

ANALYSIS OF PROMOTION MIX IN INCREASING THE NUMBER OF VISITORS

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A B S T R A C T

This study is driven by the dearth of efficient promotion and marketing resulting in Nirwana Beach being less well-known by tourists from outside the region. This study set out to ascertain how factors related to public relations, sales promotion, advertising, and personal selling affected the number of visits. Descriptive quantitative data analysis is the approach employed, and up to 100 respondents satisfied the requirements for visitors to Nirwana Beach. Multiple linear analysis with the SPSS version 29 program. The results showed that notoriety, personal sales, and advertising all contributed significantly to the rise in visits. However, there is no discernible difference in the number of visits when sales promotion is used.

After formulating the problem and analyzing the data, the researcher came to the conclusion that the Advertising Promotion Mix has a major influence on increasing visits to Nirwana Beach. The number of visitors to Nirwana Beach is not significantly influenced by the Sales Promotion Mix. The Personal Selling Promotion Mix has a major impact on increasing the number of visitors to Nirwana Beach. Publicity and promotion mix has a big impact on the number of people visiting Nirwana Beach. The obstacle in this study is in collecting valid and representative data. To understand the effectiveness of the promotion mix, researchers must be able to get information from visiting tourists, namely through surveys or interviews. However, not all tourists are willing to take the time to answer the survey.

INTRODUCTION

The tourism sector currently plays an important role in global economic development and has become an international industry. In Indonesia alone, the tourism sector is expected to be the main driver of national economic growth. In this case, the development of tourism cannot be separated from tourist visits, Indonesia has experienced a significant increase in the number of tourists in recent years. There are also regions in Indonesia that have the potential of the tourism sector that can be maximized is Southeast Sulawesi Province. This is because the number of visits in Southeast Sulawesi is higher than other provinces. The province also has 15 districts and two municipalities that have their own characteristics in the tourism sector, one of which is Baubau City.

The following are the results of previous research on the promotional mix in increasing the number of visitors, namely research conducted by Mafiroh (2019) shows how good the combination of Instagram social media promotion is in attracting more visitors as a promotional tool. other research is according to Setiawan & Arfa (2019) stated that the Promotion Mix in the form of brochures has a very big influence in increasing the number of visitors. Furthermore, research conducted Tamyizurrohman et al., (2021) shows that, in terms of time and money invested, promotional mixes that utilize social media are more successful.

Baubau City has several types of natural attractions including beaches, hills, waterfalls, caves and historical buildings (Winton et al., 2023). One of the beach attractions in Baubau city that is quite interesting to visit is Nirwana Beach (Sudarman et al., 2022). In general, Nirwana Beach has a lot of potential to be developed as a tourist destination. However, despite its great potential, there is a phenomenon that is found, namely the lack of effective promotion and marketing resulting in Nirwana Beach being less known by tourists outside the region.

The research gaps that exist in this study are: (1) Previous studies focused on one or two specific forms of promotion while this research examines the promotional mix carried out by the Nirwana Beach manager as a whole. (2) Previous studies focus on general tourist destinations or certain cities while this study specifically examines the promotional mix for Nirwana Beach (3) This study combines quantitative and qualitative data, providing a more comprehensive perspective compared to previous studies that rely more on qualitative data. (4) Previous studies focused on

promotions by other entities or specific platforms while this research will identify and analyze the promotion mix used by Nirvana Beach Managers that can affect the number of visitors, according to the previous study. Assauri (2023) The four components of the promotional mix are publicity, personal selling, sales promotion, and advertising.

METHODOLOGY

This research uses descriptive research methodology to explain known phenomena. According to Sugiyono (2019) This study aims to describe and characterize the value of variables based on indicators without comparing or relating them to other variables. This research was conducted at Nirwana Beach, Sulaa Village, Betoambari Sub-district, Baubau City, Southeast Sulawesi Province, in June to August. The quota sampling technique was used to select samples from the population with certain characteristics until reaching a quota of 100 samples.

Primary data is collected from items, through interviews and questionnaires given to respondents, and then transformed into data using statistical programs. Information collected to complement primary data, such as reading materials and information regarding the growth and history of the company, organizational structure, and job descriptions are collected related to the problem being studied. (Sugiyono, 2019).

RESULTS & DISCUSSION

To assess the feasibility of items in the list of statements on the questionnaire for the purpose of defining variables, validity is a test of how well the resulting instrument assesses the specific idea to be tested. The validity test is also used to evaluate how well a measuring instrument can accurately measure what needs to be measured. Furthermore, validity relates to how well the instrument measures the idea or variable to be studied.

Table 1. Validity Test

No	indicator	r Hitung	r Tabel	Description
1	Advertising in various promotional media	0,843	0,195	Valid
2	Availability of complete information	0,935	0,195	Valid
3	Easy to understand ads	0,909	0,195	Valid
4	Price Cut	0,941	0,195	Valid
5	Ease of Transaction	0,881	0,195	Valid
6	Package Provision	0,912	0,195	Valid
7	Owning Consumer Feedback	0,879	0,195	Valid
8	Understanding Travelers' Wants and Needs	0,932	0,195	Valid
9	Friendly Service	0,858	0,195	Valid
10	Complete Publications Creatively	0,963	0,195	Valid
11	Published Events	0,859	0,195	Valid
12	Print and Online Media	0,963	0,195	Valid
13	Transactional Interest	0,781	0,195	Valid
14	Referential Interest	0,782	0,195	Valid
15	Preferential Interest	0,821	0,195	Valid
16	Explorative Interest	0,847	0,195	Valid

Source: Data processed with SPSS Version 29

Table 1 shows that all indicators of the research variables - Publicity, Sales Promotion, Personal Selling, Advertising, and Increasing the Number of Visitors - have r counts greater than 0.195, which indicates the validity of each indicator.

The stability and consistency with which an instrument assesses ideas and assists in determining the appropriateness and fixity of measurements is an indicator of its reliability. Cronbach's alpha >0.60, has a good level of reliability.

Table 2. Reliability Test

Variables	Alpha	Description
Advertising	0,878	Reliable
Sales Promotion	0,898	Reliable
Personal Selling	0,865	Reliable
Publicity	0,918	Reliable
Increased Number of Visitors	0,815	Reliable

Source: Data processed with SPSS Version 29

Table 2 above shows that the results of the calculation of each indicator have a reliability coefficient > 0.60. Indicating the measuring instrument has a good level of reliability.

The normality test is to determine whether the independent and dependent variables in the regression model have a normal distribution.

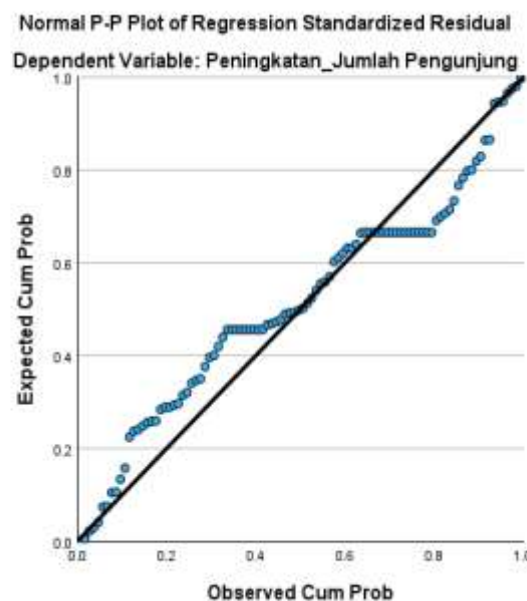


Figure 1. Normality Test

Source: Data processed with SPSS Version 29

Based on the picture above, the Normal P-P Plot of Regression Standardized Residual shows that the dots follow or spread around the diagonal line, indicating that the regression model is normally distributed and can be used.

Heteroscedasticity Test

The heteroscedasticity test looks for differences in variance between residuals from different observations in the regression model. One method to test for heteroscedasticity is the graph plot test, which is one of the many options available.

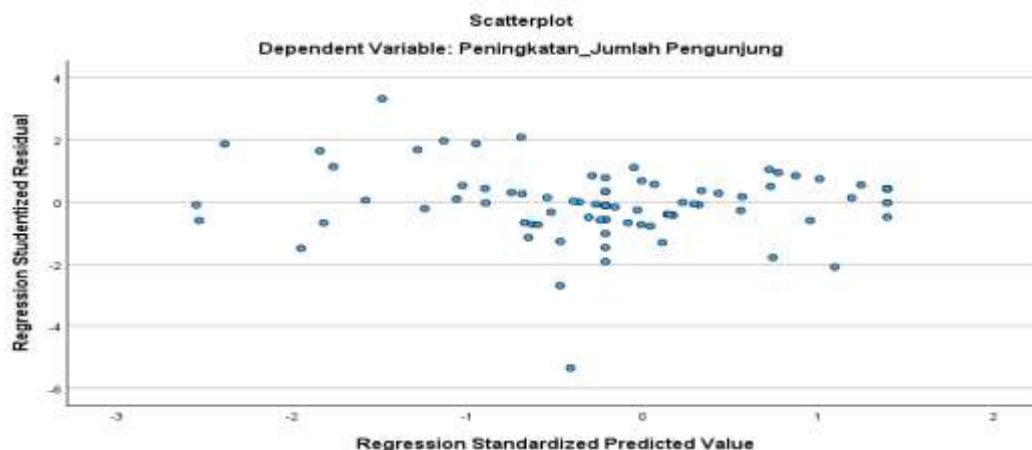


Figure 2. Heteroscedasticity Test
Source: Data processed with SPSS Version 29

Given that the residual distribution looks asymmetrical, Figure 2 above indicates the absence of heteroscedasticity. This can be seen from the scattered plots, which do not follow any particular pattern.

To determine whether independent variables are orthogonal if there is a correlation between them, the multicollinearity test looks for correlations between independent variables. Conversely, an independent variable is considered orthogonal if its correlation value with other independent variables is equal to zero. When multicollinearity exists, it is often indicated by a tolerance >0.10 (10%) or the same as a VIF value <10.

Table 3. Multicollinearity Test

Coefficients ^a		Collinearity Statistics	
Model		Tolerance	VIF
1	Advertising	.404	2.477
	Sales Promotion	.424	2.358
	Personal Selling	.490	2.039
	Publicity	.567	1.763

Source: Data processed with SPSS Version 29

Table 3 shows that there are no signs of multicollinearity because each independent variable in the SPSS output coefficients table has a tolerance value of at least 0.1 and variance inflation factor (VIF) < 10 in the table above.

Multiple Linear Regression Analysis

Multiple linear regression analysis to determine the impact of publicity, sales promotion, personal selling, and advertising factors on increasing the number of visitors.

Table 4. Multiple Linear Regression Analysis

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	5.067	.807		6.282	<.001
	Advertising	.317	.081	.338	3.930	<.001
	Sales Promotion	-.094	.055	-.144	-1.719	.089
	Personal Selling	.449	.065	.538	6.887	<.001
	Publicity	.260	.078	.241	3.326	.001

Source: Data processed with SPSS Version 29

The regression results are:

$$Y = 5.067 + 0,317 X_1 - 0,094 X_2 + 0,449 X_3 + 0,260 X_4 + e$$

The regression coefficients, as presented in Table 4 above, show the direction of change in the dependent variable, or the number of increased visitors (Y), caused by the influence of the

independent variables, or publicity (X4), sales promotion (X2), advertising (X1), and personal selling (X3).

To ascertain the partial impact of each independent variable, the T-test was used. The t table value was 0.1984, and the test was conducted at a significant level of 0.05 (5%).

Table 5. Partial Test (t)

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.067	.807		6.282	<.001
	Advertising	.317	.081	.338	3.930	<.001
	Sales Promotion	-.094	.055	-.144	-1.719	.089
	Personal Selling	.449	.065	.538	6.887	<.001
	Publicity	.260	.078	.241	3.326	.001

Source: Data processed with SPSS Version 29

The t test results are shown in table 5 above, and compared with the t table and a significant value of 0.05:

The effect of advertising (X1) on increasing the number of visitors (Y). The calculation results for a significant value of $0.001 < 0.05$. The effect of sales promotion (X2) on increasing the number of visitors (Y). The calculation results produce a significant value of $0.089 > 0.05$. The effect of personal sales (X3) on the growth in the number of visitors (Y). The calculation results produce a significant value of $0.001 < 0.05$. The impact of exposure (X4) on increasing the number of visitors (Y). The calculation results in a significant value of $0.001 < 0.05$.

F test is that each independent variable in the model has a joint influence on the dependent variable. A significance threshold of 0.05 (5%) was used for the test.

Table 6. Simultaneous Test (F Test)

Table of Sum of Squares Test (1998)						
Anova ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	299.883	4	74.971	59.891	<.001 ^b
	Residual	118.919	95	1.252		
	Total	418.802	99			

Source: Data processed with SPSS Version 29

With a sig value of $0.001 < 0.05$, table 6 above shows that the independent variables - publicity, sales promotion, advertising, and personal selling - together have a great impact in increasing the number of visits.

the extent to which the dependent change can be explained by the model. Table 7 below displays the findings of this study's coefficient of determination test:

Table 7. Determination Coefficient Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.846 ^a	.716	.704	1.119

Source: Data processed with SPSS Version 29

The result is adjusted R square 70.4% / 0.704. publicity, sales promotion, personal selling, and advertising contribute 70.4% to the variable of increasing the number of visitors to Nirwana Beach, with other factors not included in this study accounting for the remaining 29.6%.

The Effect of Advertising on Increasing the Number of Visitors

The advertising promotion mix has a major impact in increasing the number of visits, in accordance with the findings of hypothesis testing H1. Listyawati & Akbar, (2016) claimed that the increase in the number of visits was positively and significantly influenced by the advertising campaign mix. However, the findings of this study are different from the findings from Wisma et al.,(2021) stated that there is no visible relationship between advertising and the number of visitors.

The Effect of Sales Promotion on Increasing the Number of Visitors

Sales promotion mix has no discernible impact in driving more traffic, in accordance with the findings of hypothesis test H2. Other results Zulfikar & Subarsa, (2019) said there was no discernible relationship between sales promotions and the number of visitors. However, other findings Ekalista & Tri Hardianto,(2019) said the good and tangible impact of sales promotion is seen from the increase in visits.

The Effect of Personal Selling on Increasing the Number of Visitors

The results of the H3 hypothesis test show that the increase in the number of visits is significantly influenced by Personal Selling. Other results Rusby et al., (2017) shows that an increase in the number of visits is a positive and substantial result of the Personal Selling promotion mix. However, the results of Handayani & Dedi, (2017) which claims there is no real impact of the Personal Selling marketing mix on the number of visitors.

The Effect of Publicity Promotion on Increasing the Number of Visitors

Hypothesis H4 has been tested and the results show that the increase in the number of visits is significantly influenced by the Publicity Promotion Mix. Other results Hardianti & Nasrullah, (2023) shows that the increase in the number of visits is positively and significantly influenced by the publicity marketing mix. Other results Nugraha et al., (2023) It is claimed that there is no real impact of the publicity marketing mix on the number of visitors.

CONCLUSION

After formulating the problem and analyzing the data, the researcher came to the conclusion that the Advertising Promotion Mix has a major influence on increasing visits to Nirvana Beach. The number of visitors to Nirvana Beach is not significantly influenced by the Sales Promotion Mix. The Personal Selling Promotion Mix has a major impact on increasing the number of visitors to Nirvana Beach. Publicity and promotion mix has a big impact on the number of people visiting Nirvana Beach.

The obstacle in this study is in collecting valid and representative data To understand the effectiveness of the promotion mix, researchers must be able to get information from visiting tourists, namely through surveys or interviews. However, not all tourists are willing to take the time to answer the survey.

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