



# Marketing Mix Factors That Influence The Interest of Tourist Visits To Tourism Objects in Minahasa Tenggara Regency During The Covid-19 Pandemic

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**Abstract:** Tourism is an important source of income for a country. With the existence of tourism, a country or more specifically the Regional Government where the tourist attraction is located can earn income from the income of each tourist attraction. The purpose of this study was to determine whether the factors of the Marketing Mix (Product, Price, Place, Promotion) had a simultaneous or partial effect on Tourist Visiting Interests to tourist objects in Southeast Minahasa Regency during the covid-19 pandemic. This research is categorized as quantitative research and uses associative research methods. The population in this study are tourists who visit tourism objects in Southeast Minahasa district. The sample used was 96 respondents. The data collection method used confirmatory factor analysis, multiple linear regression analysis, F test, t test, using the SPSS 25 application program. The results showed that Product, Price, Place and Location factors simultaneously had a positive and significant effect on Tourist Visiting Interest. Partially the Product, Price, and Place factors have no significant effect on the interest of visiting tourists, while the Promotion factor partially has a significant effect on the interest of visiting tourists.

**Key words:** Product, Price, Place, Promotion, Visiting Interest

*Date of Submission: 20-09-2021*

*Date Of Acceptance: 02-11-2021*

## INTRODUCTION

Tourism is an important source of income for a country. Indonesian tourism is a potential driver of the national economy to spur economic development in the future. With the existence of tourism, a country or more specifically the Regional Government where the tourist attraction is located can earn income from the income of each tourist attraction. Especially in the tourism sector, the COVID-19 pandemic has resulted in all tourist sites both at home and abroad being

closed, due to the Government in several countries implementing a lockdown while the Government in Indonesia enforces a large-scale social restriction system (PSBB) policy.

North Sulawesi is one of the targets of foreign and local tourists. Based on data obtained from the North Sulawesi statistical agency (2020) foreign tourists are dominated by Chinese citizens as many as 1,926 people (99.79 percent) and 4 Russians (0.21 percent). Various tourist sites are available in North Sulawesi including: nature tourism, culture, culinary and others. However, during the COVID-19 pandemic, the number of tourists decreased drastically.

Interest in visiting tourists usually arises because of a positive impression of the tourist attraction. This can be seen from the number of tourists both from foreign and domestic tourists who visit tourist objects in Southeast Minahasa Regency.

**Table 1.1 Number of International and Domestic Tourists in Southeast Minahasa Regency for the 2015 - 2020 period**

Year	Traveler		Amount
	Visitors		
year	Overseas	Domestic	Total
	International	Domestic	
2015	800	25,000	25,800
2016	500	29,500	30,000
2017	500	30,000	30,500
2018	588	45,121	45,709
2019	621	46,234	46,855
2020	65	16,553	16,618

*Source: Central Statistics Agency (2015-2018) and Southeast Minahasa Regency Tourism Office (2019-2020)*

Based on table 1.1, it can be seen that the interest in visiting tourists from 2015-2019 continued to increase, however, in 2020 the number of tourists visiting Southeast Minahasa experienced a very significant decline due to the covid-19 pandemic which required both international and domestic flights to be temporarily closed. time.

Based on the background of the problem above, the author is interested in taking the title "MARKETING MIX FACTORS THAT INFLUENCE THE INTEREST OF VISITING TOURISTS TO TOURISM OBJECTS IN MINAHASA TENGGARA REGENCY DURING THE COVID-19 PANDEMI".

## FORMULATION OF THE PROBLEM

1. Do the factors of the Marketing Mix (Product, Price, Place and Promotion) have a simultaneous effect on Tourist Interest in Visiting Tourist Attractions in Southeast Minahasa Regency during the covid-19 pandemic?
2. Do the factors of the Product Marketing Mix partially influence the Tourist Interest in Visiting Tourist Attractions in Southeast Minahasa Regency during the Covid-19 pandemic?
3. Do the factors of the Price Marketing Mix partially influence the Tourist Interest in Visiting Tourist Attractions in Southeast Minahasa Regency during the Covid-19 pandemic?

4. Do the factors of the Place Marketing Mix partially influence the Tourist Interest in Visiting Tourist Attractions in Southeast Minahasa Regency during the covid-19 pandemic?

## **LITERATURE REVIEW**

### **MARKETING MANAGEMENT**

Marketing management according to Kotler and Keller (2012:5), marketing management is an art and science in the target market to attract, maintain, and increase consumers by creating, communicating and delivering superior customer quality.

### **MARKETING MIX**

Buchari Alma (2011: 205) says that the marketing mix is a plan that combines marketing activities, so that the maximum combination is sought so as to present the products that consumers expect.

### **PRODUCT**

According to the perception of Kotler and Armstrong (2016: 17) a product is anything that is offered to the market for attention, acquisition, use or consumption that might satisfy a want or need.

### **PRICE**

According to Kotler and Armstrong (2008: 345), price is the amount of money billed for a product or service, or the amount of value exchanged by customers to obtain the benefits of owning or using a product or service.

### **THE PLACE**

Kotler and Armstrong (2016: 78) state that location includes company activities that make products available to the target market.

### **PROMOTION**

According to the perception of Kotler and Armstrong (2016: 408), promotion is a tool for communicating with buyers and other companies that aims to change providing information in a straightforward manner.

### **INTEREST TO VISIT**

Understanding buying interest according to Sciffman and Kanuk (2015: 228) is a model of a person's attitude towards the object of goods that is very suitable in measuring attitudes towards certain groups of products, services, or brands.

TABLE 2.1 PREVIOUS RESEARCH

No	Researcher Name	Research Title	Research purposes	Samples and Analysis Tools	Research result	Similarities and differences
1	Vany Indah Sari (2021)	The Effect of Marketing Mix on Tourist Visitation Interests at Sanggar Puti Limo Jurai Bukit Tinggi City	This study aims to determine the effect of product, place, price and promotion of tourist interest in the Puti Limo Jurai Studio, Bukit Tinggi City.	In this study, samples were taken as many as 99 people. In this study, it was analyzed using multiple linear regression analysis which was processed with the help of the SPSS version 20 program, and supported by descriptive analysis	From the results of data processing carried out on multiple linear regression tests and partially (t test) that the price variable has a significant effect on tourist interest in visiting the Puti Limo Jurai Studio, Bukittinggi City. While the product, place and promotion variables have no effect on the interest of tourists visiting the Puti Limo Jurai Studio, Bukittinggi City. However, it simultaneously has a significant effect on the interest of tourists visiting the Puti Limo Jurai Studio, Bukittinggi City. The coefficient of determination ( $R^2$ ) is 25.7%, while the remaining 74.3% is influenced by other variables not included in this study.	This research both examines the marketing mix (product, price, place and promotion). The difference is that the previous research only used regression analysis techniques while the new research also used factor analysis techniques
2	Budi Susanto (2020)	The Effect of Marketing Mix and Destination Image	The purpose of this study was to determine the	The research sample was taken as	The results showed that the influence of the	Both research about the

		on Revisit Interest in Selo Park Nganjuk Tourism Village	effect of the marketing mix and destination image on the interest of returning tourists in Selo Park, Jaticalen, Nganjuk.	many as 100 respondents from visitors to Selo Park Jaticalen Nganjuk. The analytical tools used in this research are instrument analysis, validity test, reliability test, classical assumption test, multiple linear analysis and hypothesis testing.	marketing mix had a significant positive effect on the interest of tourists returning to Selo Park. The two variables also have a joint effect on the interest in returning to the Selo Park tourist attraction. Based on the results of this study, the manager of the Selo Park tourist attraction can increase the interest in returning tourists by increasing the marketing mix variables and the image of the destination, because the increase in these two variables increases the interest of returning tourists to Selo Park.	marketing mix. The difference is that the new research does not examine the destination image variable and the new research uses factor analysis.
3	Herwat Setiawan., Hasyim., and Rina Mutiara (2020)	<i>Marketing Mix and Trust as A Visiting Intention Factors</i>	This study aims to collect empirical evidence to describe the relationship between marketing mix and visit intention through trust as an intervening variable.	The sample used in this study were 200 respondents. Thus, this research is quantitative with the causality method which is carried out with a 4	The results of this study indicate that there is an influence of the marketing mix on the intention to visit through trust. The effect of the marketing mix of trust and trust on the intention to visit was positive and significant while the direct	Both research about the marketing mix (marketing mix). The difference is that the new study did not use intervening variables and the data

				interval scale questionnaire. All data were analyzed by Structural Equation Modeling.	effect of the marketing mix on the intention to visit was negative and significant. Thus, in this study it was found that trust is an intervening variable and the marketing mix has a negative effect on visiting interest.	were not analyzed using SEM.
4	Fauzi., Tulus Suryanto., Erika Anggraeni., and Muhammad Nasor (2020)	<i>The Effect of Tourism Image, Service Quality, and Promotion on Religious Tourism Interest in Pringsewu Regency</i>	The purpose of this study is to reveal whether there is an influence of tourism image, service quality, and tourism promotion for the benefit of Muslims in religious tourism in Pringsewu district.	Research The method used is quantitative method using accidental sampling technique. The data analysis technique used multiple linear regression with the help of SPSS 19.0.	The results of the study stated that the percentage of the contribution of the three variables together was 51.9%. This explains that the image of Muslim religious tourism, service quality, and tourism promotion can be a strategy to increase interest in Muslim religious tourism in Pringsewu district.	Both research about product variables. The difference is that the new research does not use tourism image variables, and service quality, and does not use sampling techniques through accidental techniques.
5	Kartika Dewi (2019)	The Influence of Tourism Products and Price Policies on Interests Tourist Visit	The purpose of this study was to determine the effect of the product Tourism and Price Policy on Tourist Interest in Taman Buah Mekarsari Bogor.	The sample used is as many as 100 respondents. Technique The data analysis used is multiple linear regression	From the results of statistical tests, it is known that tourism products have a positive and significant effect on tourist interest and price policy also has a positive and significant	Both research about product and price variables. The difference is that the new research not only uses

				analysis.	effect on tourism interest, besides that tourism products and pricing policies have an effect on tourist interest in Mekarsari Fruit Park by 68.8%	regression analysis techniques but also uses factor analysis techniques
6	Siti Fatimah (2019)	Analysis of the Effect of Destination and Location Image Against Revisit Interest	Aims to find out: 1. To find out the effect between Destination Image and Location on Interest in Revisiting Simultaneously, 2. To find out the effect of Destination Image and Location on Revisit Interest partially, 3. To find out which Destination Image and Location has the most influence on Revisit Interest.	The sample is 100 respondents. Data analysis technique using multiple linear regression	The results of this study based on the results of the F test showed that the image of the destination and location simultaneously affected the interest in revisiting. Based on the results of the t test, the image of the destination has a significant positive effect on the interest in revisiting, while the location has a positive but not significant effect on the interest in revisiting. Destination image has the most dominant influence on revisit interest.	They are both researching the location variable (place). The difference is that the new research does not examine the destination image variable.
7	Hernita Kurniasari., Achmad Fianto., and Candranigrat (2019)	The Influence of Marketing Mix, Word of Mouth, Destination Image and Destination Branding on Interest in Visiting Ria Kenjeran Beach	This study aims to determine the effect of marketing mix factors consisting of 7Ps (product, price, promotion, place, people,	The sample in the study was 170 people. The data analysis technique used in this study is	This study provides findings that factor products, places and destination branding have a partial effect on visiting interest.	Both research about the marketing mix variables. The difference is

		Tourism	process and physical evidence), word of mouth (WoM), destination image and destination branding on interest in visiting Ria Kenjeran Beach Tourism.	multiple regression analysis performed using the Microsoft Excel program	Meanwhile, price, promotion, people, process, physical evidence, word of mouth, and destination image factors partially have no effect on visiting interest. However, all of the independent variables (product, price, promotion, place, people, process, physical evidence, word of mouth, destination image and destination branding also affect visiting interest.	that the new research does not examine the variables of word of mouth, destination image and destination branding, and the latest research only examines the 4Ps of the marketing mix and not the 7Ps.
8	Vivi Rachmawati., Selmi Dedi., Ritar A Simatupang (2019)	Effect of Marketing Mix on Visiting Intentions (Case Study: Pasir Putih Beach, Manokwari Regency)	This study aims to determine: first, to determine the effect of the marketing mix on the intention of tourists to visit Pasir Putih Beach simultaneously; the second one knows the influence of the marketing mix on the intention of tourists to visit Pasir Putih Beach partially; and analyze the marketing mix factors that most dominantly influence the intention of tourist	The sample in this study were 150 respondents. The data analysis technique used is multiple linear regression analysis	Based on the results of the analysis that has been carried out, the following results are obtained: first, the product, price, promotion, location, people, process and physical evidence variables have a jointly significant positive effect on visiting intentions; second, the product, price, location, people (service) variables have no effect on the intention to visit, while the	Both research about the marketing mix. The difference is that the new research not only uses regression analysis techniques but also uses factor analysis techniques.

			visits to the White Sand Beach tourist attraction.		physical evidence variable has a positive effect on the intention to visit. Based on the results of factor analysis, there are 6 factors formed.	
9	Tengku Bulan., and M Azmi (2019)	The Influence of Marketing Mix Strategy on Revisit Interest in green open space tourism object Langsa city forest park	The purpose of this study was to examine the effect of the marketing mix which is product, price, promotion, location, and physical evidence on the intention to revisit the Green Open Space Tourism Site of Langsa City Forest Park students at the Faculty of Economics, Samudra University.	The number of samples in this study were 96 respondents. Data analysis method using multiple linear	The results of the t-test showed that product, price, location and physical evidence had no significant effect on revisit intentions at the Langsa City Forest Park Green Open Space Tourist Attraction, while promotion had a significant effect on revisit intentions. The results of the F test indicate that the product, price, location, promotion and physical evidence have a significant effect on the intention to revisit the Langsa City Forest Park Green Open Space Tourism Place. Based on the results of the coefficient of determination, it can be explained that the product, price, promotion, location, and physical evidence	Both research about the marketing mix. The difference is that the new research not only uses regression analysis techniques but also uses factor analysis techniques.

					affect the intention to revisit the Green Open Space Tourism Attraction of Langsa City Forest Park by 20.8%, while the remaining 79.2% is influenced by other variables that are not researched research such as people and processes.	
10	M Syarifuddin Rosyid., Joko Suyono., and Damasari R Elisabeth (2019)	<i>The Influence of Product Quality, Word of Mouth, and Location on Consumer Purchase Interest</i>	To analyze whether product quality, word of mouth, and location can influence consumer buying interest to buy MSME products	The sample used in this study were 190 respondents. By using quantitative methods or approaches.	The results of the study indicate that the three hypotheses proposed have a significant and supportive effect.	Both research about product and location variables. The difference is that the new research does not examine the word of mouth variable.
11	Devi Ayuni., Mailani Hamdani., and Irmawaty (2019)	<i>The Effect of Marketing Mix on Interest and Decision of Tourist in Choosing Religious Tourism</i>	This study aims to examine and analyze the influence of the marketing mix on the interest of tourists visiting to choose religious tourism and to examine and analyze the dominant marketing mix that influences the interest of tourists	The sample used in this study were 200 respondents. Data analysis using Partial Least Square (PLS) method and Smart PLS tool.	The results of this study indicate that the marketing mix has a significant effect on visiting interest. This also shows that the marketing mix of religious tourism products offered can shape interest in visiting. In addition, the marketing mix also has a	Both are researchers about marketing mix variables. The difference is that the new research does not use Partial Least Square (PLS) data analysis and

			in choosing religious tourism.		significant effect on visiting decisions. This shows that the marketing mix of religious tourism products offered can form a visiting decision and interest in visiting has a significant effect on visiting decisions. It shows that tourists' visiting interest can shape visiting decisions.	does not use Smart PLS methods and tools.
12	Reza Pahlevi., Sukaria Sinulingga., and Robert Sibarani (2019)	<i>Analysis of the Effect of Product and Tourism Promotion on Tourist Return Interest in Dairi Regency</i>	This study aims to determine: (1) the effect of the product on the return of tourists in Dairi Regency. (2) the effect of tourism promotion on the return of tourists in Dairi Regency. (3) the effect of product and tourism promotion on the return of tourists in Dairi Regency.	The sample used in this study were 110 respondents. By using multiple linear regression analysis.	The results of the study found that: (1) the product has a positive and significant effect on the return of tourists in Dairi Regency with a significance level of 0.000. (2) tourism promotion has a positive and significant effect on the interest of returning tourists in Dairi Regency with a significance level of 0.000. (3) product promotion and tourism simultaneously have a positive and significant effect on the return of tourists with a significance level	Both research about product and promotion variables. The difference is that the new research not only uses regression analysis techniques but also uses factor analysis techniques.

					of 0.000. The magnitude of the coefficient of determination (R <sup>2</sup> ) of products and tourism promotion simultaneously has a positive effect on the return of tourists in Dairi Regency by 0.598 (59.8%).	
13	Anita Evi Mahardhika (2018)	The Effect of Marketing Mix on Domestic Tourists' Revisit Interests to Parangtritis Beach	The purpose of this study partially is to determine: the effect of product price, promotion, place, people, and process variables, and physical evidence on the intention to return to Parangtritis Beach.	The sample of this study was 100 respondents using the non-probability sampling method	The results of the study found that: (1) product, location, physical evidence variables have a positive effect on return intention. price, promotion, people, process variables do not have a positive effect on return visit intentions.	Both researchers on the marketing mix. The difference is that the new research does not use non-probability sampling.
14	Megasari Gusandra Saragih., and Elfitra Desy Surya (2018)	<i>Tourist Attraction and Interest to Visit Repeat Tourist</i>	This study aims to determine the effect of tourist attraction, satisfaction and interest in revisiting tourists at Cermin Beach in Serdang Bedagai Regency.	The sample in this study was 120 respondents. The analytical tool used is Structural Equation Modeling (SEM) using AMOS-20 (Moment Structure Analysis)	The results of this study indicate that the Mirror beach tourism object has a significant influence on satisfaction. The tourist attraction of Cermin beach has no significant effect on the interest to revisit tourists. The satisfaction of mirror beach tourists has a significant effect on the interest of returning tourists.	They both researched the variable of interest in visiting. The difference is that the new study did not use SEM and AMOS-20 analysis tools.

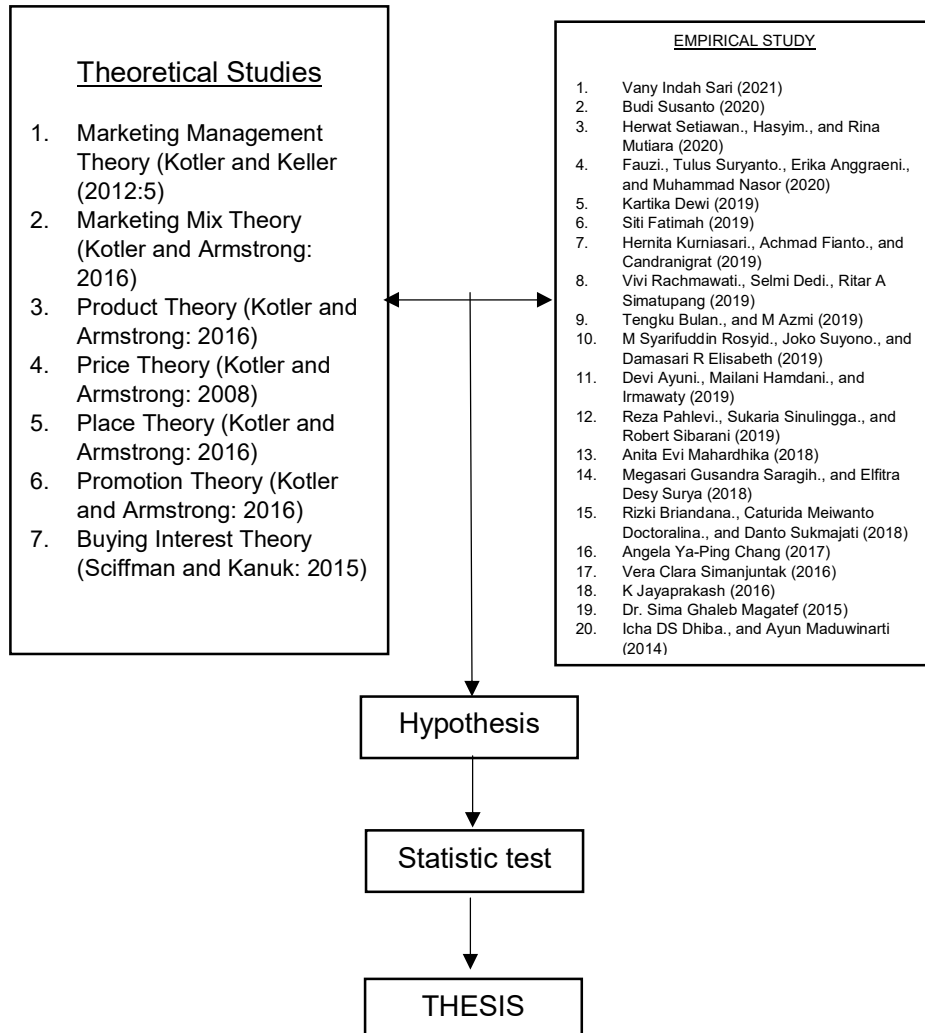
					Satisfaction does not mediate the effect of tourist attraction on the interest of returning tourists.	
15	Rizki Briandana., Caturida Meiwanto Doctoralina., and Danto Sukmajati (2018)	<i>Promotion Analysis of Marine Tourism in Indonesia a case study</i>	This study aims to analyze the promotion of marine tourism	The approach used in this research is qualitative analysis in certain cases. In the research, the role of travel agencies in promoting tourist areas is the focus of the research.	The results showed that the promotion strategy was not in accordance with the strengths and opportunities needed by Banten Province as well as weaknesses and threats that must be overcome to become a leading tourist destination in Indonesia	Both researching promotion variables. The difference is that the new research does not use qualitative research but quantitative research.
16	Angela Ya-Ping Chang (2017)	<i>A Study on the Effect of Sales Promotion on Consumer Involvement and Purchase Intention in Tourism Industry</i>	To find out the Effect of Sales Promotion on Consumer Involvement and Purchase Intention in the Tourism Industry	The sample used in this study was 1000 copies of the questionnaire distributed to customers, and 421 valid copies were taken, with a sampling rate of 42%.	The results present a significant correlation between 1. Sales Promotion and Consumer Engagement, 2. Consumer Engagement and Purchase Intention, and 3. Sales Promotion and Purchase Intention	Both research about the promotion variable. The difference is that the new research does not examine the consumer involvement variable.
17	Vera Clara Simanjuntak (2016)	Marketing Mix Effect of Interest to Visit in the Lake Toba (Case study: Balige and Saosir)	To find out the influence of the marketing mix on interest in visiting Lake Toba	The sample used as many as 15 people as a trial. The technique used to obtain marketing mix and interest data	There is an influence of 7P's marketing mix on interest in visiting Lake Toba, either partially or simultaneously. Size affects marketing mix	Both research about the marketing mix. The difference is that the new study only examined

				is through a questionnaire. Analysis to measure the effect using Pearson's product moment correlation.	indicators on interest in visiting Lake Toba, namely: yield 64.5%, price 62.4%, place (59.4%), physical evidence of 57.2%, promotion of 50.7%, people or quality human resources by 12% and the smallest and most influential is the process of 9.4%. The big influence of marketing is mixing (P7) all elements together or simultaneously with an interest in visiting Lake Toba as much as 68.8%. Marketing strategies that use the marketing mix together to contribute have more influence than individuals.	the 4Ps and did not examine the 7Ps.
18	K Jayaprakash (2016)	Factor influencing the Tourists to visit Udhagamandalam	This study was conducted to explore the factors that influence tourists to visit Udhagamandalam.	The sample used in this study were 100 respondents.	The results of the study provide more insight into the factors that influence tourists to visit Udhagamandalam. Tourist travel decisions are strongly influenced by the Botanical Gardens, safety and security, Climate, various	Equally research about the factors that influence tourists to visit tourist objects. The difference is that the sample used in the new study was 96 respondents.

					attractions and positive word of mouth.	
19	Dr. Sima Ghaleb Magatef (2015)	<i>The Impact of Tourism Marketing Mix Factors on the Satisfaction of Inbound</i>	The aim of this research is to study the impact of tourism marketing mix and how it affects tourism in Jordan, and to determine which marketing mix factors have the strongest impact on Jordanian tourism and how they will be used to better satisfy tourists.	The sample used in this study was 300.	The results showed that of all the marketing mix factors, the researchers studied, product & promotion had the strongest effect on foreign tourist satisfaction, where price and distribution were also significant effective factors. Research recommends marketing strategies that are suitable for all factors, especially product & promotion.	Both research about the marketing mix and the factors of the marketing mix. The difference is that the new research only uses a sample of 96 respondents.
20	Ich DS Dhiba., and Ayun Maduwinarti (2014)	Analysis of the Effect of Service Marketing Mix on Visitors' Interest in Tourism Objects of the Dr. Health Museum. Adhyatma, MPH Surabaya	This study was conducted to determine and analyze the influence of eight marketing mix factors on the interest of visitors to visit the Dr Adhyatma Health Museum, MPH Surabaya.	The research sample was 135 visitors to the Dr. Health Museum. Adhyatma, MPH Surabaya. The technique used is Structural Equation Modeling (SEM).	The results of product, price, promotion, place, people, process, physical evidence, and customer service variables have a significant positive effect on the interest of visitors to the Dr. Health Museum. Adhyatma, MPH Surabaya.	Both research about the marketing mix. The difference is that the new research does not use SEM

## RESEARCH CONCEPT FRAMEWORK

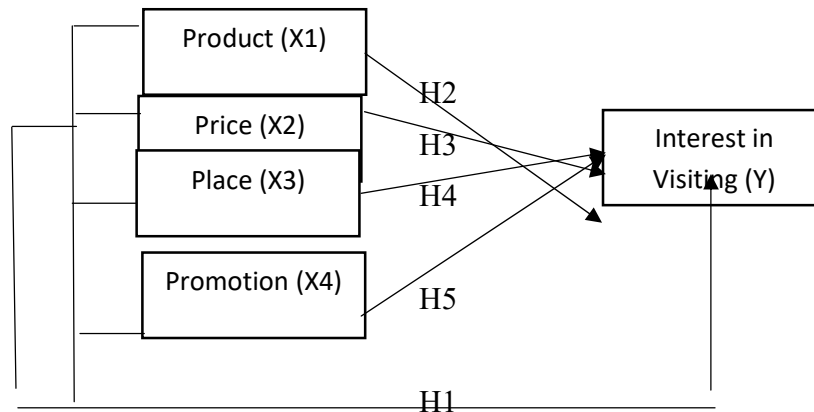
### Framework of thinking



*Source: Reprocessed from 2021 research data*

## Research Models and Hypotheses

Based on the background of the theoretical review problem, the model in this study is as follows:



**Figure 3.2 Research Model**

**Source:** *Self-processed data 2020*

Based on the research model above, the formulation of the hypothesis in this study include:

- H1: Allegedly Product, Price, Place, and Promotion Simultaneously have a positive effect on Tourist Visiting Interest
- H2: It is suspected that the product affects the visiting interest of tourists
- H3: Allegedly Price affects Tourist Visiting Interest
- H4: Allegedly Places Affect Tourist Visiting Interest
- H5: Allegedly Promotion has an effect on Tourist Visiting Interest

## RESEARCH METHODS

### TYPES OF RESEARCH

This type of research is categorized as quantitative research, where the measurement of variables with data analysis uses numbers. This study also uses associative research methods which aim to determine the relationship between two or more variables (Sugiono 2012:36).

### RESEARCH SITES

Locations and objects in this study are Tourism Objects in Southeast Minahasa Regency.

### METHOD OF COLLECTING DATA

Data sources are divided into 2 parts, namely, primary data and secondary data.

#### 1. Primary data

What is meant by primary data is research data obtained directly from the original source (not through intermediaries). Primary data were specifically collected to answer research questions. In this study, to obtain primary data, it can be done by distributing online questionnaires in the form of google forms to domestic tourists who visit tourist objects in Southeast Minahasa Regency.

## 2. Secondary Data

Secondary data in this study are literature studies, literature books and previous research related to the problems in this study.

### POPULATION AND SAMPLE

The population in this study are tourists who visit tourist objects in Southeast Minahasa Regency.

Determination of the sample The researcher used the Lemeshow formula as sampling because the number of population was unknown.

$$n = \frac{Z^2 \times P \times Q}{L^2}$$

Information:

n = Minimum number of samples required

Z = Value the standard of the distribution according to the value of  $\alpha = 5\% = 1.96$

P = Outcome preference, because data has not been obtained, then 50% is used

Q =  $1 - P$

L = Level 10% accuracy

Based on the formula, then  $n = 96.4n = \frac{(1.96)^2 \times 0.5 \times 0.5}{(0.1)^2}$

Then the results obtained by the minimum number of samples required in this study were 96 respondents.

### DATA ANALYSIS TECHNIQUE

#### 1. FACTOR ANALYSIS

Factor analysis using SPSS 25 program. According to Sofyan (2012: 33) factor analysis is part of the multivariate which is useful for reducing variables.

#### 2. CLASSIC ASSUMPTION

The main classical assumptions consist of normality test, multicollinearity test, heteroscedastic test and autocorrelation test.

#### 3. MULTIPLE LINEAR REGRESSION

Multiple linear regression is an appropriate analytical method when the study involves one dependent variable which is estimated to be related to one or more independent variables.

### RESEARCH RESULTS AND DISCUSSION

Based on the results of the characteristics based on gender, 63 people were dominated by women with a percentage of 66% while for men, 33 people with a percentage of 34%. As for the age characteristics, it is dominated by the age of less than 25 years as many as 80 people with a percentage of 83 percent.

**Validity and Reliability Test****Table 1.1**

Variable	Indicator	Correlation (r)		Coefficient	
		R	Status	Alpha Cronbach	Status
Product (XI)	Product 1	0.830	Valid	0.784	Reliable
	Product 2	0.855	Valid		Reliable
	Product 3	0.691	Valid		Reliable
	Product 4	0.804	Valid		Reliable
Price (X2)	Price 1	0.791	Valid	0.611	Reliable
	Price 2	0.634	Valid		Reliable
	Price 3	0.797	Valid		Reliable
Place (X3)	1st place	0.764	Valid	0.871	Reliable
	2nd place	0.780	Valid		Reliable
	3rd place	0.898	Valid		reliable
	4th place	0.849	Valid		reliable
	5th place	0.777	Valid		Reliable
Promotion (X4)	Promotion 1	0.853	Valid	0.740	Reliable
	Promotion 2	0.896	Valid		Reliable
	Promotion 3	0.670	Valid		Reliable
Interest in Visiting (Y)	MB1	0.854	Valid	0.793	Reliable
	MB2	0.840	Valid		Reliable
	MB3	0.835	Valid		Reliable

Source: Primary data processed by SPSS 25 (2021)

Based on table 1.1, it is shown that all statement items for the variable are valid and have a correlation value (r) greater than 0.5 as required. This means that all of these items can be used in further analysis. Then based on the results of the reliability test shown in table 5.2, all variables in this study were declared reliable. These results are in accordance with the proposed criteria, where the Cronbach Alpha coefficient value generated by each variable is greater than 0.6. So that data analysis can be continued to predict the relationship between variables in accordance with the proposed hypothesis.

**Sufficient Correlation Test Results****Table 1.2 Sufficient Correlation Test Results**

Variable	KMO MSA	Chi-square	Significant
Product	0.753	128.313	0.000
Price	0.604	30,716	0.000
The place	0.845	235,237	0.000
Promotion	0.598	80.125	0.000
Interested Visit	0.709	85,247	0.000

Source: Results of data processing (2021)

The result of factor analysis shows that all variables can be continued for factor analysis because KMO MSA is greater than 0.50 Sufficient Correlation and Significant at 0.50.

**Table 1.3**

**Factor Analysis Results**

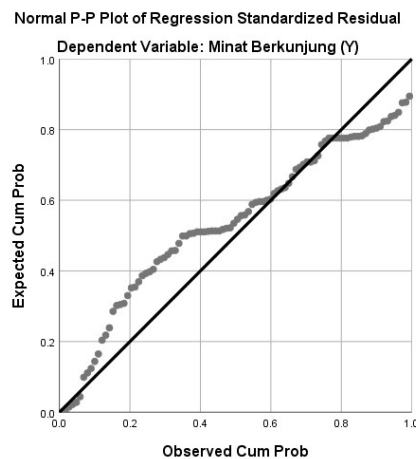
Factor	Eigen Value	Variance	Cumulative
Product	2,544	63,598	63,598
Price	1,663	55,433	66,427
The place	3.321	66,427	66,427
Promotion	1980	65,996	65,996
Interested Visit	2,132	71.063	71.063

*Source: Data Processed Results (2021)*

Table 1.3 shows that the product factor is 63,598, the price factor is 55,433, the place factor is 66,427, the promotion factor is 65,996 and the visiting interest factor is 71,063.

**CLASSIC ASSUMPTION TEST**

**Normality test**



Based on Figure 5.1 shows that the Normal PP Plot of Regression Standardized Residual graph depicts the spread of data around the diagonal line and its distribution follows the direction of the diagonal line, the regression model used in this study meets the assumption of normality.

**Multicollinearity Test**

Multicollinearity was tested by calculating the value of VIF (Variance Inflating Factor). If the VIF value is less than 5, there is no multicollinearity or non-multicollinearity.

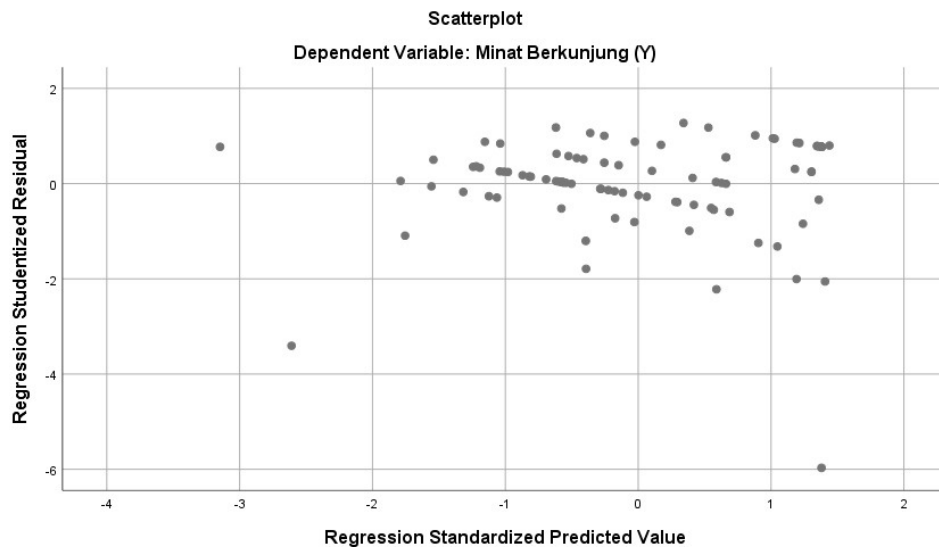
No	Independent Variable	Tolerance	VIF
1	Product (X1)	0.713	1,403
2	Price (X2)	0.701	1.426
3	Place (X3)	0.675	1.481
4	Promotion (X4)	0.739	1.353

*Source: Data Processed Results (2021)*

From table 5.5 the detection of multicollinearity can be seen from the calculation results of the tolerance value which shows that there is no independent variable that has a tolerance value of <

0.10, which means there is no correlation between the independent variables whose value is more than 95%. The results of the calculation of the value of variance Inflation Factor (VIF) also show the same thing there is no independent variable that has a VIF value  $> 10$ . So it can be concluded that there is no multicollinearity between independent variables in the regression model, so the regression model is feasible to use to predict visiting interest based on the variable independent.

### Heteroscedasticity Test



Based on Figure 5.2 the scatterplot graph shown for the heteroscedasticity test shows points that spread randomly and no clear pattern is formed and in the spread of the points spread below and above the number 0 on the Y axis. This indicates that there is no heteroscedasticity in the model. regression, so that the regression model is feasible to use to predict the variable of interest in visiting (Y).

### Autocorrelation Test

Model	Durbin-Watson
1	2,059

Source: Data Processed Results (2021)

In table 5.6 based on the output above, it is known that DW 2,059 with a significant table value of 5%, the number of samples  $N = 96$  and the number of independent variables 4 ( $K = 4$ ) = 4.96. Then the value of dU is 1.755.

The DW value of 2.059 is greater than the upper limit (dU) which is 1.755 and less than  $(4-dU)4-1.755 = 2.245$ , so it can be concluded that there is no autocorrelation.

### Multiple Linear Regression Analysis

Variable	b	Std.Error	T count	Sig	Information
(constant)	5.269	1,892	2,785	0.007	
Product	-0.011	0.103	-0.111	0.912	Non significant
Price	0.143	0.175	0.818	0.416	Significant
The place	0.029	0.081	0.362	0.718	Significant
Promotion	0.428	0.126	3.410	0.001	Significant
R = 0.436		Signs. F= 0.0007		Number of samples = 96	

R Square = 0.190	F count = 5.328	t Table = 1.986
Adjusted R Square = 0.154	F table = 2.47	= 0.05 (5%)
Visiting Interest = $5.269 - 0.011X_1 + 0.143X_2 + 0.029X_3 + 0.428X_4 + e$		

Source: Data Processed Results (2021)

Based on the analysis in Table 5.4, the following equation is obtained:

$$Y = 5.269 - 0.011X_1 + 0.143X_2 + 0.029X_3 + 0.428X_4 + e$$

Table 5.7 shows that the equation shows a non-significant number on the product factor (X1) and a significant number on the Price (X2), Place (X3), and Promotion (X4) variables. The interpretations of these equations are:

1. The constant value ( $\alpha$ ) 5.269 means that if the independent factors of product, price, place, and promotion have a value of (0) then the value of work productivity (Y) is 5.269.
2. The parameter value or regression coefficient b1 of -0.011 indicates that every increase in product factor (X1) increases, it does not show an increase in the visiting interest variable (Y).
3. The value of the parameter or regression coefficient b2 of 0.143 indicates that an increase in the price factor (X2) increases, then interest in visiting (Y) will increase by 0.143, which means that for every increase in visiting interest (Y) a price variable (X2) is 0.143 assuming the independent variable others remain.
4. The value of the parameter or regression coefficient b3 of 0.029 indicates that the increase in the place factor (X3) increases, then the interest in visiting (Y) will increase by 0.029, which means that each increase in visiting interest (Y) requires a place factor (X3) of 0.029 assuming the independent variable others remain.
5. The parameter value or regression coefficient b4 of 0.428 indicates that the increase in the promotion factor (X4) increases, then the interest in visiting (Y) will increase by 0.428, which means that every increase in visiting interest (Y) requires a promotional factor (X4) of 0.428 assuming the independent variable others remain.

Based on Table 5.4 the results of the correlation coefficient or R of 0.436 this shows that the influence of product, price, place and promotion on visiting interest has a positive influence of 0.436 or 43.6%. The result of the coefficient of determination or R square ( $r^2$ ) is 0.190 which indicates that 19% of tourists' interest in visiting, is influenced by product, price, place, and promotion factors. While the remaining 0.81% (100%-19%) is influenced by other causes not examined in this study.

#### First Hypothesis Testing (Simultaneous Testing (Uj-F))

No	First Hypothesis	Score
1	Product, Price, Place and Promotion simultaneously affect Visiting Interest	F = 5.328 Sig F = 0.001 Ftable = 2.47

Source: Data Processed Results (2021)

The first hypothesis states that the product (X1), price (X2), place (X3), and promotion (X4) factors have a significant simultaneous effect on visiting interest (Y).

The results of the F test in table 5.8 show that the Fcount value is greater than Ftable ( $5.328 > 2.47$ ) with a significant level of  $0.001 < 0.005$ . this means that simultaneously the marketing

mix factors consisting of product (X1), price (X2), place (X3), and promotion (X4) have a significant and simultaneous effect on visiting interest (Y). so it is concluded that the first hypothesis can be proven or accepted.

### Second Hypothesis Testing (Partial Testing (T-Test))

No	Second hypothesis	Score
1	Product Factor (X1) partially has no significant effect on Visiting Interest	t = -0.111 Sig t = 0.912 Ttable = 1,986
2	Price factor (X2) partially has no significant effect on Visiting Interest	t = 0.818 Sig t = 0.416 Ttable = 1,986
3	Place factor (X3) partially has no significant effect on visiting interest	t = 0.362 Sig t = 0.718 Ttable = 1,986
4	Promotional factors (X4) partially have a significant effect on Visiting Interest	t = 3.410 Sig t = 0.001 Ttable = 1,986

Source: Data Processed Results (2021)

Based on Table 5.9, it can be concluded that partially the marketing mix variable, namely price (X4), has a partial effect on visiting interest because it has  $t_{count} > t_{table}$ . While the product variables (X1), price (X2) and place (X3) have no partial effect because they have  $t_{count} < t_{table}$ , which means that they have no significant effect on visiting interest. Thus the second hypothesis cannot be proven or rejected.

## DISCUSSION

### Marketing Mix (Product, Price, Place, and Promotion) Simultaneously affects Visiting Interest

Based on the results of the analysis, it shows that the marketing mix (product, price, place and promotion) jointly affects the interest in visiting tourists in Southeast Minahasa district during the covid-19 pandemic. These results identify that the four independent variables become variables that can be used to predict the interest of visiting tourists simultaneously or simultaneously.

### Product Factors Do Not Influence Partially (T Test) on Visiting Interests

The results of the study stated that the product factor partially had no significant effect on the interest of visiting tourists to tourist objects in Southeast Minahasa Regency during the covid-19 pandemic. This is in line with the results of research by Vani Indah Sari (2021) which states that the product variable has no effect on the interest of tourists visiting the White Limo Jurai Studio, Bukittinggi city.

### Price Factor Has No Partial Influence (t Test) on Visiting Interest

The results of the study stated that the price factor partially did not affect the interest of tourists visiting tourist objects in Southeast Minahasa Regency during the covid-19 pandemic. This means that the price offered is not in accordance with the satisfaction obtained by tourists so that there is no interest in visiting tourists to visit tourist objects in Southeast Minahasa district. This

is in line with the research results of Hernita Kurniasari et al (2019) which stated that the price variable had no effect on interest in visiting the Ria Kenjeran beach.

### **Place Factor (Location) Has No Partial Influence (t Test) on Visiting Interest**

The results of the study stated that the place factor partially did not affect the interest of tourists visiting tourist objects in Southeast Minahasa Regency during the covid-19 pandemic. This means that the places (locations) offered in the Southeast Minahasa Regency tourist attraction are less attractive to tourists visiting these attractions. This is in line with the results of research by Vivi Rachmawati et al (2019) which stated that the place variable (location) had no effect on the intention to visit the Pasir Putih beach, Manokwari Regency.

### **Promotional Factors Influence Partially (t-test) on Visiting Interest**

The results of the study stated that the promotion factor had a positive and significant effect on the interest of visiting tourists to tourist objects in Southeast Minahasa Regency during the covid-19 pandemic. This means that visitor interest can be shaped through a promotional marketing mix. Where the better the promotion, the interest in visiting will increase. This is in line with the results of research by Ich Dhiba et al (2014) which states that the promotion variable has a positive and significant effect on visitor interest in visiting the Dr. Health Museum tourist attraction. Ardhyaatma, MPH Surabaya.

## **Conclusions and suggestions**

### **Conclusion**

The conclusions in this study are:

1. Product, Price, Place and Location factors simultaneously have a positive and significant impact on Tourist Visiting Interests during the Covid-19 pandemic.
2. Product factors partially have no significant effect on the interest of visiting tourists to tourist objects in Southeast Minahasa Regency during the covid-19 pandemic.
3. The price factor partially has no significant effect on the interest of visiting tourists to tourist attractions in Southeast Minahasa Regency during the covid-19 pandemic.
4. The place factor partially has no significant effect on the interest of visiting tourists to tourist objects in Southeast Minahasa Regency during the covid-19 pandemic.
5. The Promotional Factor partially has a significant effect on the interest of visiting tourists during the COVID-19 pandemic.

### **Suggestion**

Suggestions in this study are:

1. For the Southeast Minahasa district government, it is better to pay attention to the product, price, and place factors offered at the Southeast Minahasa district tourism object in order to attract tourists to visit both local and foreign tourists.
2. In increasing the number of tourist visits, it is necessary to have good cooperation between the government within the Tourism Office of Southeast Minahasa Regency with the surrounding community at the location of the tourist attraction.

3. Fixing and improving facilities and infrastructure for tourism objects and attractions (ODTW) in various tourism destinations spread across Southeast Minahasa district.
4. The government in North Sulawesi and Indonesia needs to pay attention to the findings of this study in order to increase the number of tourist visits to North Sulawesi and to Indonesia in order to increase government revenue.
5. The results of this study need to be compared or further research related to research in the field of tourism as in this study.

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