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Journal of Environmental Management and Tourism is an interdisciplinary research journal, aimed to publish articles and original research papers that should contribute to the development of both experimental and theoretical nature in the field of Environmental Management and Tourism Sciences.

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Study of the Effects of Marketing Mix and Service Quality on Tourists' Decisions

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Abstract:

Indonesia has some types of attractive tourism in various areas captivating tourists' interest. However, from 2016 to 2020, the number of tourists visiting tourist destinations decreased since the tourism products offered did not meet the tourists' expectations and desires, the minimum distribution of tourism products provided, lacking promotion made to the tourists, and the people involved in the tourism industry did not perform optimum services to the tourists. Another problem was the minimum information of the culture, or local culture of an area, tourism products, distribution services, tourism destination promotion, and the characteristics of local society causing tourists reluctant to visit some areas they did not know. This research employed descriptive quantitative based on survey method through path analysis using SPSS 22. The population of this study included 120 million local tourists who would visit various areas in Indonesia in 2020. By accidental sampling technique, 100 people were taken as the samples. The research results based on the partial hypothesis stated that the variables of tourism products offered, tourism product distribution services, and people had a positive and significant effect on the quality of tourism service, and these three variables influenced tourists' decisions to visit some areas in Indonesia. Simultaneously, the variables of tourism products, tourism product distribution services, tourism product promotion, and people had a positive and significant effect on the tourists' decisions to visit several tourist destinations in Indonesia through the variable of the quality of tourism services that have been provided.

Keywords: travel products; product distribution; promotion; people; tourists' decisions; tourist attractions; tourism service quality.

JEL Classification: J24; J20; M12; O15.

Introduction

Every country requires enhancing economic growth well. The increasing economic growth will escalate public income, and thus the country will be considered good by other countries. One of the industries that can support a country in increasing the economic growth is the tourism industry since it contributes greatly to improve the quality of a country, lift a country or region, and the regions in which the tourism industries exist have high economic potential and will be well-known not only throughout Indonesia but also worldwide. Indonesia has 34 provinces and 415 districts/cities, where each region has its characteristics. A lot of domestic and foreign people visiting and touring some tourism areas in Indonesia. Indonesia presents tourism in the form of not only nature tourism, but also culinary, cultural, historical, religious, and sports tourism. All types of tourism must be well

managed and promoted to the fullest. The tourist attractions, tourism services, and facilities should be well displayed to attract many local and foreign tourists to visit the tourist destinations. In the last five years, the promotion of Indonesian tourism has not been successful. This can be seen from the declining number of tourist visits, especially local tourists. Meanwhile, the Indonesian Government and Local Government have not performed a comprehensive promotion of the entire region having the tourism potential and promoted tourism mainly in five super-priority areas, namely Borobudur, Lake Toba, Likupang, Mandalika, and Labuan Bajo. However, those five tourist destinations have not been promoted to the maximum as well. The development of the number of tourists in the last five years can be seen in Table 1.

Table 1. Number of Domestic Tourists Visiting Indonesia in 2016-2020

No	Year	The Number of Domestic Tourists (People)	Percentage of Domestic Tourist Visits (%)
1	2016	264,337,518	-
2	2017	270,822,203	1.02
3	2018	303,403,888	1.12
4	2019	282,925,854	-0.93
5	2020	120,000,000	-0.42

Source: The Ministry of Tourism and Creative Economy of RI, 2020

Based on Table 1, the number of domestic tourists visiting some areas in Indonesia in the last five years decreased. In addition to the COVID-19 pandemic, this declining number was also caused by the minimum marketing strategy performed by the Government. The tourism products offered have not been managed well, and thus the products have not fulfilled the tourists' expectations. The distribution of tourism services has maximum, and thus the services have not met the tourists' desires while they expected maximum services. The promotion conducted by the Government did not explain the concept of tourism in each area, while the description was only limited to certain areas. The Indonesian government has not involved sufficient human resources in the tourism industry providing good services and in line with the tourists' expectations. The information regarding the culture, or local culture of an area, tourism products, distribution services, promotion of tourist attractions, the characteristics of local society is not holistically delivered, and thus the tourists were reluctant to visit some areas they did not know. This situation affected the tourists' decisions to visit the tourist areas in Indonesia as well.

1. Literature Review

Travel Products

An and Alarcon (2021) product is something that is felt by consumers in a physical form that can be used properly which can be used by consumers for their interests. Chen (2013) the product is part of the goods or services that are used by consumers and can be traded to satisfy their desires, and can be used for the benefit of that person. Stalidis and Karapistolis (2014) tourism products are the whole or part of the service and fulfillment of facilities in tourist objects that can be enjoyed by tourists or potential tourists, where these facilities and services are an integral part in meeting the needs and desires of tourists.

Tourism Product Distribution

Baygloo (2021) distribution is a marketing activity carried out by distributing product results in the form of goods and services directly to consumers. Arora and Mathur (2020) product distribution is a marketing process carried out to sell products produced by producers in order to improve service and customer satisfaction. Su *et al.* (2020) the distribution of tourism products is a marketing activity that applies in tourist attractions whose activities are carried out by third parties based on the approval of the owner of the tourist attraction, where this third party provides facilities in socializing tourism products and tourist facilities provided at tourist attractions.

Promotion

Ely (2013) promotion is an effort to provide information about products to consumers, be it information about the brand, function and use of the product, where the product that is informed must be in accordance with the wishes of consumers. Hirasonboom (2012) promotion is a marketing effort made to improve the development of a product that has been adapted to consumer needs by informing the product to consumers. Turk, *et al.* (2021) promotion of tourism products is carried out so that tourist attraction users or visitors are interested in visiting and trying to go to these tourist attractions, as well as using tourist attraction facilities,

People

Suratman *et al.* (2018) product services require human resources (People) who can be used to carry out a series of service activities such as promotion, distribution and other marketing activities whose activities are part of product sales services. Yeoh (2013) People in service marketing means people who are involved and can provide services or services to consumers, where people are human resources who play a role in providing maximum service to consumers. Kwok, *et al.* (2020) People in the tourism industry are people who are involved in providing tourism services to tourists, such as restaurant services, promotional services, services at tourist attractions, and lodging services at tourist attractions, as well as third parties who carry out services for tourists. tourism distribution services.

Tourists' Decisions to Visit Tourist Attractions

Clarke and Bowen (2021) the consumer's decision to use the product is a process of selecting alternatives to the selection of products that will be used by consumers. Lim (2021) the consumer's decision to use a product is a stage where consumers must choose one of several options whether to use the product or not. Yulita (2016) a tourist's decision to visit a tourist attraction must be based on whether the tourist object he is going to is in accordance with his wishes and needs, and whether the tourist attraction provides benefits to the tourist in the form of facilities or services that are in accordance with his expectations.

Tourism Service Quality

Lv *et al.* (2020) service quality is a customer's expectation of the benefits, as well as the function of the product, where these expectations can be implemented in a willing form, so that consumers feel satisfied in using the product. Ari (2015) service quality has a real impact on improving product quality, where service quality is related to the ability of a product to provide added value to consumers in the hope that consumers can be satisfied. Didin and Firmansyah (2019) the quality of service provides an illustration that there is added value given to consumers in order to increase customer satisfaction and customer loyalty. This can be seen from tourism activities that provide more services to customers or tourists in order to increase tourist satisfaction, where the quality of service can be in the form of facilities and services for tourist attractions.

2. Research Method

This study employed a quantitative descriptive method using the concept of the survey. Sukajat (2015), the quantitative descriptive method using the concept of survey systematically describes the actual situation, where hypotheses are determined, and the quantitative data are analyzed. In this method, the researchers conduct a series of field research to find relationships based on the real conditions during the research. The quantitative descriptive data analysis was performed by using path analysis. Sukajat (2015), path analysis is a data analysis used to estimate the relationship between variables. Different from regression analysis, the path analysis has intervening variables.

3. Population and Sample

The population of this study included 120,000,000 local tourists visiting Indonesia, while the samples were taken using the purposive sampling technique. Asnawi and Mashuri (2011), the purposive sampling technique is carried out in certain situations and adapted to certain characteristics and traits. In this case, 99.99 or 100 samples were taken through the distribution of questionnaires distributed via Whatsapp. These samples represented a community with certain characteristics.

3. Results and Discussion

The Effects of Products, Tourism Product Distribution, Promotion, and People on Tourists' Decisions to Visit Indonesia

Multiple Linear Regression Equation Analysis

Based on Table 2, the resulted linear regression equation is as follow:

$$Y = 10,674 + 0.569X_1 + 0.119X_2 - 0.066X_3 + 0.216X_4$$

The value of regression coefficient X1 for the product variable is 0.569. It showed that tourism products had a positive and significant effect on the tourists' decisions to visit, where the better the tourism products, the tourists' decisions to visit some areas in Indonesia increased by 0.569%.

Table 2. Multiple Linear Regression Equation

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	10.674	4.053		2.633	.010		
X1 (Products)	.569	.092	.562	6.202	.000	.826	1.211
X2 (Tourism Product Distribution)	.119	.092	.116	3.286	.201	.839	1.192
X3 (Promotion)	-.066	.085	-.064	-.775	.440	.996	1.004
X4 (People)	.216	.084	.214	4.567	.012	.977	1.024

a. Dependent Variable: Y

Source: Data Processing (SPSS), 2020

The value of regression coefficient X2 for the tourism product distribution service variable is 0.119. It indicated that tourism product price promotion had a positive and significant effect on tourists' decisions to visit, where the better tourism product distribution service offered, the tourists' decisions to visit some areas in Indonesia enhanced by 0.119%. The value of regression coefficient X3 for the tourism product promotion variable is -0.066. It showed that the tourism product promotion offered had a negative effect on tourists' decisions to visit, where the better the tourism product promotion offered, the tourists' decisions to visit some areas in Indonesia decreased by 0.016%. The value of regression coefficient X4 for the people variable is 0.216. It indicated that the people had a positive and significant effect on the tourists' decisions to visit, where the better the service provided by people working in the tourist attractions, the tourists' decisions to visit some areas in Indonesia increased by 0.216%.

Determination Coefficient (R²)

Table 3. Results of Determination Coefficient Test

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.796 ^a	.756	.729	4.48363	.756	13.118	4	95	.000	2.515

a. Predictors: (Constant), X4, X3, X2, X1

b. Dependent Variable: Y

Source: Data Processing (SPSS), 2020

Table 3 presents that the value of the determination coefficient (Adjusted R Square) is 0.729. It indicated that 72.9% of the variables of tourism products, tourism product distribution services, promotion of tourism products offered, and people had a strong influence on the variable of tourists' decisions to visit some regions in Indonesia, and the remaining 27.1% were affected by other variables not discussed in this study.

Simultaneous Hypothesis Test

Table 4. Simultaneous Hypothesis Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1054.811	4	263.703	13.118	.000 ^b
	Residual	1909.779	95	20.103		
	Total	2964.590	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X4, X3, X2, X1

Source: Data Processing (SPSS), 2020

Table 4 shows that the F-table value is 13.118 greater than the F-count value of 2.47. It indicated that simultaneously, the variables of tourism products, tourism product distribution services, tourism product

promotion offered, and people had a positive and significant effect on the variable of tourists' decisions to visit some areas in Indonesia.

Partial Hypothesis Test

Table 5. Partial Test Results

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1(Constant)	10.674	4.053		2.633	.010		
X1 (Products)	.569	.092	.562	6.202	.000	.826	1.211
X2 (Tourism Product Distribution)	.119	.092	.116	3.286	.001	.839	1.192
X3 (Promotion)	-.066	.085	-.064	-.775	.440	.996	1.004
X4 (People)	.216	.084	.214	4.567	.012	.977	1.024

a. Dependent Variable: Y
 Source: Data Processing (SPSS), 2020

Table 5 presents that the variables of tourism products offered, tourism product distribution services, and people have a positive and significant effect on the tourists' decisions to visit some areas in Indonesia. This can be seen from the t-values for the three variables of 6.202, 3.286, and 4.567 greater than the t-table value of 1.661.

The Effects of Products, Tourism Product Distribution, Promotion, and People on The Service Quality

Multiple Linear Regression Equation

Table 6 Multiple Linear Regression Equation

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	22.690	4.640		4.891	.000		
X1 (Products)	.095	.105	.101	8.905	.002	.826	1.211
X2 (Tourism Product Distribution)	.155	.106	.162	2.466	.001	.839	1.192
X3 (Promotion)	-.007	.097	-.007	.069	.945	.996	1.004
X4 (People)	.065	.096	.069	6.670	.004	.977	1.024

a. Dependent Variable: Z
 Source: Data Processing (SPSS), 2020

Based on Table 6, the linear regression equation is as follow:
Z = 22.690 + 0.095X1 + 0.155X2 - 0.007X3 + 0.065X4

The value of regression coefficient X1 for the tourism product promotion variable is 0.095. It showed that tourism products had a positive and significant effect on the service quality, where the more appropriate tourism products offered, the tourism service quality in some areas in Indonesia improved by 0.114%. The value of regression coefficient X2 for the tourism product price promotion variable is 0.155. It indicated that tourism product distribution services had a positive and significant effect on the tourism service quality, where the better the product distribution services offered, the tourism service quality in some areas in Indonesia increased by 0.155%. The value of regression coefficient X3 for the tourism product distribution service variable is -0.007. It meant that tourism product promotion had a negative effect on the tourism services quality, where increasing the promotion of tourism products offered would further reduce the tourism service quality in some areas in Indonesia by 0.007%. The value of regression coefficient X4 for the people variable is 0.065. It concluded that the people

variable had a positive and significant effect on tourism service quality improvement, where the better the services provided by people working in tourism, the tourism service quality in some areas in Indonesia enhanced by 0.065%.

Determination Coefficient (R²)

Table 7. Results of Determination Coefficient

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.661 ^a	.726	.715	5.13230	.726	9.630	4	95	.002	1.657

a. Predictors: (Constant), X4, X3, X2, X1

b. Dependent Variable: Z

Source: Data Processing (SPSS), 2020

Table 7 displays that the value of the determination coefficient (Adjusted R Square) is 0.715%. It indicated that 71.5% of tourism products, tourism product distribution services, tourism product promotion offered, and people had a strong effect on the tourism service quality in some areas in Indonesia, while the remaining 28.5% were influenced by other variables excluded from this study.

Simultaneous Hypothesis Test

Table 8. Simultaneous Hypothesis Test

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	66.405	4	16.601	9.630	.002 ^b
Residual	2502.345	95	26.340		
Total	2568.750	99			

a. Dependent Variable: Z

b. Predictors: (Constant), X4, X3, X2, X1

Source: Data Processing (SPSS), 2020

Table 8 presents that the F value is 9.630 greater than the F-table of 2.47. It indicated that simultaneously, the variables of tourism products, tourism product distribution services, promotion of tourism products offered, and people had a positive and significant effect on the quality of tourism services in some areas in Indonesia.

Partial Hypothesis Test

Table 9. Partial Hypothesis

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	22.690	4.640		4.891	.000		
X1 (Products)	.095	.105	.101	8.905	.002	.826	1.211
X2 (Tourism Product Distribution)	.155	.106	.162	2.466	.146	.839	1.192
X3 (Promotion)	.007	.097	.007	.069	.945	.996	1.004
X4 (People)	.065	.096	.069	6.670	.004	.977	1.024

a. Dependent Variable: Z

Source: Data Processing (SPSS), 2020

Table 9 presents that the variables of tourism products, tourism product distribution services, and people have a positive and significant effect on the tourism services quality in some areas in Indonesia. This can be seen from the t-value for the three variables of 8.905, 2.466, and 6.670 greater than the t-table value of 1.661.

The Effects of Service Quality Improvement on Tourists' Decisions to Visit
Simple Linear Regression Analysis

Table 10. Simple Linear Regression Equation

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	25.665	2.524		10.168	.000		
Y (Service Quality)	2.018	.094	.020	4.196	.004	1.000	1.000

a. Dependent Variable: Z

Source: Data Processing (SPSS), 2020

Based on Table 10, the simple regression equation is as follow:

$$Y = 25.665 + 2.018X_1$$

The regression coefficient Z shows a positive value of 2.018. It meant that the variable of service quality improvement had a positive and significant effect on tourists' decisions to visit the tourist attractions in Indonesia, where the tourism service improvement in some areas in Indonesia increased the tourists' decisions to visit the tourist attractions in Indonesia by 1.072%.

Determination Coefficient (R²)

Table 11. Results of Determination Coefficient

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.620 ^a	.700	.710	5.11874	.700	7.038	1	98	.003	1.675

a. Predictors: (Constant), Y

b. Dependent Variable: Z

Source: Data Processing (SPSS), 2020

Table 11 presents the determination coefficient (Adjusted R Square) value is 0.710. It showed that 71% of the tourism service improvement strongly affected tourists' decisions to visit some areas in Indonesia, while the remaining 29% were influenced by other factors not explained in this study.

Partial Test

Table 12. Results of Partial Test

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	25.665	2.524		10.168	.000		
Y (Service Quality)	2.018	.094	.020	4.196	.004	1.000	1.000

a. Dependent Variable: Z

Source: Data Processing (SPSS), 2020

Table 12 presents that the variable tourism service quality improvement had a positive and significant effect on tourists' decisions to visit some areas in Indonesia. This can be seen from the t-count value of 4.196 greater than the t-table value of 1.661.

The Effects of Tourism Products, Tourism Product Distribution Services, Tourism Product Promotion, and People on Tourists' Decisions to Visit Some Areas in Indonesia with Tourism Service Quality as an Intervening Variable

Based on the partial test of the first, second, and third substructures, the results are as follows:

$Y = 0.569X_1 + 0.119X_2 - 0.066X_3 + 0.216X_4$ with the value of determination coefficient $R^2 = 0.729$

$Z = 0.095X_1 + 0.155X_2 - 0.007X_3 + 0.065X_4$ with the value of determination coefficient $R^2 = 0.715$

$Y = 2.018Z$ with the value of determination coefficient $R^2 = 0.710$

The total effects of tourism products, tourism product distribution services, tourism product promotion and people on the tourists' decisions to visit some areas in Indonesia with the tourism services quality as an intervening variable can be seen in Table 13.

Table 13. Summary of Direct Effect Research Results

No	Correlation between Variables	Regression Coefficient Values	Positive/Negative Coefficients	Notes
1	The effect of tourism products on tourism service quality	0.095	Positive	H ₁ was accepted
2	The effect of tourism product distribution services on tourism service quality	0.155	Negative	H ₂ was accepted
3	The effect of tourism product promotion on tourism service quality	-0.007	Negative	H ₃ was rejected
4	The effect of people on tourism service quality	0.065	Positive	H ₄ was accepted
5	The effect of tourism products on tourists' decisions to visit some areas in Indonesia	0.569	Positive	H ₅ was accepted
6	The effect of tourism product distribution services on tourists' decisions to visit some areas in Indonesia	0.119	Positive	H ₆ was accepted
7	The effect of tourism product promotion on tourists' decisions to visit some areas in Indonesia	-0.066	Negative	H ₇ was rejected
8	The effect of people on tourists' decisions to visit some areas in Indonesia	0.216	Positive	H ₈ was accepted
9	The effect of tourism service quality on tourists' decisions to visit some areas in Indonesia	2.018	Positive	H ₉ was accepted

Source: Data Processing (SPSS), 2020

The effect of tourism products on tourists' decisions to visit some areas in Indonesia through the tourism service quality as an intervening variable = $0.095 \times 0.569 \times 2.018 = 0.109$. This result showed that the effect of tourism products on tourists' decisions to visit some areas in Indonesia through the tourism service quality as the intervening variable was $Y = 0.109 + 2.018 = 2.127$. The effect of tourism product distribution services on tourists' decisions to visit some areas in Indonesia through the tourism service quality as an intervening variable = $0.155 \times 0.119 \times 2.018 = 0.037$. This result indicated that the effect of tourism product distribution services on tourists' decisions to visit several areas in Indonesia through the tourism service quality as the intervening variable was $Y = 0.026 + 2.018 = 2.055$. The effect of tourism product promotion on tourists' decisions to visit some areas in Indonesia through the tourism service quality as the intervening variable = $-0.007 \times (-0.066) \times 2.018 = 0.000932$. This result showed that the effect of tourists' decisions to visit some areas in Indonesia through the tourism service quality as the intervening variable was $Y = 0.000932 + 2.018 = 2.019$. The effect of people on tourists' decisions to visit some areas in Indonesia through the tourism service quality as the intervening variable = $0.065 \times 0.216 \times 2.018 = 0.0283$. This result indicated that the effect of people on tourists' decisions to visit some areas in Indonesia through the tourism service quality as the intervening variable was $Y = 0.028 + 2.018 = 2.046$.

The summary of indirect research results is displayed in Table 14.

Table 14. Summary of Indirect Research Results

No	Correlation between Variables	Regression Coefficient Values	Positive/Negative Coefficients	Notes
1	The effect of tourism product on tourism service quality provided and its impact on tourists' decisions to visit some areas in Indonesia	2.127	Positive	H ₁₀ was accepted
2	The effect of tourism product distribution services on tourism service quality provided and its impact on tourists' decisions to visit some areas in Indonesia	2.055	Positive	H ₁₀ was accepted
3	The effect of tourism product promotion on tourism service quality provided and its impact on tourists' decisions to visit some areas in Indonesia	2.019	Positive	H ₁₀ was rejected
4	The effect of people on tourism service quality provided and its impact on tourists' decisions to visit some areas in Indonesia	2.046	Positive	H ₁₀ was accepted

Source: Data Processing (SPSS), 2020

Conclusion

Based on the research analysis results, the researcher could comprehensively draw the following conclusions: Tourism products offered had a positive and significant effect on the tourism services quality provided. Tourism product distribution services had a positive and significant effect on the tourism service quality provided. Tourism product promotion had a negative effect on the tourism service quality provided. People had a positive and significant effect on the tourism service quality improvement provided. Tourism products offered had a positive and significant effect on tourists' decisions to visit several areas in Indonesia. Tourism product distribution services had a positive and significant effect on tourists' decisions to visit several areas in Indonesia. Tourism product promotion had a negative effect on tourists' decisions to visit some areas in Indonesia. People had a positive and significant effect on tourists' decisions to visit some areas in Indonesia. The tourism service quality provided had a positive and significant effect on tourists' decisions to visit several areas in Indonesia. Tourism products, tourism product distribution services, tourism product promotion, and people had a positive and significant effect on distribution services through the variable of tourism service improvement.

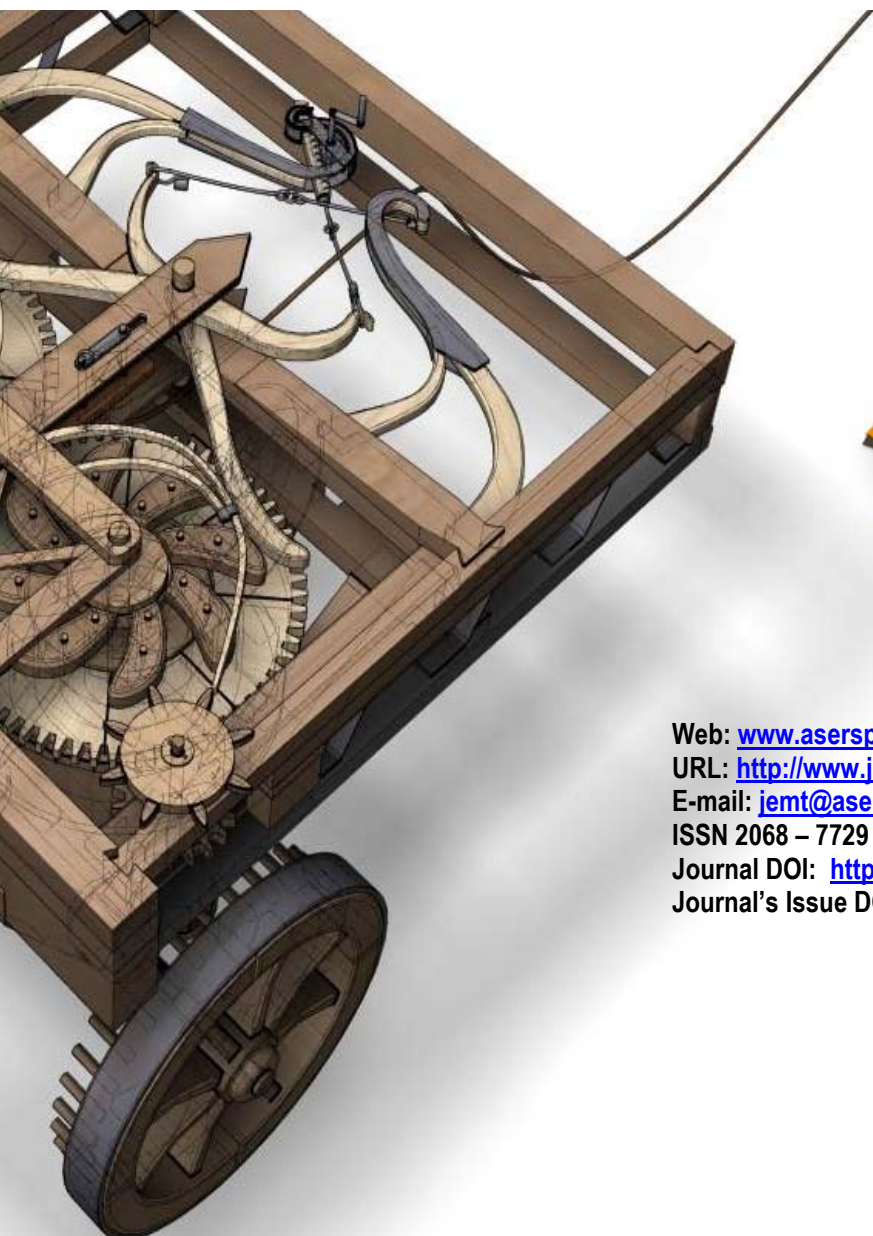
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