THE RELATIONSHIP OF 4Ps MARKETING MIX TO THE BATURRADEN LOCAL TOURISTS SATISFACTION

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ABSTRACT

The aim of this study is to examine the relationship of 4P's marketing mix which consists of Product, Price, Place, and Promotion as independent variables to the satisfaction of Baturraden local tourists as dependent variable. The quantitative method approach is implemented in this study which focused on Banyumas local tourists who have visited Lokawisata Baturraden. The sample size was calculated using Taro Yamane formula with the population based on the BPS data of Baturraden visitors in 2018, and the results obtained was 100 respondents. Five Likert Scale questioners were distributed to collect the data and Multiple Linier Regressions was employed for the analysis. The result showed that the variable Place has a significant effect to the Baturraden local tourists' satisfaction with coefficient regression around 0.281 (28.1 percent), follows by Product with coefficient regression around 0.185 (18.5 percent). Meanwhile, other two variables such as price and promotion have no effects to the Baturraden local tourists' satisfaction.

Keywords: marketing mix; customer satisfaction; tourism industry.

ABSTRAK

Penelitian ini bertujuan untuk menguji hubungan bauran pemasaran 4P yang terdiri dari *Product, Price, Place,* dan *Promotion* sebagai variabel independen terhadap kepuasan wisatawan lokal Baturraden sebagai variabel dependen. Pendekatan metode kuantitatif diterapkan dalam penelitian ini yang difokuskan pada wisatawan lokal Banyumas yang pernah berkunjung ke Lokawisata Baturraden. Besar sampel dihitung menggunakan rumus Taro Yamane dengan populasi berdasarkan data BPS pengunjung Baturraden tahun 2018, dan diperoleh hasil sebanyak 100 responden. Lima kuesioner Skala Likert dibagikan untuk mengumpulkan data dan Regresi Linier Berganda digunakan untuk analisis. Hasil penelitian menunjukkan bahwa variabel *Place* berpengaruh signifikan terhadap kepuasan wisatawan lokal Baturraden dengan koefisien regresi sebesar 0,281 (28,1 persen), diikuti *Product* dengan koefisien regresi sebesar 0,185 (18,5 persen). Sedangkan dua variabel lainnya yaitu *Price* dan *Promotion* tidak berpengaruh terhadap kepuasan wisatawan lokal Baturraden.

Kata Kunci: bauran pemasaran, kepuasan pelanggan, industri pariwisata.

PRELIMINARY

The tourism sector has proven to have a positive effect on the national and local economy in various ways (Utama, 2011). Not only it has greatly contribution to the source of national and regional income, but also can eradicate poverty and improve society welfare (Hermawati & Milawaty, 2017). This is consistent with the vision of Indonesian Tourism Ministry (Kementerian Pariwisata dan Ekonomi Kreatif, 2021) that

Indonesia is expected to become a world-class tourism destination in 2025, thus it can contributes more to the national and regional economy. The current trend in tourism management is the empowerment of local culture to strengthen the tourism destinations (Sultan, 2012). Therefore, it is the obligation of local government including Banyumas, and the local tourism site management as well to supports, develops, and enhances the local tourism destinations in Banyumas, for it has a good vision for Banyumas regional economic development.

Banyumas has many attractive tourism destinations that can be developed and enhanced. One of them that are well-known is Lokawisata Baturraden. Lokawisata Baturaden is a tourism icon in Banyumas which is located on the south slope of the Mount Slamet which makes this area has cool air and beautiful landscapes with panoramic views (Ratna, 2021), and it famous for its rides, attractions and complete supporting facilities as well (Bellboy, 2021).

Besides the beautiful landscape and complete attractions and facilities, Lokawisata Baturraden also contributes greatly to the Banyumas Original Regional Revenue (Pendapatan Asli Daerah, PAD) around Rp. 10.7 billion in 2019 (Milala, 2021). Therefore, the researcher considers that the development of Lokawisata Baturaden and several other tourist spots optimistically can attract potential local and foreign tourists to visit and revisit. Thus, it will have a positive impact such as increasing the Banyumas Regency PAD, improving the economic level and welfare of the local communities, and encouraging the emergence of new businesses around Baturraden tourist attractions which has positive advantage to the job opportunities for the local communities.

Apart from the amount of Lokawisata Baturraden contribution to the Bayumas PAD, The development and improvement of a tourism sector can also be seen from the number of tourists visiting Lokawisata Baturraden. According to Banyumas BPS data, the number of visitors to Lokawisata Baturraden reached 715,663 visitors in 2018 (BPS, 2021). Through looking at the potential of Lokawisata Baturraden based on the contribution of Banyumas PAD and the large number of visitors in 2018, the visitors of Lokawisata Baturraden may continue to increase in the following years. Thus, the local government and the Lokawisata Baturaden tourist site management are mandatory to take it more serious in developing and improving the Lokawisata Baturraden.

One of the ways that can be applied in developing and improving Lokawisata Baturraden primarily in increasing tourist satisfaction is by knowing the elements that influence the tourist to visit or revisit Lokawisata Baturraden under the 4Ps Marketing Mix (Sunarsi, 2020). Marketing Mix defined as a set of variables that can be controlled and used by the company to achieve the desired level of sales in the target market (Kotler & Keller, 2016). Those variables under the Marketing Mix which examined in this study includes Product, Price, Place, and Promotion which served as independent variable that will reflect to the outcome, the Baturraden local tourists' satisfaction as the dependent variable.

Product is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need (Kotler & Armstrong, 2012). Product elements include quality, characteristics, trademarks, packaging, and guarantees (Kotler & Keller, 2016). This study examines the Product element in term of various attractions, rides, and tourists spots for all ages and families.

Price is the amount of money or value that consumers exchange for the benefits of owning or using a product whose value is determined by the buyer and seller through bargaining or is set by the seller for the same price to all buyers (Kotler & Keller,

2016). This study examines the Price element in term of pass entry and additional fees for attractions and rides.

Place is a distribution that involves easy access to the services for potential customers (Lupiyoadi, 2013). This study examines the Place element in term of location and route access, parking lot, location convenience, photo spots, and tourism area.

Promotion is an activity to communicate the advantages and values of a product from marketers to influence the potential consumers to make purchase. The promotional elements include advertising, sales promotion, public relations and publicity, and direct marketing (Kotler & Keller, 2016). This study examines the Promotion element in term of yearly promotion, holiday promotion, package promotion for vacations, and giveaway to the visitors in particular events.

Customers' satisfaction is persons' feelings of pleasure or disappointment that arise after comparing the product performance which customer perceived to the customer's expectation. Satisfaction is a function of perceptions or impressions of performance and expectations (Kotler & Keller, 2016). Customer satisfaction may also be interpreted as a person's feelings towards the performance of a product that is felt and expected (Schiffman et al., 2010), or as a situation discovered by consumers when they realize that their needs and wants are as expected and well fulfilled (Tjiptono, 2012). Customers feel satisfied when the company at least meets one level above the customer's expectation (Lovelock & Wirtz, 2011). Moreover, Satisfaction can influence customers to re-purchase the product or service (Afifah & Salleh Hudin, 2018; Hudaya et al., 2021) as well as influence other potential customers to make a purchase (Afifah & Salleh Hudin, 2017). Those, it can be concluded that if the Lokawisata Baturraden's performances are below the local tourists' expectations, they will feel dissatisfied or disappointed.

Meanwhile, if the Lokawisata Baturraden's performances meet or even exceed the local tourists' expectations, they will be satisfied even delighted, and continue to revisit the Lokawisata Baturraden. Therefore, the Lokawisata Baturraden is encouraged to build customers' satisfaction, considering it has an impact to the company profits, market share, and customer retention and loyalty. Through the analysis of the Marketing Mix, it is hoped that the factors affecting Baturraden local tourists' satisfaction is identified.

RESEARCH METHOD

This is a correlational study which investigates the strength of association between variables without controlling or manipulating any of them (Bhandari, 2021). The variables under the 4Ps Marketing Mix which consists of Product (X1), Price (X2), Place (X3), and Promotion (X4) are served as independent variables (Xn). Meanwhile, the dependent variable that reflects to the outcome of this study is Baturraden Local Tourist Satisfaction (Y).
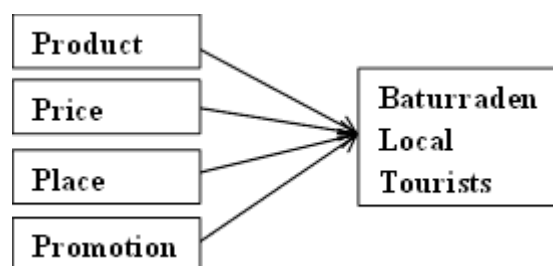

Figure 1: Conceptual Framework

Convenience sampling technique was used in order to obtain the data from the respondents with setting focused on the Banyumas local tourists. The population was set based on the data of Badan Pusat Statistik (BPS) of Banyumas which shows the visitors of Lokawisata Baturraden in 2018 were around 715.663 visitors (BPS, 2021). Based on the Taro Yamane formula (Akdon & Riduwan, 2013), the sample size required for this study was 100 respondents. The 5 Likert Scale Questionnaires as an instrument of this study were distributed to

collect the data and analyzed using Multiple Linier Regressions by SPSS to answer these following hypotheses:

H1 – Product (X1) effect Baturraden Local Tourists Satisfaction (Y).

H2 – Price (X2) effect Baturraden Local Tourists Satisfaction (Y)

H3 – Place (X3) effect Baturraden Local Tourists Satisfaction (Y)

H4 - Promotion (X4) effect Baturraden Local Tourists Satisfaction (Y)

RESULTS AND DISCUSSIONS

Results

The 100 usable questioners were collected in this study which consist of 44% are male, while 56% are female. It dominated by respondents aged in range 17 – 25 years old around 84%, while 16% are 25 – 35 years old. In addition, 89% are students and others are 11%.

Table 1: The Test Results on Hypotheses Using Multiple Regression Analysis.

Model	Standardized Coefficients (Beta)	Standard Error	T	Significance
Product (X1)	0.185	0,092	2.787	0.006
Price (X2)	0.055	0,066	0.952	0.343
Place (X3)	0.281	0,061	4.013	0.000
Promotion (X4)	0.003	0,095	0.038	0.969

Based on Table 1, it can be seen that the three (3) independent variables includes Product (X1), Price (X2), and Place (X3) has positive significant effect to the Baturraden Local Tourist Satisfaction (Y). Meanwhile, Promotion (X4) has no significant effect to the Baturraden Local Tourist Satisfaction (Y). The empirical result detail is explained as follows:

Product variable with the Regression Coefficients of 0.185 (18.5%), T value of 2.787 > T table 1.983 (df=92, α=0.025), and significance value of 0.006 < 0.05 (p value).

Price variable with the Regression Coefficients of 0.055 (5.5%), T value of 0.952 > T table 1.983 (df=92, α=0.025), and Significance value of 0.343 < 0.05 (p value).

Place variable (X3) with the Regression Coefficients of 0.281 (28.1%), T value of 4.013 > T table 1.983 (df=92, α=0.025), and Significance value of 0.000 < 0.05 (p value).

Promotion variable with the Regression Coefficients of 0.003 (0.3%), T value of 0.038 > T table 1.983 (df=92, α=0.025), and Significance value of 0.969 > 0.05 (p value).

Discussions

Based on the result, it can be seen that Place (X3) has the highest positive significant effect to the Baturraden Local Tourist Satisfaction (Y), since the most respondents' responses to the Agreed scale in the questioner about Lokawisata Baturraden having a strategic location, easily accessible route using private and public transportation, has spacious parking lot, location convenience, numerous photo spots, and various tourism area. The result is in line with several literature resources (Wisatabaru, 2017; Hakim, 2021; Wisatamilenial, 2021) which explained that Lokawisata Baturraden has a strategic location and offers easily accessible route. It can be passed by using large or small vehicles. Tourists can use their private vehicles and go straight to the destination, or use public transportation from the Purwokerto terminal with the route to Baturraden and straightly get off at the Lokawisata Baturaden Bus Station. It is about 14 kilometers or around 28 minutes ride from downtown Purwokerto, Banyumas.

Product (X1) has the second highest positive significant effect to the Baturraden Local Tourist Satisfaction (Y), since the respondents' responses to the Agreed scale in the questioner about Lokawisata Baturraden offers various rides and attraction for all ages and families, as well as complete tourism supporting facilities. The results is in line with the literature resources (Muchtar, 2020; Bellboy, 2021) that Lokawisata Baturraden offers various products in the form of rides and attractions such as natural cascade, panoramic view, zoo, children's games, flying fox, hot water bath, swimming pools, water slide, waterfall tours, water bike, paddleboats, a mini-train, fountain, and 4D theater. It also equipped with complete supporting facilities includes restaurants, food-court areas, public toilets, public bathrooms, gazebo, shopping center, and places of worship. In addition, there are particular paths and wheelchairs facilities for elderly and people with disabilities. Furthermore, it offers hotels, lodges, and camping ground for tourists who want to stay over and enjoy nature.

Price (X2) has the third positive significant effect to the Baturraden Local Tourist Satisfaction (Y), since the respondents' responses to the Agreed scale in the questioner about Lokawisata Baturraden offers cheap pass entry, affordable price for attractions and rides, and the tour was worth the price. The results is in line with the literature resources (Ratna, 2021; Wisatamilenial, 2021) that Lokawisata Baturraden offers cheap pass entry around 20.000 Rupiah for weekdays and 25.000 Rupiah for weekends and high seasons. It also offers affordable price to enjoy various activities, attractions, and rides with the average fees around 5000 Rupiah to 10.000 Rupiah, and for 4D Theater is around 25000 Rupiah. Meanwhile, for parking fees are around 3000 Rupiah for motorcycle, 5000 Rupiah for car, and 10.000 Rupiah for bus.

Lokawisata Baturraden is operates from 7 AM to 5 PM.

However, Promotion (X4) has no significant effect to the Baturraden Local Tourist Satisfaction (Y), since the most respondents' responses to the Not Agreed scale in the questioner about Lokawisata Baturraden given a yearly promotion, holiday promotion, package promotion for vacations, or giveaway to the visitors in particular events, yet Lokawisata Baturraden still have a lot of visitors and contributes to the Banyumas PAD greatly for the past years. Furthermore, Lokawisata Baturraden does not have its own website. It relies on third-party tourism websites and their social media account @lokawisatabaturradenofficial for promotional activities (Ratna, 2021).

Since, this study is limited to the local tourists with setting focused on the Banyumas people who have visited Lokawisata Baturraden, the result might be different compared to the other society outside Banyumas or foreigner. Although it has limitation, this study has significant contributions to the body of knowledge and literature of Marketing, and particularly supports the vision and missions of The Indonesia Ministry of Tourism and Creative Economy (Kementerian Pariwisata dan Ekonomi Kreatif, 2021) to makes and develops Indonesia as a world-class tourism destination and conducts customer-oriented marketing

CONCLUSION

Based on the results and discussions, in the 4Ps Marketing Mix, Place element has the most significant effect to the Baturraden Local Tourists' Satisfaction for it has a strategic location and easily accessible route. Whether the tourists were using private vehicles or public transportations, both can bring the tourists straight away to the location. It follows by Product and Price elements which both have significant effect to the Baturraden Local Tourists' Satisfaction, for it offers various rides and

attraction for all ages and families with affordable prices, cheap pass entry, and complete tourism supporting facilities for commoner, elderly, as well as people with disabilities. However, the promotion has no effect to the Baturraden Local Tourists' Satisfaction, since it lacks of neither yearly promotion, nor holiday package promotion, nor giveaways, yet Lokawisata Baturraden still have a lot of visitors and contributes to the Banyumas PAD greatly for the past years.

Finally, this study is conducted to supports the vision and mission of The Indonesia Ministry of Tourism and Creative Economy (Kementerian Pariwisata dan Ekonomi Kreatif, 2021) to makes and develops Indonesia as a world-class tourism destination and conducts customer-oriented marketing, as well as encouraging other researchers to conduct the study in local tourism around Indonesia to support and develop the local wisdom with more various respondents demographic.

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