

The Influence of Tourism Products and Promotion on Tourists' Visiting Decisions to A Water Park in Karawang

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ABSTRACT

This study aims to determine the effect of tourism products and promotions on tourists' visiting decisions at Waterpark and to test and analyze tourism products and promotions on tourists' visiting decisions at Waterpark. The data were analyzed using path analysis and hypothesis testing using the t test and f test. Based on the results of the descriptive analysis of Tourism Products, it obtained an average score of 390.63 with the criteria for agreeing, Promotion got an average score of 347.71 with the criteria for agreeing, then on Customer Satisfaction it got an average score of 345.44 with the criteria for agreeing. Respondents analyzed tourism products and promotions on the decision to visit tourists a water park in Karawang which was good. Based on the results of the Tourism Product verification analysis with Promotion, it has a correlation of 0.640 and has a strong correlation level. Partially, it shows that price has an influence on tourists' visiting decisions, which is equal to 10.44%, this shows that the product has an effect on the decision to visit a water park in Karawang. Then, for the results of the partial research promotion of the decision to visit, which is equal to 51.78%, this shows that the promotion of the decision to visit at a water park in Karawang. While the simultaneous effect of tourism products and promotions on tourists' visiting decisions is equal to 62.22%, while the influence of other variables outside the research model is equal to 37.78%.

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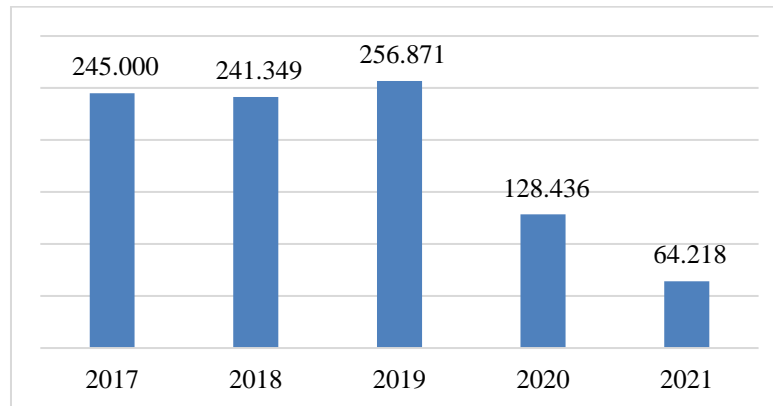
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INTRODUCTION

Tourism is currently one of the absolute needs of humans, for people who travel and people who live in tourist destinations. Tourists want to be satisfied with their desires, while people around tourist locations hope to get more income to support the economy. Tourists have a very important role as decision makers to visit a tourist destination. The decision to visit is related to the purchase decision because before someone decides to visit a tourist spot, it means that the person concerned can be interpreted as a consumer who has made a purchase decision to enjoy all the facilities of the tourist spot. In the tourism sector, one of the factors to increase tourist visiting decisions is the Tourism Product itself that is offered.

According to Buchari Alma (2016). Tourism Products are all services obtained, felt, or enjoyed by tourists from the time they leave their homes until they return to their place of origin. According to Suwanto in the Journal of Rizky Priyanto, Widiartanto, and Sari Listyorini (2015). In this case, the management must continue to pay attention to services so that they can be felt or enjoyed by tourists, thus creating a decision to visit that can increase the number of visitors both in the short and long term.

Figure 1. Visitors to a water park in Karawang



Source: a water park in Karawang, 2022

Based on Figure 1, it can be seen that the number of tourists visiting in 2017 was 245,000. Then it started to experience an increase in visitors in 2019 with a total of 256,871 tourists and experienced a decrease in visitors in 2021 amounting to 64,218 due to the renovation of rides and facilities. There was an increase because the renovation of rides and facilities had been completed.

According to Basu Swastha and T Hani Handoko (2012: 15) said that, purchasing decisions are a problem-solving approach to human activities to buy goods or services to fulfill their desires and needs which consist of recognizing needs and desires, searching for information, evaluating alternative purchases, purchasing decisions, and behavior after purchase.

In the field of tourism, one of the factors to increase the decision to visit tourists is the Tourism Product itself that is offered. According to Kotler in the book Buchari Alma (2016: 3). Tourism Products are all services obtained, felt, or enjoyed by tourists from the time they leave their homes until they return to their place of origin. In this case, the management must continue to pay attention to the service so that it can be felt or enjoyed by tourists, so as to create a decision to visit that can increase the number of visitors both in the short and long term. According to Kotler and Armstrong (2014: 76) said that the definition of Promotion is Promotion refers to activities that communicate to the merits of the product and persuade target customers to buy it. Rambat Lupiyoadi (2013: 92) said that promotion is an activity carried out by companies to communicate the benefits of products and as a tool to influence consumers in purchasing activities or using services according to their needs. Promotion has a significant influence on consumer decisions to visit a place. Through various forms of promotion, such as discounts, limited offers, emotional campaigns, or social engagement, promotions can increase consumer awareness, interest, and positive perceptions of the promoted place. Promotions can also influence the decision to

visit emotionally and motivate immediate action through attractive incentives. Well-designed promotions can effectively influence consumer decisions to visit a place, both in the short and long term. Based on the background of the objectives in this study, to determine how big the influence of tourism products, promotions simultaneously on tourists' visiting decisions at a water park in Karawang.

Product Tourism

According to Siti Aminah Putri, (2017). Says that tourism products are a series of various interrelated services, namely services produced by various companies (economic aspects), community services (social aspects), and natural services. According to Hapsari (2014) Says that to measure Tourism Products there are three dimensions as follows.

Tourist Attractions

Tourist Attractions are everything that attracts tourists to come to a tourist destination,

Amenities

Amenities are facilities that can provide comfort and satisfaction for tourists while they are traveling in a tourist destination.

Accessibility

Accessibility is the ease of reaching a tourist destination through transportation media.

Promotion

According to Sangadji and Sopiah, (2013:18) Says that Promotion is all types of marketing activities aimed at encouraging consumer demand for products offered by producers or sellers. According to Kotler and Keller, (2016:586) Says that the understanding of each promotional tool is as follows:

Advertising

Every paid for nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor through print media, broadcast media, network media, electronic media and display media.

Sales Promotion

Short-term promotions to encourage trial or purchase of products or services including customer promotions, trade promotions, and business and sales promotional forces.

Events and Experiences

activities and designed programs to create daily company-sponsored or special brand-related interactions with consumers, including sports, arts, entertainment, and therefore events as well as less formal activities

Online and Social Media Marketing

A variety of programs directed internally to a company's employees or externally to customers, other forms, governments, and the media to promote a company's product image or individual product communications.

Online and Social Media Marketing

Online activities and programs designed to engage customers or prospects and directly or indirectly raise awareness, enhance the image, or elicit sales of products and services.

Mobile Marketing

A specific form of online marketing that communications places on consumers' mobile phones, smart phones, or tablets.

Direct and database marketing

The use of mail, telephone, fax, e-mail, or the Internet to communicate directly with or solicit responses or dialogue from specific customers and prospects.

Personal selling

Face-to-face interaction with one or more prospective employees for the purpose of making presentations, answering questions, and procuring orders.

Visiting Decisions

According to Tjiptono, (2016:21) Says that, purchasing decisions are a process in which consumers recognize their problems, seek information about certain products or brands and evaluate how well each alternative can solve their problems, which then leads to a purchasing decision. According to Damanik and Weber in Hurriyati, (2015) tourist visiting decisions have five dimensions to measure Visiting Decisions used by this study, namely:

Destination area

related or the relationship between the goals of tourists with the needs of visitors and the availability of information related to tourist destinations with tourists.

Travel mode

Is access to transportation to reach tourist destinations and the comfort of the available transportation.

Time and cost

Related to tourist trips according to the time set including the opening and closing hours of the intended tourism and travel costs.

Travel Agent

Tourists' dependence on travel agents when travelling.

Service source

Diversity of types of services such as tour guides, souvenir centers, photographers, and others.

METHOD

The method used in this study is a verification method with a quantitative research type. The analytical tool used in this study is path analysis with a quantitative research type which is an activity of collecting, processing, analyzing, and presenting data based on the amount or quantity carried out objectively to solve a problem or test a hypothesis to develop general principles. (Duli, 2019). The population in this

study were visitors to the water park in Karawang totaling 743,220 visitors. Based on a population of 743,220 people with a 5% error rate, a sample of 100 people/respondents was obtained.

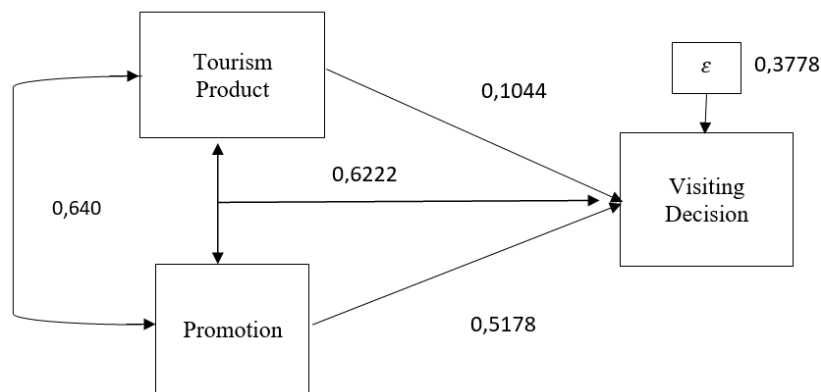
RESULTS AND DISCUSSION

RESEARCH RESULT

Path Analysis

Based on the results of data processing using SPSS software, path coefficients are obtained for each tourism product variable and promotion on the decision to visit . The results can be seen in figure 2 below.

Figure 2. Path Analysis



Based on Figure 2, it shows that the magnitude of the positive associative degree or path coefficient of the tourism product variable is 0.1044, which is lower than the promotion variable of 0.5178. This means that promotion has a greater influence on the decision to visit a water park than tourism products. The total influence caused by the influence of tourism products and promotion on the Decision to Visit is 0.6222 or 62.22%, while the other influence from other variables outside the model is 0.3778 or 37.78%.

Hypothesis Testing

Testing Hypothesis influence product tour To decision visit

Influence product tourism informally partial to decision visit can known through testing statistics with use hypothesis as following :

$H_0 : \rho_{yx_1} = 0$ Not found influence in a way partial between product tour to decision visit .

$H_1 : \rho_{yx_1} \neq 0$ There is influence in a way partial from Price to decision visit .

Test Criteria: Reject H_0 if sig. < α or t count > t table

For influence product tourism informally partial to decision visitors with level significant (α) = 5%, *degree of freedom* (df) = (n-2) = 100-2 = 98 obtained t table = 1.661. Based on Table 4.41 shows that t count = 2.137 and sig. = 0.035. The influence of product tourism informally partial to decision visit shown in table 4.52, as following :

Table 1 Partial Influence of Tourism Products on Customer Satisfaction

Structural	Sig.	α	t Count	t Table	Conclusion
P _{yx1}	0.035	0.05	2,137	1,661	H ₀ rejected

Source : Data processing , 2023

The table above show that sig value , (0.0 35) < α (0.05) and t count (2.137) > t table (1.661) then H₀ rejected . With thus can concluded that product tourism informally partial influential significant to decision visit a water park in Karawang.

Testing Hypothesis Influence Promotion Regarding the Decision to Visit

Influence promotion to decision visitable known through testing statistics with use hypothesis as following :

H₀ : $\rho_{yx2} = 0$ Not found influence in a way partial between promotion To decision visit

H₁ : $\rho_{yx2} \neq 0$ There is a partial influence of promotion on the decision to visit

Test Criteria: Reject H₀ if sig. < α or t count > t table

For influence Promotional partial decision visitwith level significant (α) = 0.05, *degree of freedom* (df) = (n-2) = 100-2 = 98 obtained t table = 1.661. Based on Table 4.41 shows that t count = 8.192 and sig. = 0.000.

Influence promotion partial to decision visits are shown in table 4.47, as following :

Table 2 Partial Influence of Promotion on Visiting Decisions

Structural	Sig.	A	t Count	t Table	Conclusion
Pyx2	0,000	0.05	8,192	1,661	H ₀ rejected

Source : Data processing , 2023

Table 2 shows that sig value , (0.000) < α (0.05) and t count (8.192) > t table (1.661) then H_0 rejected. With thus can concluded that promotion partial influential positive and significant to decision visit a water park.

Hypothesis Testing of the Simultaneous Influence of Tourism Products and Promotions on Visiting Decisions

Influence product tourism and promotion in a way simultaneous to decision visit can known through testing statistics with use hypothesis as following :

$H_0 : r_{x_1 x_2} ; \rho_{x_1} ; \rho_{y x_2} = 0$ Not present Influence in a way simultaneous product tourism and promotion in a way simultaneous against the decision visit

$H_1 : r_{x_1 x_2} ; \rho_{x_1} ; \rho_{y x_2} \neq 0$ Exists influence in a way Simultan product tourism and promotion in a way simultaneous (whole) to decision visit

Test Criteria: Reject H_0 if sig. < α or t count > f table

For influence product tourism and promotion in a way simultaneous (whole) to decision visit with level significant (α) = 0.05, *degree of freedom* (df) = (n-2) = 100-2 = 98 obtained f table = 3.089 While f count can seen in table 4.54 below This :

Table 3 Simultaneous Influence of Tourism Products and Promotion on Visiting Decisions

Structural	Sig.	A	f Count	f Table	Conclusion
$P_{y x_1 y x_2}$	0,000	0.05	79,736	1,661	H_0 rejected

Source : Data processing , 2023

Based on Table 3 shows that sig value , (0.000) < α (0.05) and f count (79.736) > f table (3.089) then H_0 rejected . With thus can concluded that product tourism and promotion in a way simultaneous influential positive and significant to decision visit to water park.

DISCUSSION

Based on the results of the hypothesis test, it shows that there is a correlation between Tourism Products and *Promotions* with a correlation coefficient value of 0.640 and has a strong and unidirectional correlation level because it has a positive value and the coefficient interval is in the strong category. Because if one of the variables decreases or increases, then the variable will also change, this shows a strong and unidirectional correlation because it has a positive value. This means that if the tourism product is good in line with good promotion, it will be glanced at by all consumers in various circles,

then both of these things can trigger and influence the Product. Thus proving that Tourism Products and Promotion are related.

Based on the results of the hypothesis test, there is a partial influence of Tourism Products on Visiting Decisions of 10.44%. This is reinforced by research conducted by Siti Aminah Putri (2017) the results of the study showed that there is an Influence of Tourism Product Quality on Decisions. Tourism products play an important role in influencing tourists' decisions to visit a destination. The main attractions such as natural and cultural attractions, quality of service, and facilities provided are the main components that can attract tourists. In addition, personal and authentic tourism experiences, as well as good perceptions of value for price, also influence satisfaction and decisions to return to visit. Growing tourism trends, such as sustainable tourism and the use of technology, are further strengthening the competitiveness of destinations. Therefore, destinations that are able to offer attractive, quality, and relevant tourism products to the needs of tourists will have a greater chance of attracting visitors and improving their image in the tourism industry.

The partial effect of Promotion on the Decision to Visit is 51.78%. Thus, the partial effect of Promotion on the Decision to Visit is 51.78%. This is reinforced by research conducted by Denny Eka Syahputra (2015:23) the results of the study showed that Promotion has a partial positive and significant effect on the Decision to Visit. Promotion has a significant effect on consumer decisions to visit a place. Through various forms of promotion, such as discounts, limited offers, emotional campaigns, or social involvement, promotions can increase consumer awareness, interest, and positive perceptions of the promoted place. Promotions can also influence the decision to visit emotionally and motivate immediate action through attractive incentives. In a competitive market, promotions are an important tool in attracting visitors and differentiating themselves from competitors. Overall, well-designed promotions can effectively influence consumer decisions to visit a place, both in the short and long term.

Based on the results of the hypothesis testing, it shows that This is in accordance with the statement of Thomas S Kaihatu et al (2015:23) stating that the demands of good customer needs automatically require producers and marketers to compete to provide value to their products. This value is produced to create more satisfaction for customers. This is reinforced by research conducted by Euis Darliah (2017:35), the study shows that there is a positive and significant influence of tourism products and promotions on visiting decisions. Thus proving that Tourism Products and Promotions on Visiting Decisions contribute simultaneously.

CONCLUSION

Based on the results of the research and discussion in the previous chapter, the conclusion in this study is that partially Tourism Products on Visiting Decisions is 10.44%. This shows that Tourism Products on Customer Satisfaction contribute or influence the Decision to Visit at water park. The partial

influence of Promotion on customer satisfaction is 12.17%. This shows that Promotion on Visiting Decisions contributes or influences the Decision to Visit at water park. While the simultaneous influence of Tourism Products and Promotion on Visiting Decisions is 73.54%, while the influence of other variables outside the research model is 26.46%.

Based on the results of the research and discussion, the suggestion in this study is that the water park in Karawang should provide pick-ups or provide public transportation access so that visitors from outside the city can increase their visits to the water park.

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