

## The Influence of the Marketing Mix Toward the Loyalty of the Tourist Visits: The Wildlife Park Attractions and Culture of The Kinantan in Bukittinggi

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### Abstract

This paper examines the influence of the marketing mix of the wildlife park attractions and the culture of the kinantan of Bukittinggi city to the loyalty of tourist visits. This research is descriptive causative research aims to find the influence of an independent variable that is in this research is product, price, promotion, location, people, process, and physical evidence to dependent variable that is loyalty. The sampling technique was by using the simple random sampling method. Questioners were distributed to 150 tourist visit Wildlife Park Attractions and The Culture of The Kinantan of Bukittinggi. Analytical technique used is Structural Equation Modeling (SEM) to know the impact of the effect of Marketing Mix to Loyalty. The results of the study prove that product, price, promotion, location, people, process, physical evidence have a significant effect on loyalty of tourist visits.

**Keywords:** product, price, promotion, location, people, process, physical evidence, loyalty.

### Introduction

The tourism industry has an important role in the development of a region, even in some regions, tourism shows the potential to be able to boost backwardness to be the main source of income. Tourism is one of the mainstay factors of Bukittinggi City and is a source of economic strength for the local community. The high interest of tourists to the city has triggered the growth of creative industries in various fields.

The Wildlife Park Attraction and The Culture of The Kinantan of Bukittinggi City is one of the oldest and historic zoos in Indonesia. Bukittinggi is not only a natural tourist attraction but also suitable for historical tourism and cultural tourism. Tourists visit the tourist attraction of wildlife and cultural park in the city of Bukittinggi because it is close to the Clock Tower which is the center of Bukittinggi.

Based on the results of research conducted by Tjan (2015) that the marketing mix has an influence on consumer loyalty. According to Kotler (2009), the marketing mix is a combination of variables that can be changed by the company. Four variables include product, price, place, and promotion, and usually abbreviated as 4P. Zeithaml and Bitner (2013) suggest that services need an expanded marketing mix for services by separating non-traditional marketing mixes, namely processes, people, and physical evidence.

Monotonous tourism products cause tourists to get bored for long periods of time at the Wildlife Park attraction and The Culture of Kinantan of Bukittinggi City. The government needs to compile and carry out activities that can attract tourists such as attractions that can be done in the Wildlife Park Attraction and The Culture of The Kinantan of Bukittinggi city.

Price is the amount of money that must be paid by visitors to obtain the product. In determining prices is a problem that is quite difficult because it will affect the interest of visitors to enjoy the products offered by tourism managers. Costs incurred by visitors are in accordance with the quality and benefits that visitors will get in enjoying existing tourism products.

The promotion carried out by the Tourism Office has not been fully optimal, even though good promotions can attract buyers. Although the promotion carried out has made use of information technology, there is a need for continuous renewal of tourism information so that the quality of the

promotion provided can be right on target and attract tourists to visit the Wildlife Park Attraction and The Culture of Kinantan of Bukittinggi City.

The place or distribution channel includes company activities so that products or services are easily obtained by consumers (Kotler and Armstrong, 2003). Wildlife Park Attraction and The Culture of The Kinantan of Bukittinggi city is in strategic location, which can only be reached on foot from attractions to other attractions. Example, tourist can easily go to The Japanese Hole Panorama Attraction and Clock Tower from Wildlife Park Attraction and The Culture of The Kinantan of Bukittinggi City.

Employees in the marketing mix play an important role. People as marketers help in providing services or delivering services to tourists. Based on the results of interviews with several tourists who have visited Wildlife Park Attraction and The Culture of The Kinantan of Bukittinggi City is absence of employees as guides or who supervise tourists so as not to feed and maintain the cleanliness of animal cages because it affects animal health and animal survival.

The process is a particular method of operation or series of actions, generally consisting of many steps that often need to be carried out in the order that has been set (Levelock, 2007). The tourism manager provides 4 entrance counters, 2 in Fort de Kock and 2 in Wildlife Park Attraction and The Culture of The Kinantan to make tourists comfortable in making visits with an easy ticket purchase process, especially when tourists who make many visits.

Physical evidence includes the design of company facilities, equipment, websites, business cards and brochures (Zeithaml and Bitner, 2013). Physical evidence will determine how the products and services will be delivered by the company. Bad physical evidence will illustrate that the products and services that will be submitted are of doubtful quality. The tourism office continues to try to attract tourists by improving tourist facilities and infrastructure, and it is seen that there is a hanging bicycle selfie spot on Wildlife Park Attraction and The Culture of The Kinantan which is a special attraction for visitors. However, based on the results of interviews with several visitors there were still shortcomings in facilities and infrastructure, such as less good parks, less clean toilets, and lack of shelter when it rains.

## Method

This paper examines the influence of the marketing mix of the wildlife park attractions and the culture of the kinantan of Bukittinggi city to the loyalty of tourist visits. This research is descriptive causative research aims to find the influence of an independent variable that is in this research is product, price, promotion, location, people, process, and physical evidence to dependent variable that is loyalty. The sampling technique was by using the simplerandom sampling method. Questioners were distributed to 150 tourist visit Wildlife Park Attractions and The Culture of The Kinantan of Bukittinggi. Analytical technique used is Structural Equation Modeling (SEM) to know the impact of the effect of Marketing Mix to Loyalty. The results of the study prove that product, price, promotion, location, people, process, physical evidence have a significant effect on loyalty of tourist visits.

Respondents were asked to fill in or give a response to the questionnaire given by giving a check list on one of the alternative answers. The answers to each question item use a 5 – point Likert scale (1=strongly disagree, 5=strongly agree).

## Results and Discussion

This study uses Structural Equation Model (SEM) analysis to describe the relationship or causality between exogenous variables including variable of loyalty, product, price, promotion, location, people, process, physical evidence. Based on the results of validity analysis, reliability and discharges outlier symptoms on the data, it will be done final testing / testing model structure.

### Structural model results

To know the accuracy of the model with the research data then tested with goodness of fit index. The test result index is compared with the critical limit value of the SEM criteria or the goodness of fit index, the following comparison results in the table below:

Goodness of fit index	Cut off value	Result	Description
Chi Square	Smaller is better	1000,963	Fit
Probability	$\geq 0.05$	0,065	Fit
CMIN/DF	$< 2.00$	2,006	Marginal
CFI	$\geq 0.90$	0,79	Marginal
RMSEA	$\leq 0.08$	0,093	Marginal
TLI	$\geq 0.90$	0,764	Marginal
GFI	$\geq 0.90$	0,676	Marginal
AGFI	$\geq 0.90$	0,613	Marginal
NFI	$\geq 0.90$	0,66	Marginal

Source: SEM Test Result

Based on the table, these results indicate that the model used is acceptable. Chi square value of 1000.963 and probability of 0.065 shows a good structural equation model, it can be seen that the estimation results of the test have met the cut off value. Although CMIN / DF, CFI, RMSEA, TLI, GFI, AGFI, NFI are marginally accepted. From several model feasibility tests, the model is said to be feasible if at least one of the model feasibility tests is fulfilled (Hair et al, 1998 in Haryono et al, 2012). In an empirical study, a researcher is not required to fulfill a criterion of goodness of fit, but depends on the judgment of each researcher. From the output of the model in Table 4.25 for the test criteria for suitability of the model, some criteria are at marginal value. Marginal value is the condition of the suitability of the measurement model under the criteria of absolute fit and incremental fit measures, but can still be forwarded to further analysis because it is close to the criteria of good fit (Seguro, 2008 in Fitriyana et al, 2013). Thus it can be stated that this test has been able to produce a fit model and produce a good confirmation of the causal relationships of the variables in this study

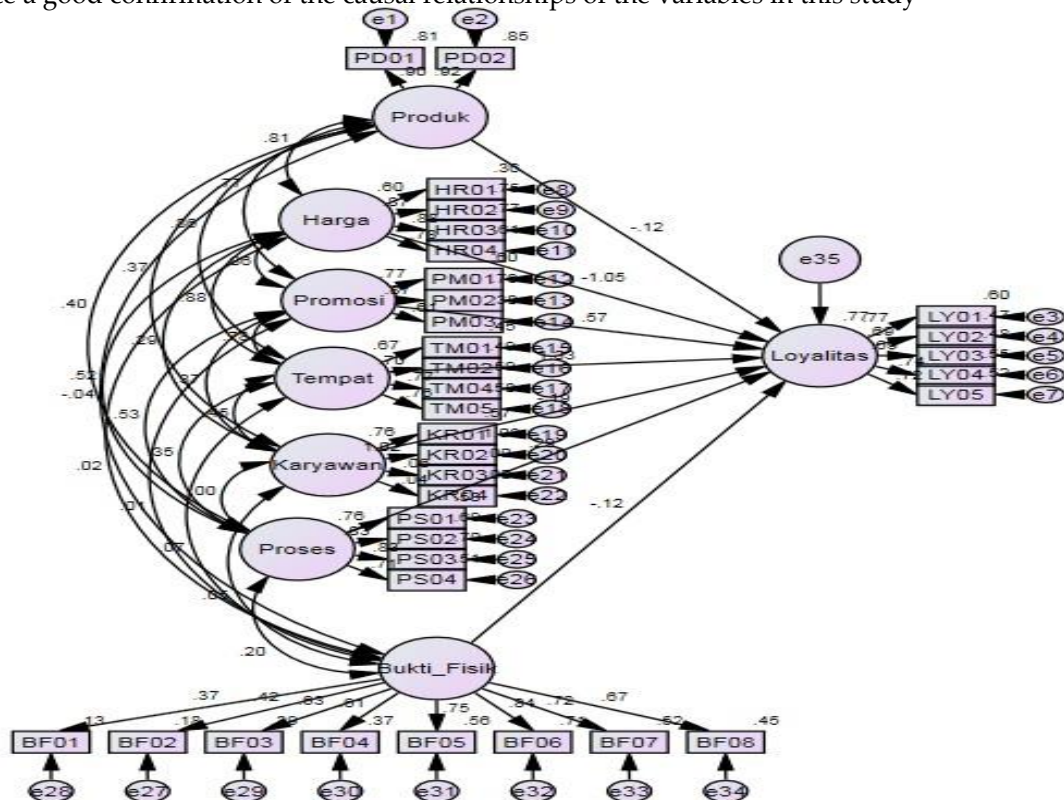


Figure 1. Structural Model

### Hypothesis Testing Results

The final process of this test is to assess whether missed hypothesis that has been used cr value (critical ratio) or t arithmetic by comparing t table of 1.96, if t arithmetic of t table at 1.96 then the hypothesis accepted. Another way to assess the acceptance or rejection of the hypothesis can also be by observing the resulting p (probability) value and compared with the error of rejecting the alpha data 0.05. If  $\alpha p < 0.05$  then the hypothesis is accepted and if the value  $p > 0.05$  then the hypothesis is rejected. The following test results model structural equation model (SEM)

Endogenous variable		Exogenous variable	Estimate	S.E.	C.R.	P
Loyalty	<--	Product	.915	.149	6.129	***
Loyalty	<--	Price	.331	.096	3.455	***
Loyalty	<--	Promotion	.450	.094	4.777	***
Loyalty	<--	Place	.103	.026	3.966	***
Loyalty	<--	People	.544	.136	3.993	***
Loyalty	<--	Process	.460	.100	4.624	***
Loyalty	<--	Physical evidence	.074	.033	2.248	.025

Source: SEM Test Result

### Discussion

The results of this study indicate the product has a significant effect on loyalty. Total average score the product frequency distribution of the product variable is 4.1296 with TCR 61.96%, means the product is classified as good. While the frequency distribution of loyalty variables with an average score of 4,142 with TCR 62.14%, as good classified means that tourists already have the loyalty to revisit Wildlife Park Attractions and The Culture of The Kinantan.

This study supports research conducted by Mukhsinah (2009), the results of his research show products affect consumer loyalty. Research conducted by Al Muala (2012) shows products have a positive and significant effect on consumer loyalty. Research conducted by Gunawan (2015) shows products have a positive and significant effect on consumer loyalty. Research conducted by Souar, et al (2015) shows products have a positive and significant effect on consumer loyalty. Furthermore, the research conducted by Owomoyela, et al (2013) show products have a positive and significant effect on consumer loyalty. Then the research conducted by Tjan (2015) shows product has a positive and significant effect on consumer loyalty.

The results of this study indicate prices have a significant effect on consumer loyalty. Total average score price frequency distribution of the variable price is 3.9304 with TCR 58.96%, means price felt by the travelers is in a pretty good category. While the frequency distribution of loyalty variables with an average score of 4,142 with TCR 62.14%, as good classified means that tourists already have the loyalty to revisit Wildlife Park attractions and The Culture of The kinantan and Kinantan Culture, because they are already classified as good.

This study supports research conducted by Owomoyela, et al (2013) the results of his research show prices effect on consumer loyalty. Furthermore, the research conducted by Gunawan (2015) shows prices have a positive and significant effect on consumer loyalty.

The results of this study indicate promotion has a significant effect on consumer loyalty. Total average score promotion frequency distribution of the promotion variable is 3.5765 with TCR 53.65%, means promotion is quite good. Total average score frequency distribution of loyalty variables with an average score of 4,142 with TCR 62.14%, as good classified means tourists already have the loyalty to revisit Wildlife Park Attraction and The Culture of The Kinantan.

This study supports research conducted by Owomoyela, et al (2013) showing promotion has a positive and significant effect on consumer loyalty. Then the research conducted by Tjan (2015) shows promotion has a positive and significant effect on consumer loyalty. Furthermore, research conducted by Souar, et al (2015) shows promotion has a positive and significant effect on consumer loyalty.



Furthermore, research conducted by Gunawan (2015) shows promotion has a positive and significant influence on consumer loyalty.

The results of this study indicate that the location has a significant effect on consumer loyalty. Total average score location frequency distribution of the location variable is 3.8048 with TCR 57.08%, means location is quite good. While the frequency distribution of loyalty variables with an average score of 4,142 with TCR 62.14%, as good classified means that tourists already have the loyalty to revisit Wildlife Park Attraction and The Culture of The Kinantan.

This research supports the research conducted by Al Muala (2012), the results of his research show location influences consumer loyalty. Furthermore, the research conducted by Owomoyela, et al (2013) shows that location has a positive and significant effect on consumer loyalty. Then the research conducted by Tjan (2015) shows that location has a positive and significant effect on consumer loyalty.

The results of this study indicate employees have a significant effect on consumer loyalty. Total average score frequency distribution of employees variables is 4.056 with TCR 61%, means employees are classified as good. While the frequency distribution of loyalty variables with an average score of 4,142 with TCR 62.14%, means tourists already have the loyalty to revisit Wildlife Park Attraction and The culture of The Kinantan. This study supports research conducted by Gunawan (2015) the results of his research show employees influence on consumer loyalty.

The results of this study indicate process has a significant effect on consumer loyalty. Total average score process frequency distribution of process variable is 3.6565 with TCR 54.85%, means process is quite good. While the frequency distribution of loyalty variables with an average score of 4,142 with TCR 62.14%, as good classified this means tourists already have the loyalty to revisit Wildlife Park Attraction and The Culture of The Kinantan.

This study supports research conducted by Mukhsinah (2009), the results of his research show process influences on consumer loyalty. Furthermore, the research conducted by Souar, et al (2015) shows process has a positive and significant effect on consumer loyalty. Then the research conducted by Gunawan (2015) shows process has a positive and significant effect on consumer loyalty.

The results of this study indicate physical evidence has a significant effect on consumer loyalty. Total average score From the frequency distribution of physical evidence with the total average score of the physical evidence variable is 3.959 with a TCR of 59.39%, means that physical evidence is quite good. While the frequency distribution of loyalty variables with an average score of 4,142 with TCR 62.14%, as good classified that tourists already have the loyalty to revisit Wildlife Park Attraction and The Culture of The Kinantan.

This study supports research conducted by Mukhsinah (2009), the results of his research show that physical evidence has a positive and significant effect on consumer loyalty. The research conducted by Tjan (2015) shows that physical evidence has a positive and significant effect on loyalty. Furthermore, the research conducted by Gunawan (2015) shows that physical evidence has a positive and significant effect on loyalty.

## **Conclusions**

Product has a significant effect on consumer loyalty, as good classified means tourists already have the loyalty to revisit Wildlife Park Attraction and The Culture of The Kinantan.

Prices have a significant effect on consumer loyalty, as good classified means that tourists already have the loyalty to revisit Wildlife Park Attraction and The Culture of The Kinantan.

Promotion has a significant effect on consumer loyalty, as good classified means that tourists already have the loyalty to revisit Wildlife Park Attraction and The Culture of The Kinantan.

Location has a significant effect on consumer loyalty, as good classified means that tourists already have the loyalty to revisit Wildlife Park Attraction and The Culture of The Kinantan.

Employees have a significant effect on consumer loyalty, as good classified means that tourists already have the loyalty to revisit Wildlife Park Attraction and The Culture of The Kinantan.

Process has a significant effect on consumer loyalty, as good classified means that tourists already have the loyalty to revisit Wildlife Park Attraction and The Culture of The Kinantan.

Physical evidence has a significant effect on consumer loyalty, as good classification means that tourists already have the loyalty to revisit Wildlife Park Attraction and The Culture of The Kinantan. As for some suggestions for attractions Marga Satwa Park and Kinantan Culture are:

1. To add animals so that there are more and varied animals.
2. Make a number of attractions so that there are additional features for tourists while doing tourism activities not only see the animals that are there.
3. Preferably the tourism agency conducts promotions more in social media because at this time the promotion of social media is very helpful.
4. The employees assigned are multiplied so that they do not experience difficulties in service so that the process of purchasing tickets can be easier and faster.
5. Because of the inadequate parking available, it is necessary to pay more attention to the managers of Kinantan Wildlife Park and Kinantan Park, Bukittinggi City.

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