

THE INFLUENCE OF MARKETING MIX ON VISITOR SATISFACTION IN SAWAH PURE TOURISM, PUNDEN REJO VILLAGE, TANJUNG MORAWA DISTRICT, DELI SERDANG DISTRICT

Barmawi¹, Siti Anisah², Ade Firmansyah Tanjung³

Malikussaleh University Jln. Cot Teungku Nie Reuleut District. Muara Batu-North Aceh

barmawi@unimal.ac.id

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Abstract

Customer satisfaction is very important because it affects the success of a business. Every company operating in the service sector needs to develop an appropriate marketing strategy. One marketing strategy that is useful for differentiating one company from its competitors is to use a marketing mix strategy consisting of product, price, location, promotion, labor/human resources, physical evidence, and processes/services. This research aims to analyze the influence of marketing mix strategies on Sawah Pure Tourism customer satisfaction. This research uses multiple linear regression to analyze the data. The research results show the coefficient of determination (Adjusted R²) of 0.732 or 73.2%. The results of the F test show that the marketing mix (product, price, location, promotion, labor/human resources, physical evidence, and process/services) has a significant effect on customer satisfaction at Sawah Pure Tourism. The results of the partial t test show that product, price, location, promotion, labor/human resources, physical evidence, and process/service have a significant effect on customer satisfaction at Sawah Pure Tourism.

INTRODUCTION

The agricultural sector (including food crops and horticulture, plantations, forestry, animal husbandry and fisheries) with its diversity and uniqueness which has high value and is strengthened by very diverse and highly attractive cultural riches can not only be aimed at cultivation, but can also be used as a tourist attraction (Utama, 2015).

Deli Serdang Regency is one of the districts in North Sumatra Province which has various tourist destinations and tourist attractions, one of which is agrotourism. A list of agrotourism in Deli Serdang Regency and the number of visitors can be seen in the table below.

Table 1. List of Agrotourism and Number of Visitors

Agrotourism	2020	Year 2021	Amount
Paloh Naga Agrotourism	22450	30980	53430
Pure Rice Field Tourism	9700	29150	38850
Pematang Johar Rice Field Tourist Park (Tracking Rice Fields) Labuhan Deli	16425	31875	48300

Source: Disporabudpar DS, 2021

Based on table 1, it can be seen that Sawah Pure Tourism is an agrotourism that has the lowest number of visitors among other agrotourisms. This agrotourism is located in Punden Rejo Village, Tanjung Morawa District,

Deli Serdang Regency, North Sumatra Province. Sawah Pure Tourism was founded in 2019 by the village government and was inaugurated by the Deli Serdang Tourism Office in 2020, so this agrotourism is still relatively new. The entrance ticket price to Pure Sawah Tourism is very affordable, namely IDR 5,000. Visitors can enjoy beautiful views of the rice fields, interesting areas to capture the beauty of the rice fields, rice field tracking, relax in bamboo huts and enjoy various culinary delights at affordable prices. Pure Sawah Tourism also provides several rides such as boats to go around the river which is on the edge of the rice fields. Not only that, this agrotourism also offers tour packages that combine learning and fun for school children, such as planting rice in rice fields, fishing competitions in ponds, playing traditional games, and having lunch together in bamboo huts. Pure Sawah Tourism visitors are the main focus in determining a policy because the success and sustainability of the agrotourism business is largely determined by the size of the number of visits.

Considering the increasingly tight competition because more and more companies are involved in fulfilling consumer needs and desires, Sawah Pure Tourism must place an orientation on consumer satisfaction as the main goal. This situation means that every company operating in the service sector must be able to determine the right marketing strategy. One form of marketing strategy that is useful for differentiating a business from its competitors is by using a marketing mix consisting of price, location, promotion, workforce (HR), physical evidence, and process (service). After knowing the marketing mix elements that influence visitor satisfaction at Sawah Pure Tourism, it is hoped that managers will be able to improve and pay more attention to these elements so that they can provide satisfaction to visitors. Therefore, an evaluation of the performance of the Sawah Pure Tourism marketing mix needs to be carried out.

Therefore, it is necessary to carry out an analysis regarding the influence of the marketing mix (product, price, location, promotion, workforce/HR, physical evidence, and process/service) on visitor satisfaction at Pure Sawah Tourism, Punden Rejo Village, Tanjung Morawa District, Deli Serdang Regency with the aim of to analyze the effect of the marketing mix on visitor satisfaction at Sawah Pure Tourism.

METHODS

The location of this research was carried out at Pure Sawah Tourism, Punden Rejo Village, Tanjung Morawa District, Deli Serdang Regency. Determining the location of this research was carried out using proportional sampling. The object of this research is Pure Sawah Tourism. The scope of this research is limited to the influence of the marketing mix on visitor satisfaction at Sawah Pure Tourism.

Data Types and Sources

The type of data used in this research is quantitative data. The data sources used in this research are primary data and secondary data. Primary data is data obtained from interviews with the management of Sawah Pure Tourism and the results of questionnaires. Meanwhile, secondary data is data obtained to complement primary data such as journals, theses, scientific books, the Deli Serdang Regency Youth Sports, Culture and Tourism Service (Disporabudpar) and other literature related to research.

Population and Sample

The population in this study were visitors to Sawah Pure Tourism. The sampling technique in this research used accidental sampling technique. The sample criteria selected were visitors who were at least 15 years old and had visited at least 2 times within one year (July 2021-July 2022). Determination of the sample size in this study used Roscoe's theory. Roscoe's theory states that if research is to carry out multivariate analysis (correlation or multiple regression), then the number of samples used is at least 10 times the number of variables to be studied (Sugiyono, 2018). So because this research consists of 8 variables, the sample size is 80 people.

Data collection technique

The data collection technique in this research uses a questionnaire. To measure a person's attitudes, opinions and perceptions about social phenomena, a Likert scale with five levels of answers is used as follows (Sugiyono, 2018):

1. The answer SS (Strongly Agree) is given a score of 5
2. Answer S (Agree) is given a score of 4
3. KS's answer (Disagree) is given a score of 3
4. The TS answer (Disagree) is given a score of 2
5. The STS answer (Strongly Disagree) is given a score of 1

Data analysis method

Before carrying out data analysis, a questionnaire test is first carried out to determine the validity and reliability of a questionnaire. Next, data analysis was carried out. The data analysis method used to analyze the influence of the marketing mix on visitor satisfaction is analysis multiple linear regression with the equation model used is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7 + e$$

Information:

- Y = visitor satisfaction
a = constant
b1...b7= regression coefficient
X1 = product

- X2 = price
- X3 = location
- X4 = promotion
- X5 = workforce (HR)
- X6 = physical evidence
- X7 = process (service)
- e = confounding variable

Before analyzing the data that has been obtained, it is necessary to carry out analysis prerequisite tests or classic assumption tests consisting of normality tests, multicollinearity tests, and heteroscedasticity tests.

The F test and t test are used in the regression model to analyze the significant influence of the independent variables on the affected variables both simultaneously and partially. To know how much the percentage of variation in the independent variable is able to explain the variation in the dependent variable is used to test the coefficient of determination (R²).

RESULTS AND DISCUSSION

Respondent Characteristics

1. Characteristics of Respondents Based on Gender

The research results showed that the respondents were dominated by female visitors. This is in accordance with theory *The American Consumer* that among men and women, those who plan more travel activities, recommend interesting destinations to relatives or friends, and enjoy searching for travel information are women.

2. Characteristics of Respondents Based on Age

The research results showed that the largest number of respondents were respondents aged between 15-25 years, totaling 49 people with a percentage of 61.2%. This is similar to research conducted by Koranti et al (2017) which states that the 16-26 year age group is a more energetic age group, so it is estimated that at this age people prefer to travel to visit interesting places.

3. Characteristics of Respondents Based on Occupation

The research results showed that the largest number of respondents were 28 students. This is in line with research conducted by Dwiputra (2013) that the majority of visitors to a tourist attraction are tourists who like to seek new experiences, such as students and university students who usually visit with friends or other students.

4. Characteristics of Respondents Based on Number of Visits

The research results show that within one year (July 2021-July 2022) respondents were dominated by visitors who had visited Sawah Pure Tourism three times. Those who visit Sawah Pure Tourism usually do so during school holidays (semesters) or national holidays.

Validity and Reliability Test Results

After carrying out the validity test, it was discovered that of the 32 questions there were 2 questions that were invalid because the rcount value < rtable value. The results of the reliability test show that the Cronbach's Alpha coefficient at a significance level of 5% or 0.05 for each variable has a value greater than rtable. It can be said that the questionnaire is reliable.

Results of Multiple Linear Regression Analysis

The regression model used in the research meets classical assumptions, because the data is normally distributed, there are no symptoms of multicollinearity and heteroscedasticity. The results of multiple linear regression analysis can be seen in the following table.

Table 2. Results of Multiple Linear Regression Analysis

Variable	Coefficient	Tcount	Sig.t
(Constant)	-6,180	-3,490	0.001
Product (X1)	0.161	2,830	0.006
Price (X2)	0.118	2,028	0.046
Location (X3)	0.284	4,119	0,000
Promotion (X4)	0.430	5,252	0,000
Labor/HR (X5)	0.156	2,179	0.033
Physical Evidence (X6)	0.204	2,804	0.006
Process/service (X7)	0.167	2,550	0.013
Adjusted R ² = 0.732			
Sig F = 0.000			

Source: primary data (processed), 2022

From these results the regression equation can be formulated as follows:

$$Y = -6.180 + 0.161X_1 + 0.118X_2 + 0.284X_3 + 0.430X_4 + 0.156X_5 + 0.204X_6 + 0.167X_7$$

Coefficient of Determination Test (R²)

The Adjusted R Square value of 0.732 means that the variation in the ability of the independent variable, namely the marketing mix (product, price, location, promotion, workforce/HR, physical evidence, and process/service) is able to explain the variation in the dependent variable (visitor satisfaction) at Sawah Pure Tourism. amounting to 73.2%, the remaining 26.8% is explained by other variables outside the model.

Simultaneous Test (F Test)

The research results show that the significant value of Fcount is smaller than the alpha value ($0.000 < 0.05$). That is, the marketing mix (product, price, location, promotion, workforce/HR, physical evidence, and process/service) simultaneously have a significant effect on visitor satisfaction at Sawah Pure Tourism.

Partial Test (t Test)

1. Partially, the product has a significant effect on visitor satisfaction as evidenced by a significant value $X_1 (0.006 < 0.05)$. The product regression coefficient value is 0.161, meaning that the product has a positive effect on visitor satisfaction. If product quality is improved, the products offered are more diverse, and the product has distinctive characteristics, it will increase visitor satisfaction.
 2. Partially, price has a significant effect on visitor satisfaction as evidenced by a significant value $X_2 (0.046 < 0.05)$. The price regression coefficient value is 0.118, meaning price of 0.118, meaning that price has a positive effect on visitor satisfaction. If the price offered is more in line with product quality, affordable and cheaper than other rice field tours, it will create visitor satisfaction.
 3. Partially, location has a significant effect on visitor satisfaction as evidenced by a significant value $X_3 (0.000 < 0.05)$. The location regression coefficient value is 0.284, meaning that the location variable has a positive effect on visitor satisfaction. If the Sawah Pure Tourism location is affordable, easy to access, and the parking area is wider, it will provide visitor satisfaction.
 4. Partially, promotion has a significant effect on visitor satisfaction as evidenced by a significant value $X_4 (0.000 < 0.05)$. The promotion regression coefficient value is 0.430, meaning that the promotion variable has a positive effect on visitor satisfaction. If promotion is increased and attracts more attention, it will attract visitors and provide visitor satisfaction.
 5. Partially, people/HR have a significant effect on visitor satisfaction as evidenced by significant values $X_5 (0.033 < 0.05)$. The people/HR regression coefficient value is 0.156, meaning that the people/HR variable has a positive effect on visitor satisfaction. If the quality of Sawah Pure Tourism employees is better, such as being polite and friendly, communicative and responsive, it will create visitor satisfaction.
 6. Partially, physical evidence has a significant effect on visitor satisfaction as evidenced by a significant value $X_6 (0.006 < 0.05)$. The regression coefficient value for physical evidence is 0.204, meaning that the physical evidence variable has a positive effect on visitor satisfaction. If the environment is clean and comfortable, the location decoration is attractive, the facilities are well maintained and maintained, it will create visitor satisfaction.
- Partially, the process (service) has a significant effect on visitor satisfaction as evidenced by a significant value $X_7 (0.013 < 0.05)$. The process regression coefficient value is 0.167, meaning that the process variable (service) has a positive effect on visitor satisfaction. If the process (service) is better and faster it will increase visitor satisfaction.

CONCLUSION

Adjusted R Value² amounting to 0.732, this means that the marketing mix (product, price, location, promotion, workforce/HR, physical evidence, and process/service) is able to explain variations in the dependent variable (visitor satisfaction) in Sawah Pure Tourism by 73.2%, while the rest 26.8% is explained by other variables outside the model. Simultaneously or partially, the marketing mix (product, price, location, promotion, workforce/HR, physical evidence, and service/process) has a significant effect on visitor satisfaction at Sawah Pure Tourism.

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AUTHOR CONTRIBUTION STATEMENT

It is hoped that the management of Sawah Pure Tourism will further increase the attraction of visitors by carrying out interesting promotional activities and expanding the parking area for the convenience of visitors at Sawah Pure Tourism. Apart from that, Sawah Pure Tourism managers must also improve all elements of the marketing mix because the elements in the marketing mix cannot be separated and influence each other. The better the influence provided by the seven elements of the marketing mix, the more visitors' satisfaction will increase and they will make repeat visits.

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