

The Influence Of Promotional Mix On Visit Interest Tourism To Air Belanda, Saleman Village, Central Maluku District

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Abstract. *This study aims to: 1). This study aims to determine the effect of the promotional mix on the interest in tourist visits to Air Belanda in Saleman Village. 2). To find out the effect of sales promotion on the interest in tourist visits to the Air Belanda tourist attraction, Saleman Village. 3). To find out the development of the promotion mix on the interest of tourist visits to Air Belanda, Saleman Village. This type of research uses qualitative and quantitative research approaches. This research was carried out at the Air Belanda tourist attraction, Saleman Village, Central Maluku district. The objects in this study are tourists who visit and have not visited the Air Belanda tourist attraction in Saleman Village. Sources of data used are primary data and secondary data. Data collection was taken through direct observation, interviews, and distributing questionnaires to managers and visitors totaling 25 respondents. Data analysis was carried out through the stages of editing, classification, scoring and scoring, tabulation and conclusions. The data analysis technique used is validity test, reliability test, classical assumption test, and hypothesis testing, in managing data using SPSS 25 for windows auxiliary software. The results of the analysis obtained based on this study are the Promotional Mix Variables have a significant effect on the interest of tourist visits, where it is known that the advertising sig value affects the interest in tourist visits is $0.245 > 0.05$ and the T count value is $1.196 < T$ table 2.079 and the sales promotion sig value has an effect the interest in tourist visits is $0.735 > 0.05$ and the T arithmetic value is $0.343 > T$ table 2.079 while the public relations sig value does not affect the interest in tourist visits seen from the sig value of $0.001 < 0.05$ and the calculated T value is $3.884 > T$ table 2.079. The conclusion of the research shows that the promotion mix (advertising, sales promotion, and public relations) has an effect on the interest in tourist visits.*

Keywords: Promotional Mix, Visiting Interest

BACKGROUND

The beauty of the Central Maluku Regency region has become a profitable potential and also provides a distinctive characteristic. Proving the beauty that exists, the Regional Government is encouraged and facilitated to become a tourist destination. Areas that have been developed to become tourist attractions are divided into 5 groups, namely natural tourism, historical tourism, marine tourism, cultural tourism and special interests. As an archipelagic region, Central Maluku is studded with dozens of clusters of small, green islands, dotted with white sandy beaches, clear water, in addition to several steep and steep beaches with colorful old rock walls, such as in Sawai Saleman Bay.

Saleman Village is one of the villages in North West Seram District, Central Maluku Regency, which is a village with various marine tourism objects which are the most popular

tourist attractions for both local and foreign tourists. Saleman village has quite a lot of natural tourism potential such as tourism (stone cliffs / Hatupia, Air Belanda Beach / Hatumalolohon, sea caves, the top of Mount Roulessi, Hatussaka Cave, waterfalls, and the top of Mount Kelinanti and Ora Beach). All marine tourist attractions are suitable for surfing and water skiing, taking photos, diving, snorkeling, fishing, rowing by boat. Not only about natural tourism potential, Saleman Village is also rich in unique cultural traditions such as dances, traditional events, customs that have been passed down from generation to generation, and others. However, tourist attractions in Saleman Village have not been managed well because there is still limited involvement of the regional government and state government. This gives rise to a lack of updates regarding tourist destination information and ultimately causes the level of tourism promotion in Saleman village to be considered very low, even though the presence of up-to-date information will increase the attraction of tourists to visit existing tourist destinations or just relieve fatigue to capture the moment. just. To introduce a tourist attraction, effective promotion is needed. Tourist attractions cannot be known to a wide audience without a good promotional strategy design. Of course, the level of tourist visits will definitely be low. So the indicator of the success of tourism promotion is the number of tourist visits which increases from year to year.

Table 1.1
Central Maluku Tourist Visits Year 2018 – 2021

YEAR	FOREIGN TOURISTS	DOMESTIC TOURISTS
2018	1.500	52.000
2019	1.293	33.600
2020	300	10.400
2021	200	15.300

Source: Dinas Pariwisata

Coordination facilities are created in implementing promotional strategies, for this reason tourism stakeholders, namely tourists, entrepreneurs, society or community, government, media and academia must synergize and collaborate with each other to optimize the experience of visiting tourists. These tourism stakeholders have responsibility for tourist objects and have the same goal, namely efforts to develop promotion and management of tourism destinations in Saleman village, one of which is Air Belanda. According to Tjiptono (2008), the promotional mix is related to efforts to direct someone to get to know the product, then understand the product, and finally buy the product. In the object of this research, purchasing a product can be interpreted as an interest in visiting.

Air Belanda is a tourist attraction that is only famous if there are tourists who want to go to Ora Beach Resort. Air Belanda is where the flow of spring water from the human forest

meets sea water. The name Air Belanda was taken because many Dutch colonial soldiers used to bathe in this spring. But it's not just about the water, this location has beautiful white sand and the sand that appears in this beach area is what is characteristic and has an attractive view, as a stopover place for tourists (travelers) and is included in tour packages made by local tourism actors. This means that Dutch Air has many fans, but the lack of promotion is limited to word of mouth and the social media used such as (Facebook) making this location look mediocre and there is a lack of handling from the regional government and the Saleman Village Government.

The current condition regarding tourist attractions is that there has been development by the community from the village itself, where several accommodations have been provided around the Air Belanda location such as (Luman Nalan Home Stay, Surya Resort, Air Belanda Resort, Air Belanda Guest House, and Kaka Tua Bungalow). However, the problem in this research is that this tourist location is not yet as well known as the Ora Beach Resort tourist attraction, so a unique promotion is needed that not only relies on one application but also a mature strategy, this will also create opportunities for tourists to visit and come back again. to experience the beauty of the Air Belanda tourist attraction. In fact, the Dutch Air tourist attraction does not provide fees for visiting tourists such as entrance fees or tickets. The exception is that tourists use facilities operated or managed by the local community, such as accommodation and tours. The problem of whether tourists are interested or not is seen from human resources in the form of services which are the physical form of tourist objects, accuracy and friendliness between managers and the people at Air Belanda. Cleanliness in the form of services and availability of rubbish bins, clean toilets, hygienic food/drinks, clean eating/drinking utensils and not littering as well as adequate accessibility are all factors that motivate tourists whether they are interested or not in visiting Air Belanda.

Based on this background, the problem related to this research is that this Air Belanda tourist attraction is still not well known in general due to lack of promotion. Promotion at tourist locations itself is still manual, namely by word of mouth and social media (Facebook), and seen from the condition of the location, quality, comfort and satisfaction with the tourist attraction, whether it can influence interest in tourist visits. So this research is not only focused on tourists who are visiting but also focused on tourists who have already visited the Air Belanda tourist attraction in Saleman village.

THEORETICAL STUDY

If we look at the meaning of the word "tourist" which comes from the word "tourism", it is actually not a permanent replacement for the word "tourist" in English. The word comes from the Sanskrit word "wisata" which means "journey" which is the same or can be equated with the word "travel" in English. So people travel in this sense, so tourist has the same meaning as the word "traveler" because in Indonesian it is customary to use the suffix "wan" to denote people with their profession, expertise, circumstances, position and someone's position. Tourists refer to people or subjects.

Definition of Promotion According to Subagyo, promotion is all activities intended to convey or communicate a product to the target market, to provide information about its features, uses and most importantly about its existence, to change attitudes or to encourage people to take action in buying a product.

According to Mursid, promotion is communication that is persuasive, inviting, urging, persuading, convincing. The characteristic of persuasive communication is that there is a communicator who plans to arrange the news and the method of delivery to obtain certain effects in the attitudes and behavior of the recipient (target listener).

Corporate communication, called the promotional mix, is a mixture of advertising, personal selling, sales promotion and public relations. The promotional mix is a combination of advertising, sales promotion, publicity, and public relations that helps achieve company goals. The promotional mix is:

Sales promotion is a plan to assist or complement the coordination of advertising and personal sales. Another definition of sales promotion is a collection of incentive tips carried out by companies in the short term, designed to persuade consumers to buy now or sooner in large quantities for the products or services offered to final consumers.

The word interest comes from the English language, namely interest, which has the meaning of an urge to behave in a direction towards a particular object of activity or experience, so that interest in revisiting is someone's encouragement to carry out the activity of visiting again at a destination they have visited.

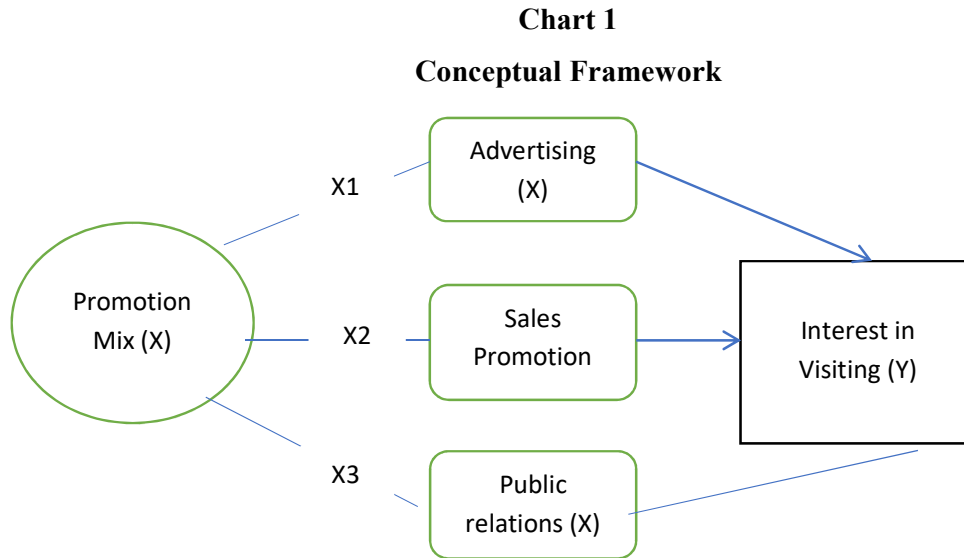
The theory of reasoned action and planned behavior is the model most often used to predict behavior since the early 1980s. The desire to travel in the future is influenced by their attitude towards their past experiences. There are several factors that influence interest in returning to visit, namely:

- a. Service quality: the impression of the quality of service received by tourists will influence the behavior of tourists who come. The more satisfactory the quality of service provided by the service provider, the greater the interest in returning visits.
- b. Destination image: awards received by tourist attractions because of the advantages possessed by tourist attractions can influence interest in returning visits. The better the destination image, the greater the interest in repeat visits.
- c. Tourist attractions: things that attract tourists to visit a tourist attraction influence tourists' interest in visiting again. The better the attractiveness of a tourist attraction, the greater the interest in returning visits.
- d. Promotion: functions to create an image or impression about what is being done. The better the promotion, the more it will attract tourists to visit again.

According to (Tjiptono 2008) the promotional mix is the best strategic combination of advertising variables, personal selling, and other promotional tools, all of which are planned to achieve marketing program objectives. Promotion mix elements are advertising, sales promotion, public relations and publicity, personal selling and marketing (Kotler and Keller, 2008). Choosing the type of promotional activity that is most effective in increasing sales will influence visitor interest in coming to visit a tourist attraction. This is in line with research conducted by Hadita and Adiguna (2019) which states that there is a positive and significant influence between the promotional mix on visitor interest.

According to Sugiyono (2017), the framework of thinking is conceptual capital about how theory relates to various factors that have been identified as important.

The following is a form of thinking framework created by the author to facilitate understanding of the research which the researcher interprets as follows: promotion mix consisting of advertising (X1), sales promotion (X2), public relations (X3) as independent variables and interest in visiting tourists (Y) as the dependent variable. The following is an overview of the thinking framework in this research.



According to Sugiyono (2017) a hypothesis is a temporary answer to a research formulation. Where the problem formulation is stated in the form of a statement sentence. It is said to be temporary, because the answers given are only based on relevant theory, not yet based on empirical facts obtained through data collection or questionnaires. As described in the research results developed by experts and previous research above, the simultaneous hypothesis taken by researchers in this study is based on the theory of the influence of the promotional mix on interest in visiting the Air Belanda tourist attraction in Saleman village. The promotional mix is divided into several factors, namely advertising, sales promotions and public relations which will be influenced by interest in tourist visits.

Based on the problem formulation, theoretical basis and framework of thought that have been described previously, the hypothesis or temporary answer put forward by the researcher is as follows:

H1: It is suspected that there is an influence of advertising (X1) on the interest in visits (Y) of tourists to Air Belanda, Saleman Village, Central Maluku Regency.

H2: It is suspected that there is an influence of sales promotion (X2) on tourist interest in visiting (Y) to Air Belanda, Saleman Village, Central Maluku Regency.

H3: It is suspected that there is an influence of community relations (X3) on the interest in visits (Y) of tourists to Air Belanda, Saleman Village, Central Maluku Regency.

Ho: It is suspected that there is no influence of the promotional mix (X) on the interest in visits (Y) of tourists to Air Belanda, Saleman Village, Central Maluku Regency.

RESEARCH METHODS

This research location is the place where researchers will conduct research. This research took place at the Air Belanda tourist attraction, Saleman Village, West North Seram District, Central Maluku Regency.

The types of data used in this writing are:

1. Qualitative Data is data that is not in the form of numbers but in the form of verbal or written information about the general description of the agency. The qualitative data obtained is a general description of the research location.
2. Quantitative Data is data in the form of numbers or numbers in this writing. The quantitative data obtained is interest in tourist visits to Air Belanda, Saleman village.

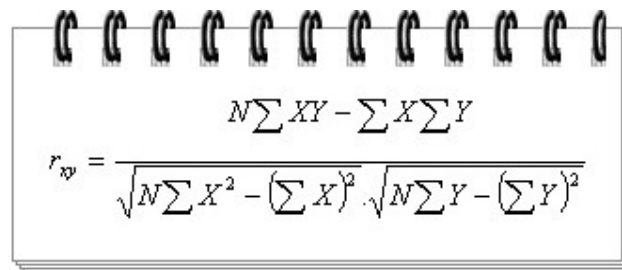
The population in the study is the area that the researcher wants to study. As according to Sugiyono (2011) "Population is a generalized area consisting of objects/subjects that have certain qualities and characteristics that are determined by researchers to be studied and then draw conclusions." The opinion above is a reference for the author to determine the population. The population of this study consisted of 100 people, including visitors who were at tourist attraction locations.

The sample is part of the population that the researcher wants to study. According to Sugiyono (2011) "The sample is part of the number and characteristics possessed by the population." The sample is part of the existing population, so sampling must use a certain method based on existing considerations. In the sampling technique the author uses a purposive sampling technique. Sugiyono (2011) explains that: "Purposive sampling is a technique for determining samples with certain considerations." From the definition above, in order to facilitate research, the author determines the properties and characteristics used in this research. The sample that the researchers will use has the condition that visitors in 2022 will be male and female aged between 18 years and 30 years.

According to Arikunto (2006), "if there are less than one hundred subjects, it is better to take all of them so that the research is a population. However, if the number of subjects is large, it can be taken between 10-15% or 15-25% or more." This opinion is in accordance with Sugiyono (2011) "a suitable sample size in research is between 30 and 500." Of the total population, there are 100 people, so according to the opinion above, the sample size in this study can be taken as 25% of the total population. So the sample size for this research was 25 people.

Data processing is a process of obtaining summary data or summary figures using certain methods or formulas. Data processing aims to change raw data from measurement results into more refined data so as to provide direction for further studies (Sudjana, 2001). The data processing technique in this research uses the SPSS (statistical product and service solution) calculation program because this program has quite high statistical analysis capabilities and the data management system in a graphical environment uses descriptive menus and simple dialog boxes, so it is easy to understand how to operate it. (Sugianto, 2007).

Testing the validity of the instrument in this study used the content validity testing method with item analysis by correlating the instrument item scores with the total score. Content validity is fundamentally an opinion, both your own opinion and the opinion of others. Each item needs to be studied carefully, then considered whether or not it is representative of the content to be tested (Nazir, 2006). Sugiyono (2016) stated that the correlation technique to determine item validity is the most widely used technique. Items that have a positive correlation with the total score and a high correlation indicate that the item also has high validity. In a study, an instrument can be said to be valid if it has a probability level of <0.05 or $r_{\text{count}} > r_{\text{table}}$ or $\text{sig} < 0.05$ so that it can accurately reveal data from the variables studied. The validity test method used in this research is the product correlation method. moment with the following formula:


$$r_{xy} = \frac{N \sum XY - \sum X \sum Y}{\sqrt{N \sum X^2 - (\sum X)^2} \sqrt{N \sum Y^2 - (\sum Y)^2}}$$

Information:

rx_y : correlation coefficient

X : item score

Y : total score

N : many subjects

Source: Arikanto, (2010)

Validity testing uses a measuring instrument in the form of a computer program, namely SPSS (statistical package for the social science) and if a measuring instrument has a

significant correlation between the item scores and the total score, then the scoring instrument is said to be valid (Ghozali, 2006).

Reliability is a tool for measuring a questionnaire which is an indicator of a variable. A reliable instrument is an instrument that, when used several times to measure the same object, will produce the same data (Sugiyono, 2016). According to Arikunto (2010), reliability is an instrument that has been said to be trustworthy enough to be used as a data collection tool if the instrument is good. The reliability test in this research used the Cronbach's Alpha formula. The rough formula is obtained from:

$$r_i = \frac{k}{(k-1)} \left\{ 1 - \frac{\sum s_i^2}{s_t^2} \right\}$$

Information:

r = Correlation coefficient

k = Number of test sections

Si = Test cleavage variance

In carrying out alpha calculations, a computer program tool is used, namely SPSS (statistical package for the social sciences) using the alpha model. Meanwhile, in making reliability decisions, an instrument is said to be reliable if the alpha value is greater than 0.6 (Ghozali, 2006).

The partial regression coefficient test was carried out to determine the effect of whether the null hypothesis (H_0) was rejected and the alternative hypothesis (H_a) was accepted or vice versa. It was tested by comparing the T sig value $< \alpha = 0.05$, so the independent variable had a real effect on the dependent variable. Likewise, if $t_{sig} > \alpha = 0.05$ then the independent variable has no real effect on the dependent variable. - each independent variable to find out.

RESULTS AND DISCUSSION

This test is carried out to prove a hypothesis based on existing research. This test includes the T test which will be explained as follows:

The T test is used to test whether the Promotion Mix variable partially (separately) really influences the dependent variable, namely interest in tourist visits (Y).

Table 4.21
T Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.417	7.104		.340	.737
	ADVERTISING	.227	.189	.197	1.196	.245
	SALES PROMOTION	-.084	.246	-.050	-.343	.735
	PUBLIC RELATIONS	1.111	.286	.645	3.884	.001

a. Dependent Variable: INTEREST IN VISITING

Source: Research data that has been processed using the SPSS application (2022)

Based on table 4.19 above, it is known to show and explain that each partial influence of the promotional mix on the interest in visiting tourists from Air Belanda Saleman Village is as follows:

1). Advertized variables

1. Determine the alternative hypothesis (Ha) and null hypothesis (Ho).

Ho: Advertising is not partially influenced by interest in tourist visits

Ha: Advertising partially influences interest in tourist visits

2. Determine the level of significance (level of significance)

The significance level or α (alpha) used in this research is (0.05).

3. Calculating T Statistics (T count)

The calculated T obtained from the SPSS output is 1.196 and the T table is searched in the statistical table at a significance of 0.05 with $n-k-1 = 2.079$ and the T table value is 2.079. .

4. Determine the T test criteria

Ho is rejected and ha is accepted if $t \text{ count} > t \text{ table}$ or $\text{sig} < 0.05$.

Ho is accepted and ha is rejected if $t \text{ table} < t \text{ count} < t \text{ table}$ or $\text{sig} > 0.05$.

5. Conclusion

It can be seen that the calculated t value of the advertising variable (X1) which is known to have a sig value for the influence of X1 on Y is $0.245 > 0.05$ and the calculated t value is $1.196 < t \text{ table } 2.079$. So Ho is rejected, which means that advertising partially influences visiting interest.

2). Sales promotion variables

1. Determine the alternative hypothesis (Ha) and null hypothesis (Ho).

Ho: Advertising is not partially influenced by interest in tourist visits

Ha: Advertising partially influences interest in tourist visits

2. Determine the level of significance (level of significance)

The significance level or α (alpha) used in this research is (0.05).

3. Calculating T Statistics (T count)

The calculated T obtained from the SPSS output is 0.343 and the T table is searched in the statistical table at a significance of 0.05 with $n-k-l= 2.079$ and the T table value is 2.079.

4. Determine the T test criteria

Ho is rejected and ha is accepted if $t \text{ count} > t \text{ table}$ or $\text{sig} < 0.05$.

Ho is accepted and ha is rejected if $t \text{ table} < t \text{ count} < t \text{ table}$ or $\text{sig} > 0.05$.

5. Conclusion

It can be seen that the calculated t value of the sales promotion variable (X2) which is known as the sig value for the influence of (X2) on Y is $0.737 > 0.05$ and the calculated t value is $0.343 > t \text{ table } 2.079$. So Ho is rejected, which means that sales promotions partially influence visit interest.

3). Public relations variables

1. Determine the alternative hypothesis (Ha) and null hypothesis (Ho).

Ho: Advertising is not partially influenced by interest in tourist visits

Ha: Advertising partially influences interest in tourist visits

2. Determine the level of significance (level of significance)

The significance level or α (alpha) used in this research is (0.05).

3. Calculating T Statistics (T count)

The calculated T obtained from the SPSS output is 3.884 and the T table is searched in the statistical table at a significance of 0.05 with $n-k-l= 2.079$ and the T table value is 2.079.

4. Determine the T test criteria

H_0 is rejected and H_a is accepted if $t_{count} > t_{table}$ or $sig < 0.05$.

H_0 is accepted and H_a is rejected if $t_{count} < t_{table}$ or $sig > 0.05$.

5. Conclusion

It can be seen that the calculated t value of the Public Relations variable (X3) which is known to have a sig value for the influence of X3 on Y is $0.001 < 0.05$ and the calculated t value is $3.884 > t_{table} 2.079$. So H_a is accepted, which means that community relations partially influence interest in visiting.

Based on the results of the analysis that has been carried out in the Promotion Mix which consists of advertising, sales promotion and public relations which have different effects and have no effect on interest in tourist visits. ($t_{count} > t_{table}$) and ($t_{count} < t_{table}$). From these results it can be seen that the strength and weakness of interest in tourist visits is influenced by the promotion mix consisting of advertising, sales promotion and public relations. Partially, advertising has no effect on interest in tourist visits ($sig 0.245 > 0.05$), sales promotion has an effect on interest in tourist visits. ($sig 0.735 > 0.05$), and community relations influence interest in tourist visits ($sig 0.001 < 0.05$) seen from ($t_{count} 3.884 > 2.079$). But these three factors still play an important role together. However, it cannot be denied that the results obtained must be carried out jointly by tourism stakeholders, so that they have responsibility for tourist objects and have the same goal, namely in efforts to develop promotion and management of tourism destinations in Saleman village, one of which is Air Belanda.

From the results of this research it can be indicated that tourists do not only pay attention to the promotional mix in their interest in tourist visits, but there is a possibility that this could happen, namely:

The choice of social media used for current promotional tools such as Facebook is not appropriate so that tourists who actively use other social media such as YouTube and Instagram as well as other social media are not aware of the promotions carried out by the management of the Air Belanda tourist attraction.

CONCLUSIONS AND RECOMMENDATIONS

By referring to the results and discussions in the previous chapters, several conclusions can be drawn from the results of this research as follows: Overall the research results show that for the Air Belanda Tourism location in Saleman Village, Central Maluku Regency, some respondents said it was very good. In this case, it means that the promotional mix has been carried out well and in accordance with visitor expectations. Advertising has a negative influence on interest in tourist visits to Air Holland Saleman Village. This proves that advertising has an influence on interest in tourist visits to Air Holland. Sales promotions have a negative effect on interest in tourist visits to Air Belanda, Saleman village. This proves that sales promotions influence interest in tourist visits to Air Holland. Relationships have a positive influence on interest in tourist visits. This proves that community relations have an influence on interest in tourist visits to Air Holland.

Based on the test results and discussion, the researcher provides suggestions for consideration for tourist attraction managers to determine certain policies in an effort to attract tourist visits. Some suggestions given by researchers based on the research results are: It is recommended that the management of Air Netherlands be more aggressive in promoting this tourism, increase the number of promotional strategies that can be reached by local and foreign tourists and to the community so that people become more familiar with this tourism and participate together in helping, especially the state government, by expanding it. cooperation between tourism guides so that the future can be better. It is recommended to regional and state governments that researchers are expected to provide opinions and understanding as well as routinely disseminate information about good tourist destinations because there are still many managers who do not have strong insight into how to properly manage tourist attractions. One way to promote. It is recommended for future researchers to examine this research problem in terms of how successful the promotional strategies carried out by the management in the future will be in improving the quality of tourist visits to the Air Holland tourist attraction.

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