

USING MARKETING STRATEGY AS AN EFFORT TO INCREASING VISIT LEVELS IN PENTAGO GARDEN TOURISM DESTINATIONS

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Abstract

The number of tourism destinations that have sprung up at this time makes competition between tourist destinations in luring tourists, besides that also in increasing tourist visits there needs to be an effort, namely a marketing strategy. Marketing activities play an important role for the survival of a company, so from that in this study will examine increasing the level of visits using marketing strategies. This research is a type of field research with a descriptive approach. The data used are primary data obtained from tourists and secondary data used in the form of existing reference books. Data collection methods are questionnaires, documentation and observation. The results of this study indicate that (1) the marketing strategy used is selecting markets, creating products, distributing, and implementing promotions. (2) The level of tourist visits is quite good and crowded during the holiday season and weekdays (3) the marketing mix that has been carried out has made many visitors come from various regions.

INTRODUCTION

Marketing is one of the most important activities in the business world and is the main activity that must be carried out by entrepreneurs in developing their business to maintain survival, develop, earn profits and achieve goals (Kotler & Armstrong, 2012). Basically the goal in setting up a company is to make as much profit as possible. In addition, a company has several goals to be achieved, both short term and long term goals (Kotler & Keller, 2012). Short-term goals are usually carried out by business actors to win the hearts of consumers regarding the products being marketed, while long-term goals are carried out by business actors to maintain existing products so that they last a long time in the market, and become a brand that is remembered and sought after by consumers (Buchari,

2011; Suryadana & Octavia, 2015).

The emergence of competition in entrepreneurship is something that cannot be avoided. In facing competition, the thing that must be considered by a company is the marketing strategy. Pentago Garden is the first Agrotourism Destination to be pioneered in Kecamatan Bukit. This destination was founded in 2007, which has been running for 13 years and increasingly exists in the wider community and continues to innovate to develop products and facilities in the ecotourism area. Pentago Garden continues to create and design new areas so tourists don't get bored with existing products and start to get monotonous. Pentago Garden is a family company with simple management so that this destination still doesn't have a clear vision and mission. Pentago Garden has goals and targets to be achieved, even with a family system, Pentago Garden can prove that this destination can achieve success and success to date even with a simple system. but conceptually, every company must have a clear vision and mission so that company goals can be achieved, especially in marketing activities. The goal of the company in general is to get the maximum profit, the maximum profit is obtained from maximum tourist visits. Tourist visits to Pentago Garden tend to be unstable during high and low seasons because visitors to the Pentago Garden are more tourists who come in groups such as family events, organizations, agencies that carry out outbound events, family gatherings, and academics to conduct research. every year the number of group tourist visits tends to increase but it is still necessary to increase tourist visits in order to increase company revenue.

Therefore, marketing is needed both conventionally and online in order to be able to increase the number of tourist visits. Given these problems, a marketing strategy is needed related to the marketing mix in order to identify the needs and desires of consumers and to increase tourist visits (Tjiptono & Chandra, 2012). College students as millennials are more fond of and likely to purchase products that are endorsed by celebrities because they see these celebrities or influencers as people who have authority and credibility in their respective industries or environments. By using or recommending a particular product, the celebrity or influencer provides a boost or influence to their followers to try or purchase the same product. College students may idolize certain celebrities or influencers, and

seeing them use or recommend a particular product can make them feel more connected to them. This can also trigger a desire to own the same product as the celebrity (Wijaya & Sirine, 2016).

Pentago Garden must have the right marketing strategy so that it can survive and compete with other ecotourism destinations, especially Pentago Garden has a relatively high entrance fee price compared to its competitors so a marketing strategy is needed to be able to dominate the market and be able to prove that even though the price is high Pentago Garden is still exist and can win the competition with other ecotourism destinations. The right marketing strategy can also increase the number of tourist visits so that the company's profits also increase so that it can achieve the company's goal of making Pentago Garden the main destination for nature tourism vacation activities in Aceh Province. With this aim, Pentago Garden needs to analyze the company's internal and external environment in order to be able to dominate the market. Internal environmental analysis can be carried out by analyzing the service marketing mix which consists of 4P variables, namely product, price, place, promotion (Kotler and Armstrong, 2012). This marketing mix is considered the most basic and important strategy that must be owned by companies in increasing the number of customers from selling their products while analyzing the external environment is carried out by analyzing tourist satisfaction with Pentago Garden service performance.

RESEARCH METHOD

This research is a qualitative study that is quantified through simple regression method using SPSS Program. The population in this study were tourists visiting the Pentagon Garden Tourism Destinations with a sample of 100 people based on Sugiyono's theory (2013). The sampling technique used is accidental sampling, in which the researcher directly meets the respondents. The data collection technique is by distributing questionnaires with a Likert scale ranging from 1 to 5 and secondary data by means of time series data. The data is time series because the data in this study is data at certain time intervals, in this study, namely 2010-2020.

RESULTAND DISCUSSION

Based on the validity test that has been distributed to the first 30 respondents, the results are as follows:

Table 1. Validity Test

No.	Question	r-count	r-table
1	Q1	0,788	0,361
2	Q2	0,685	0,361
3	Q3	0,61	0,361
4	Q4	0,845	0,361
5	Q1	0,84	0,361
6	Q2	0,843	0,361
7	Q3	0,605	0,361
8	Q4	0,429	0,361
9	Q1	0,703	0,361
10	Q2	0,459	0,361
11	Q3	0,778	0,361
12	Q4	0,607	0,361
13	Q1	0,74	0,361
14	Q2	0,798	0,361
15	Q3	0,731	0,361
16	Q4	0,724	0,361
17	Q1	0,591	0,361
18	Q2	0,765	0,361
19	Q3	0,791	0,361

Source: Data processed with SPSS (2020)

From the results of the questionnaire above, it can be concluded that there are 19 questions/statements submitted to tourists and the results are valid based on the r table must be lower than the r count, namely the r table value of 5% 30 people is 0.361.

Table 2. Reliability Test

r-count	0,865
Spearman	0,927
r-table	0,361
Result	Reliabel
Categori	Very Strong

Source: Data processed with SPSS (2023)

Based on the table above, it can be concluded that the questionnaire distributed to the first 30 respondents obtained reliable results. With the provision that the r calculated value must be higher than the r table. Based on the test above, the results are that r count is higher than r table ($0.865 > 0.361$) and gets a very strong predicate with a Spearman value of 0.927.

The hypothesis in this study is that marketing has a positive effect on tourist interest in visiting Pentago Garden. Testing the hypothesis was carried out using the SPSS program with the results of a simple linear regression analysis as a marketing interest in visiting tourists as follows:

Table 3. Linear Regression Test

Variable	Unstandardized Coefficients		Standardized Coefficients Beta	Sig
	B	Std. Error		
(Constant)	9,256	2,246	4,121	0.000
Marketing	0,421	0,049	8,505	0.000

Source: Data processed with SPSS (2023)

The significance test was carried out to determine whether there is or is not a significant influence between the independent variables of marketing strategy on the dependent variable of interest in visiting tourists. The test is carried out using a significant level of 0.05 with the following stages: 1. Formulate the hypothesis
Ho: marketing strategy has an effect on visiting intentions
Ha: marketing strategy has no effect on tourists' visiting intentions.

Determining the significant value From the output it is known that the significant linear regression is 0.000. While the significant value is <0.05 . Test criteria Decision-making in a simple linear test can refer to two things, namely: If the significant value <0.05 means that the X variable affects the Y variable If the significant value is > 0.05 it means that the X variable does not affect the Y variable.

Making conclusions From the output it is known that the calculated F value = 72,340 with a significant level of 0.000 <0.05 , so the regression model can be used to predict the independent variable or marketing (X) affecting the dependent variable or interest (Y).

The simple correlation coefficient (Pearson correlation) is seen from the

magnitude of r , the closer the value of r is to 1, the closer the relationship is. From the output table it can be seen that the value of r is 0.652, this shows that the influence of the marketing strategy on the interest in visiting tourists is strong. While the value of the coefficient of determination can be seen from the magnitude of r Square (r^2) which states that there is a positive influence of marketing strategy on visiting intention of 0.425. The value of r^2 is then converted into a percentage which indicates that there is a contribution to the influence of the marketing strategy variable on the interest in visiting tourists, which is 65.17%. While the rest (42.50%) is influenced by other variables not included in this model.

CONCLUSIONS AND RECOMMENDATIONS

In increasing the growth of tourist visits, the marketing mix strategy or Marketing Mix proposed by Philip Kotler is able to increase customer growth. Because the products at Pentago Garden are products of services/services and goods, the level of service also influences tourist satisfaction, the quality of product performance is very important to attract tourists. After conducting research, the marketing mix that has been carried out by Pentago Garden is quite good and tourists are quite satisfied with the services and facilities provided. Pentago Garden has applied the marketing mix, it's just that there's only a little development and improvement going on.

Based on the research results, the majority of visitors from tourists visiting Pentago Garden are tourists who come in groups such as families, organizations, and agencies as evidenced when researchers conduct direct research. Most tourists are aged between 20 to 25 years. Therefore, Pentago Garden must be prepared for future challenges regarding interest and maintaining existing market prey. Pentago Garden must carry out developments that are suitable for a large target market, but do not rule out the possibility of developing products that are suitable for a target market that is medium and smaller.

An effective form of marketing is used at Pentago Garden based on 4P (Product, place, price, promotion), namely the promotion approach because the role of promotion in companies is very influential and the products suit the needs of tourists. Advertising maximizes promotion costs (print and electronic media)

and it would also be better to publish information about Pentago Garden on the Website so that people know about Pentago Garden's profile. Make a letter of cooperation with agencies/organizations in the wider community. This can attract more tourists. Product is a very important thing to pay attention to, because by successfully developing a product, it means that a destination can become a place that will be in great demand and it is possible for tourists to visit Bali who have visited before.

Based on the explanation and conclusions above, the suggestions that can be submitted to Pentago Garden managers to increase tourist visits and maintain the existing market share, the company must pay attention to aspects of the marketing mix, namely: (1) Maintaining the quality and quality of products from Pentago Garden for the convenience of tourists when visiting, and giving tourists interest to visit again; (2) Make product variations so that tourists get satisfaction when visiting and do not feel bored with existing products. Carrying out continuous development is able to maintain the existence of the company in front of the general public; (3) Improving public facilities such as toilets, screenings, ponds, bridges, roads and places of worship, spacious parking lots and close to tourist sites to provide comfort to tourists when visiting; (4) Carry out promotions that are right on target where managers must carry out promotions that are in accordance with the behavior and habits of the target market. Pursing the market is very well done because it will make it easier when doing promotions and make it easier for managers to identify the interests of tourists; (5) Reconsider fixing prices, because many tourists complain about possible prices. Most tourists feel they cannot afford the prices set by the manager. Many tourists are eliminated because of the price, because price is one of the crucial factors that must be considered..

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