kawah Putih, for holiday. Generally, the respondents knew about the nature of this Kawah Putih from their friends, relatives and family. This is a very good thing for the tourism because the power of mouth is assumed to be the highest stage of the campaign objectives to achieve.

### Validity and Reliability Tests

With a sample size of 130, the degree of being independent was 128 so the r table was of 0,172. It can be seen from tables 55 to 61 that the value of r was calculated by using bivariate Pearson on each sub-variable. The result was greater than 0,172 and so the sub-variables in the questionnaire were valid. The value of Cronbach's alpha for all variables in forms of product, price, place, promotion, people, process, physical appearance and responses visitors was 0,553. Therefore, the value of Cronbach's Alpha ( $r = 0,553$ ) was greater than the r table (0,172), making it clear that the data were reliable and can be used as the data research.

### Test of Assumptions

From the data processing, it is known the value of Kolmogorov-Smirnov test for normality test was greater than alpha. Therefore, the data were considered to fulfil the normal assumption because the sig. was 5% greater than the alpha. VIF value for all variables was smaller than 10, meaning that there is no multicollinearity in regression analysis that fits the assumptions of multiple regression analysis. If we look at Figure 1, the alleged value of the residual visible point on the axis spreads evenly and does not form a specific pattern. It is clear that there is no heteroskedasitas.

### Statistics Hypothesis Testing

In the Anova Table, the value of sig equal to = 0,000 less than 5% from alpha rejected the  $H_0$ , indicating that the overall regression models are influential or at least one variable of the marketing mix factor influences the decision of visitors.

In Table 1, it is visible the sig value of each variable. Process variables and physical appearance have a sig value 5% below alpha, which respectively are 0,001 and 0,000. the T-test for these two variables rejects  $H_0$ , which means the process and the physical appearance significantly affect the decision of the visitors. As for the other variables that have a sig value greater than 5% so that the variables of alpha product, price, place, promotion, and humans do not significantly affect the response of visitors decision. Based on Table 1 also it is possible to a multiple regression equation as follows:

$$Y = -6,033 + 0,423X_1 + 0,404X_2 - 0,588X_3 + 0,941X_4 + 0,269X_5 + 0,126X_6 - 0,108X_7$$

Note:

- X = Visitor's decisions
- $X_1$  = product
- $X_2$  = price
- $X_3$  = place
- $X_4$  = promotion
- $X_5$  = people
- $X_6$  = procees
- $X_7$  = physical evidence

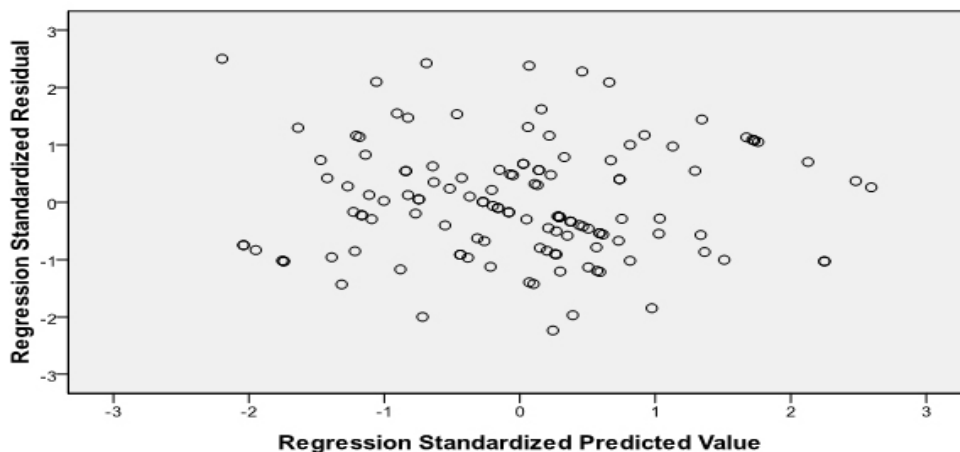


Figure 1. Scatterplot

Tabel 1. Tabel Uji-t

Model	Unstandardized Coefficients B	Sig.
Constant)	-6,033	0,170
Product	0,423	0,020
Price	0,404	0,000
Place	0,588	0,002
Promotion	0,941	0,001
People	0,269	0,020
Proceess	0,126	0,330
Physical Evidence	-0,108	0,613

### The Influence of Product on the Visitors' Decision

The test results showed that the products offered by the panoramic beauty and uniqueness, as well as the attractions of existing facilities in the natural tourist sites Kawah Putih significantly influenced the visitors' decision. The visitors feel that the products offered must be suitable with their expectations, so improvement and innovation to attract them to come back to natural tourist site, Kawah Putih are required. There are many variations of customer motivation, and this distinguishes between the aim of tourism and the right package offered to the customers (Karta dan Suarhana, 2014). Variable product itself is, in fact, a representation of tourism quality offered by the manager, a given product or result of God's creation that is unique and has a high artistic value as a natural attraction. Therefore, the manager no longer needs to revitalize the region's overall tourism. For this reason, the panorama still becomes the main products offered by the manager, and it seems that dependence of visitors to the panorama of Kawah Putih remains high.

### The Influence of Price on the Visitors' Decision

Based on t-test results, it is known that the prices of entrance tickets, two-wheeler or four-wheel parking fees, prices of food/drinks and souvenirs offered at the natural tourist site, Kawah Putih, significantly influenced the visitors' decision. This can be seen by sig to the variable price that is 0% or less which can be said 5% of the value of alpha. Basically a marketing strategy is controlled by the needs of tourism place purpose tourists (Riege dan Perry, 2000). The data processing on the visitors' characteristics stated that most visitors were in the upper-middle level. In the long-term, the costumer loyalty can be used as the main

object in the strategic planning of marketing services. (Hidayat, 2009). The visitors expect competitive prices so that they become interested in coming to Kawah Putih tourist attraction because all the prices on the site are still not competitive for them.

### The Influence of Place on the Visitors' Decision

T-test results showed that the variable of location/place including costs of transportation, distance, easy access, road condition and driving directions to the location significantly influenced the visitors' decision. From the results of the research on visitor characteristics, the obtained data showed that the visitors come not only from the local or domestic areas but also from abroad or foreign countries; therefore, changes or improvements will seemingly affect the decision of visitors on either coming back or not.

### The Influence of Promotion on the Visitors' Decision

Based on the t-test results, it is known that the promotion of natural tourism sites including Kawah Putih and intensity of promotional activities significantly influenced the decision of visitors. The manager of Kawah Putih has conducted reasonably good incentive promotions through the promotions of below and above the line, and this has been quite successful because most of the visitors obtain information on the sights/ from their friends, family, or relatives. To do some promotions, the management needs the knowledge on market which is used as reference to compile the strategies and promotion programs (Iyangjaya, 2013). This illustrates that a large number of tourists who have visited the natural tourist site of Kawah Putih were satisfied with their travelling experience so that they recommended this place to other people. Even so, the manager still has to make improvements to the intensity of promotions or add promotional activities, because it is believed to bring impacts on the visitors' decision whether they want to revisit the tourist site. However, it was not enough, and for promoting the tourism, the management needs to interact with the local government in increasing and giving all information regarding the tourism to the local government or tourists (Bhuiyan et al. 2011). Cooperation between a tourist organization and the local government will bring more advantages and make the promotion areas wider (Buckley, 2004).

### **The Influence of People to the Visitors' Decision**

Based on the test, the results indicated that the quality of human resource manager that includes knowledge of travel, hospitality and service are relatively significant to visitors. Most visitors come in groups, and the role of the officer manager in this case is very important to maintain communications and to provide information to the head of the group in order to avoid misunderstandings or dissatisfaction of the quality offered in the tourism. The condition showed that the role of HR was important when it is viewed from the visitors' standpoint. The visitors assessed the human resource capacity in terms of knowledge, hospitality and services to be essential for them in order to create comfort and security for them. This explains why the variable of human significantly influenced the visitors' decision.

### **The Influence of Process to the Visitors' Decision**

The results of data processed by using t-test showed that the variable of process that included travel procedures, information on sights, information center and follow-up complaints relatively had no significant influences on the decision of visitors. Process variable in this study was related to how the manager sent the information on sights and handled complaints submitted by the visitors. So far, the physical information which can be found at the site includes a tourist attraction, and it is believed that most visitors understand and are able to read the information in the location because the average of the visitors were high school and university graduates so they are considered to be capable to interpret visual information. This explains why the process variable did not significantly influence the decision of the visitors.

### **The Influence of Physical Evidence on the Visitors' Decision**

The t-test results indicated that the variable of physical evidence including physical appearance management personnel, cleanliness, comfort and provision of tourist guides are not significantly influential to the visitors' decision. In general tourism industry, the appearance of physical facilities of manager or officer who is on location is important because these variables directly influenced attraction. Cleanliness and security are necessary in the management of tourist attraction because it greatly affects the comfort of visitors

in gaining travel experience. Also, the physical appearance of human resources and procurement of tour guides gave additional values for the visitors. However, based on the research, the visitors were not influenced when making their decision to come to visit the natural tourist site, Kawah Putih again. However, it is not an absolutely deemed important decision given by the visitors. According to the visitors, physical evidence is considered be common and beneficial as it brings positive values for improving the physical appearance of Kawah Putih. Based on these conditions, it explains why the variable of physical appearance did not significantly influence the decision of visitors.

## **CONCLUSIONS AND RECOMMENDATIONS**

### **Conclusions**

Based on the analysis and discussion, it can be concluded that the marketing mix variables that significantly influence the decision of visitors include product, price, place, promotion and people. Process and physical appearance variables do not significantly affect the decision of visitors, but in regards to marketing of tourist services, it is still important and should be improved. The components of marketing mix in Kawah Putih are reasonably effective in their implementation as the number of visitors increases every year, thus the shifting of marketing goals of the customer acquisition to customer loyalty (customer retention) should be conducted immediately.

### **Recommendations**

There are a number of suggestions for the management, one of which is to improve the marketing mix variables that are considered to be influential to the decisions of visitors and to maintain marketing mix variables which are suitable with the expectations of visitors and fulfill the criteria of managerial implications per variable proposed. Besides, the management may add functionality of the product other than as a tourist attraction site, typical procurement of Ciwidey' cultural attractions by the surrounding community each week, cooperation resort area branding, product development with the acquisition of a new means of support, price discrimination based on visitation time, members of the club visitor amenities, cooperation with travel agents in Bandung to facilitate access to tourist sites, promotion of cooperation with the Department of Bandung Tourism area, promotion of cooperation with

the bank, increase in promotion via SMS/email and Internet Marketing Blast through Google Ads, increase in the image branding of the brand with the travel pool or a strategic location in Bandung, attractive new prospective visitors to the cooperation with various companies and communities, liabilities of "greetings" in management officers, employees' passing Award of "Employee of the Month", provision of flexible payment facilities for visitors, procurement means of communication between officers in the field and the existing officers in the office, communication between the Procurement of Officers in the field and existing Officer in the Office, and Procurement of CCTV in the area of natural attraction Kawah Putih.

Assessment and monitoring of each performance period of the marketing mix in the tourist area are needed to maintain the marketing mix performance. There are needs of improvements in the travelling process and physical appearance of a tourist attraction. This can be established by improving the infrastructure and increasing the physical qualities of the nature of Kawah Putih. Physical changes can be carried out either in the form of uniform or provision of additional means of support in order to support the convenience of visitors so that they get additional travelling value and natural attraction which also has its own characteristics beside the products offered. The management can conduct a similar study on the natural attractions managed by the private sector to seek for benchmark of the managed tourist areas.

Subsequent research can be used to continue examining the influence of marketing mix variables on the decision of visitors after the improvement. Future studies also can examine the variables of the marketing mix for another tourist destination like Mount Maras or crater which is also visited by many local and foreign tourists. Future studies can investigate more deeply the influence of marketing mix variables on the visitors' satisfaction or loyalty. This can be carried out before the manager changes the marketing objectives that still focus on acquisition of the buyers (customer acquisition) which later will be shifted to customer loyalty (customer retention). A need of in-depth interviews or searching for information from local tourism agencies on the things that have been done by the government to improve tourism in the region so that the research results will be sharper.

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