

Analysis of Tourist Intention to Visit Mangrove Nature Park Pantai Indah Kapuk Based on Service Marketing, Ecotourism Object Development and E-WoM

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Abstract—In recent periods there has been an increase in the number of tourists on the Pantai Indah Kapuk Mangrove Nature Park, but only a few visitors come to ecotourism destinations. This research was conducted to analyze the effect of the service marketing mix, the development of ecotourism objects, and electronic word of mouth on the tourist intention to visit. The study design used a causal method, with the study population being tourists who knew or had visited Mangrove Nature Park Pantai Indah Kapuk as many as 200 respondents. The results of the analysis concluded that there was an influence of the development of ecotourism objects and electronic word of mouth on tourist intention to visit, while the service marketing mix carried out by destination managers did not affect the tourist intention to visit.

Keywords: *service marketing mix, ecotourism object development, electronic word of mouth, tourist intention to visit, Mangrove Nature Park, Pantai Indah Kapuk*

I. INTRODUCTION

After Indonesia's tourism is designated as the leading sector by the government, its growth looks advanced and significant. In fact, its contribution to GDP continues to increase, and the tourism industry is currently ranked the second largest contributor of foreign exchange after the palm oil industry. Even by the end of 2018, the tourism sector is still likely to overtake crude palm oil (CPO) as the biggest foreign exchange contributor.

Throughout the first semester of 2018, the Ministry of Tourism recorded foreign exchange earned by the tourism sector reaching US \$ 9 billion. This value is supported by the realization of foreign tourist arrivals that continue to grow until the end of 2018 targeted at 17 million people.

The world of tourism in Indonesia recognizes natural tourism as one of the three main 'machines' projected to generate foreign exchange. But not many parties work on ecotourism as a step to more seriously work on tourism potential in Indonesia. The concept of ecotourism is expected to continue to grow. Especially with the proliferation of climate issues, which are increasingly being discussed later. With the

concept of conservation, tourists are able to feel the exoticism of nature that is still pure, along with it also contributes to maintaining the balance of nature.

It has often been mentioned that Indonesia is so rich in natural beauty as a great potential for tourism objects. However, the magnitude of Indonesia's natural potential as an ecotourism land is recognized as not being used optimally.

The ecotourism formula was once put forward by Hector Ceballos-Lascurain in 1987 as follows [1]: "Ecotourism is a trip to places that are still natural and relatively undisturbed or polluted with the aim of studying, admiring and enjoying the scenery, flora and fauna, and manifestation forms the culture of society that exists, both from the past and the present ", for most people, especially environmentalists, the formulation proposed by Hector Ceballos-Lascurain is not enough to describe and explain ecotourism activities. The explanation above is considered only a description of ordinary natural tourism activities [1]. This formula was then refined by The International Ecotourism Society (TIES) in the early 1990s, as follows: "Ecotourism is responsible natural tourism activities by maintaining the authenticity and preservation of the environment and improving the welfare of the local population" [2].

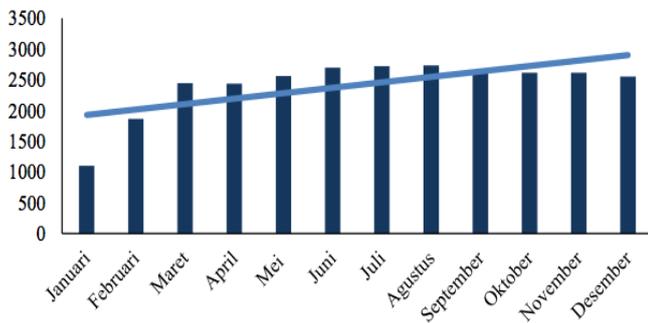
Forests, including national parks, are considered as areas that have high ecological, or ecotourism-based tourism potential. With the diversity of flora and fauna contained in Indonesia's tropical rain forests, it should bring benefits to the world of Indonesian tourism.

There are two mangrove forests in Jakarta, the first of which is located on Jalan Pantai Indah Utara I, North Jakarta. This forest is called Jakarta Mangrove Forest. There are no fees incurred to enter here, there are only vehicle parking fees. But this place is not recommended because it is rather dirty and narrow. The second mangrove forest was called Pantai Indah Kapuk Nature Park. This is the place that is currently popular on social media because there are many places that can be used for photographs. This Mangrove Forest is located at Pantai Indah Kapuk, Kamal Muara, North Jakarta, Indonesia. In

addition to taking pictures, this forest is also good for increasing knowledge, because it includes mangrove conservation forests.

Pantai Indah Kapuk Mangrove Nature Park in addition to functioning to protect Jakarta from the impact of environmental damage can also be an alternative for lovers of natural freshness in Jakarta. This Ecotourism site provides direct services for tourists who want to plant mangrove trees at a rate of Rp. 150,000 / 1 tree.

This study chose Pantai Indah Kapuk Mangrove Nature Park as an object of research because Ecotourism is one of the tourist attractions that are currently in great demand by the public, especially for teenagers. We can capture all activities in Mangrove Nature Park Pantai Indah Kapuk using a camera with a variety of beautiful scenery. But it is unfortunate that taking photos using a camera other than a cellphone camera will incur additional costs that are quite expensive, which is Rp. 1,500,000. But this turned out to not reduce the interest of tourists who did visit to take various photo sessions using a camera. In fact, it seems that most visitors prefer to take pictures rather than increasing knowledge about the park. The following is data on tourist visits in 2017 to Mangrove Nature Park Pantai Indah Kapuk



Source: DKI Jakarta Forestry Service in 2018

Fig. 1. The number of tourists visiting the PIK Mangrove Tourism Park in 2017.

Based on the graph it is known that the number of tourists visiting the Pantai Indah Kapuk Mangrove Nature Park from January to December tends to fluctuate and tends to be stable throughout 2017. However, through a brief interview with several visitors it was known that visitors were more interested in taking photos than learning things related to eco tourism or nature tourism.

This phenomenon indicates that there is a problem of discrepancy between what is offered by tourism objects with the interest of visiting tourists. Visiting interest is the deepest source of confidence from the importance of the interests of tourists and moral relations that create a perception of honesty, true nature, fairness and willingness to enhance other forms of deeper consumer behavior [3]. Based on interviews it turns out that tourists are more interested in coming for a reason to do photography activities.

This attracted the attention of researchers to discuss the phenomenon that occurred in Pantai Indah Kapuk Mangrove Nature Park, where Ecotourism aimed at inviting tourists to be

able to enjoy and know more about the nature of mangroves turned out to be more often used as a place to do photography activities. Researchers need to know more deeply about a tourist's interest in visiting eco tourism destinations or nature.

To strengthen the phenomenon and obtain consumer perceptions about the factors that cause the intention to visit, researchers conducted a pre-survey of 50 respondents who visited the PIK Mangrove Nature Park. The basis for preparing the questionnaire is from some literature on the intention to visit in the following paragraphs.

Ecotourism destinations are important to be managed well in order to create a thriving environment, social and economy [4]. Therefore, it is very important for the organizers of ecotourism destinations to work hard and ensure that tourists who visit these destinations will go away with memories and experiences that can make them want to visit again. Tourist destinations must be well positioned online and offline with effective branding and ensuring that tourists are satisfied with their visits [5]. For this reason an effective service marketing mix strategy is needed through continuous review of the things needed to satisfy tourists [6].

Tourist involvement in the formulation of services can reduce the gap between perceived products and received products [7]. The characteristics and motivation of tourists need to be studied by tourism service companies in order to be able to adjust their offerings to the last expectations and needs [4].

Tourists usually choose tourist destinations that have the best image [8,9]. A good or most preferred destination image is disseminated through various sources of word of mouth (WoM) [9,10]. Effective dissemination of information is reported through electronic platforms [11,12].

The popularity of virtual interactions among tourists has led some researchers to highlight the importance of WoM online in acquiring and retaining tourists in the e-commerce era [13]. About a third of consumers communicate with message boards, online communities, or forums before purchasing travel online because they believe that online reviews help them make purchasing decisions [14]. It is estimated that more than seventy percent of travelers make online opinions from experienced tourists as the main source of information when they decide to visit a tourist destination [15].

The pre-survey results state that the variables perceived by respondents to affect their interest in visiting PIK Nature Park are service marketing, object development, E-WoM. Based on the results of the pre-survey, this study will analyze the intention to visit tourists based on these factors.

II. LITERATURE REVIEW

A. Tourism Marketing

Yoeti states that Tourism Marketing is a strategic process of marketing tourism resources in the form of destinations or tourist attractions. Tourism marketing has a very complex nature compared to marketing goods produced by manufacturing companies [16]. The product to be marketed is

very much tied to the supplier that produces it, the agency, organization or tourism agency that manages it. As a service, to be able to market tourism needs to be supported with facilities or physical evidence.

Not only coordination is needed to market tourism industry products, but good cooperation between organizations responsible for tourism development and all parties involved and related to tourism activities is needed. It can be said, the success of a marketing program in the tourism sector is very much determined by the factor of similarity in view of the role of tourism for regional development, therefore before the marketing program is implemented there must be a commitment from all relevant elements considering that tourism is an economic sector that is quick yielding and is an agent of development for the area.

In Tourism Marketing, emphasis is needed on how to communicate to the market that the product (destination) offered is superior and different from other products. According to Siahaan in the concept of tourism marketing, one effective strategy to attract tourists to visit a destination is to develop supporting products [17]. This strategy can be implemented in the form of organizing various interesting activities both culture-based, sports, exhibitions, festivals, and others.

The notion of ecotourism refers to The Ecotourism Society stated by Suriani and Razak that ecotourism is a form of travel to natural areas that is carried out with the aim of conserving the environment and preserving the life and welfare of local products [18]. In contrast, ecotourism emphasizes tourism activities that contribute positively to environmental conservation in order to improve the welfare of local communities [19].

The main purpose of ecotourism is the preservation and development of nature. In tourism activities which are responsible for the welfare of the local community and environmental preservation are emphasized, and are a characteristic of ecotourism. Basically, ecotourism in its operations is carried out with simplicity, maintaining the authenticity of nature and the environment, maintaining the authenticity of arts and culture, customs, habits of life, creating tranquility, solitude, preserving flora and fauna, and preserving the environment so as to create a balance between human life and human life. natural surroundings. So, ecotourism activities directly provide access for everyone to see, know, and enjoy the natural, intellectual and cultural experiences of the local community [20].

B. Service Marketing Mix

Marketing Mix is a tactic in integrating company product offerings, logistics, and communication. With Marketing Mix, companies not only need to make attractive offers, but also have to think of appropriate tactics in distributing and promoting them [21]. According to Aryuningsih, marketing mix is a process of merging in marketing strategies tailored to the conditions of each company that is standardized with products, low prices, promotions and distribution channels [22].

There are many elements which are the marketing mix variables (commonly referred to as 4P), namely product, price, place and promotion. For services in general and especially ecotourism services, the four variable factors are deemed inadequate. So that marketing experts add 4 more variable factors, namely people, process, physical evidence, and call it service marketing mix, one of which is Tjiptono which states that the marketing mix of services is a set of tools that marketers can use to shape the characteristics of services offered to customers which include products, prices, promotions, places, people, physical evidence, customer processes and services [23].

Similar to Product Development, Ecotourism Object Development is also a process of finding ideas to change, add or reformulate some of the basic characteristics that already exist. Tourism Object Development is carried out with the aim of serving the existing market by further increasing sales, fulfilling efforts to find a better variety, and carrying out activities from research, engineering and design techniques. In accordance with planning theory, in the development of tourism is very necessary, if there is no planning it can have fatal consequences in the area [24].

C. Ecotourism Object Development

According to Kotler and Armstrong, product development is developing product concepts into tangible products to be able to ensure that product ideas can be turned into workable products [25]. Product development is a marketing strategy that requires the creation of new products that can be marketed, the process of changing applications for new technology into marketable products.

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The development of the tourism sector like other business developments, must also consider the needs and desires and tastes of the market so that the consequence is to involve the community around the tourist destination to play an active role in accordance with their potential so as to be able to take advantage of opportunities. So that a tourist attraction can be used as one of the interesting attractions, the very supporting factor is the completeness of the facilities and infrastructure of the tourist attraction. Because the facilities and infrastructure are needed to support the development of attractions [26].

D. Electronic Word of Mouth

According to Mowen and Minor suggested that word of mouth communication refers to the exchange of comments, thoughts, or ideas between two or more consumers, none of which are marketing source [27]. Meanwhile, according to Richins and Root-Shafer, WoM is the process of delivering

information from person to person and plays a major role in customer purchasing decisions in Twitter Power: Tweets as Electronic Word of Mouth [28].

Wijaya and Paramita states that E-WoM is a statement made by actual, potential or previous consumers about products or companies where this information is available to people or institutions through the internet media [29]. While a shorter explanation was put forward by Schiffman and Kanuk that E-WoM as Word of Mouth was distributed online [30].

Basically WoM and E-WoM convey messages about consumer experience of a product or company that is delivered to others with the aim of recommending it, but the difference between WoM and E-WoM itself can be seen from the media used in delivering it, if E-WoM is delivered via the internet it is different from WoM which is usually delivered directly to the intended person which is more of an opinion based on experience [31]. Dialogue takes place in an electronic context where there are no meetings, face to face. Communication does not occur from keyboard to keyboard directly, but in the form of passively reading messages on the internet or writing messages actively.

E. Intention to Visit

Intention is a mental tool consisting of a mixture of feelings, hopes, convictions, prejudices, fears, or other inclinations that lead a person to a certain [32]. The fact shows that knowing the needs and desires of consumers is not easy. The consumer can change his mind at the last minute. Of course marketers expect consumers to be positive, which is willing to buy the goods offered. To attract or grow consumer buying interest marketers must first understand how consumers decide. According to Kotler intentions are always shrouded in each individual self where no one can know what is desired and expected by consumers [33]. Intention is an effective response or process of feeling or liking a product but has not made a decision to buy. In line with Semiawan stated that intention is a mental state that produces responses directed to a particular situation or object that is pleasing and satisfying to him (satisfiers) [34].

This study uses the theory of planned behavior because this theory is considered the most appropriate for predicting behavior and can also explain the dynamics that occur in consumers when interested in making a purchase that is closely related to the three determinants that influence these intentions [35]. According to Ajzen states that based on the theory of planning behavior, the intention reflects the desire of individuals to try to determine behavior, which consists of three determinants, namely [35]: Attitudes towards behavior, Subjective Norm, Control of conscious behavior.

Super and Crities state that interest can be measured [36]. There are four ways to capture interest from the subject, namely:

- Through happy or unhappy statements about activities (expressed interest) involving various things or subjects that are the most preferred of a number of choices.
- Through direct observation of the activities that are most often performed (manifest interest), this method is

realized to contain weaknesses because not all activities that are often carried out are activities that are liked as often as possible because they are forced to meet certain needs or purposes.

- Through the implementation of objective tests (tested interest) with scribbles or drawings made.
- By using a field of interest test that has been prepared by default (inventory interest).

III. METHOD

The research design used in this study is the Causal Research method. According to Sugiyono, Causal Research is research that aims to find out about the causal relationship with the Independent Variables and Dependent Variables [37]. Variables X1 (Marketing Services), X2 (Object Development), and X3 (E- WoM) are Independent Variables (Independent Variables), and Variable Y (Tourist Interests) as Dependent variables.

This study uses a Likert Scale to measure the variables that will be examined through a questionnaire that contains a list of questions distributed to respondents. Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena.

The population used by the author as the subject of research is tourists who have visited the Nature Tourism Park in Pantai Indah Kapuk. The sampling method used in this study is Incidental Sampling, which is a technique of determining samples based on coincidences, ie anyone who accidentally or incidentally meets with the researcher can be used as a sample, if it is deemed that the person met by coincidence is suitable as a data source. The reason for using Incidental Sampling is because of the unknown population and large size. The sample is the number of indicators multiplied by 5-10. If there are 20 indicators, the size of the sample is between 100-200, the number of samples to be taken is 100-200 respondents as a condition for good good-of-fit. The number of samples used in this study was $40 \times 5 = 200$ samples. This sampling technique is used to distribute questionnaires directly to respondents, namely tourists who come or have visited the Pantai Indah Kapok Mangrove Nature Park in DKI Jakarta and surrounding areas.

The statistical method in this study uses Structural Equation Modeling (SEM). According to Sugiyono, SEM analysis is basically to obtain a structural model [37]. The model obtained for the prediction or proof of the model. In addition, SEM can also be used to see the size of the influence, both direct, indirect and the total effect of the independent variable (Exogenous Variables) on the dependent variable (Endogenous Variables). According to Noor, SEM is an analysis technique that allows testing a series of relationships simultaneously [38]. This relationship is built between one or several independent variables with one or several dependent variables.

IV. FINDINGS AND DISCUSSION

The data analysis was conducted used SEM with Lisrel 8.8. The Based on the results of data analysis, it is known that 59%

of tourists visiting the Pantai Indah Kapuk Mangrove Nature Park are women (59%) aged 21-30 years and work as students. Data analysis also shows the following results:

- Test research instruments: A validity and reliability test was conducted to find out whether the questionnaire used was able to reveal what the questionnaire wanted to measure. Based on the results of the data validity test, it is known that all variables are valid and can be used for further analysis. While the results of the reliability statistical test data show that the Cronbach's alpha value is above 0.70, thus all statements are reliable or it can be concluded that the scale of distribution measurement has good reliability.
- After finding the overall model, this model is then analyzed to see compatibility with the data. After that, Construct Reliability and Variance Extracted from each latent variable will be calculated, the second step is by adding the original structural model to the CFA model [39]. This hybrid model is then estimated and analyzed to see the overall compatibility and evaluation of the structural model. The results of the measurement model match test show that the value of a good model fit is good fit and marginal fit means that overall the fit value shows good fit.
- After testing the suitability of the whole model and obtaining a good model, the next step is the test of the suitability of the structural model or T-test. The test of the suitability of the structural model consists of the suitability of the overall model and the analysis of causal relationships.
- The estimated value of the causal relationship from the structural model tested and the results of hypothesis testing with the t value of each relationship indicate that:
 - Service marketing has no significant effect on tourist visiting intentions.
 - The development of research objects has a positive and significant effect on tourist visiting intentions.
 - E-WoM has a positive and significant effect on tourist visiting intentions.

V. CONCLUSION

Services Marketing Mix does not affect the intention to visit. This means that marketing activities undertaken by tourist attractions do not have an impact on respondents' visiting interests. This results of the analysis are not in line with what was stated by Dhiba and Maduwinarti that the Service Marketing Mix affects the interest of visiting tourists [40]. According to the results of these studies variables product, price, promotion, place, person, process, physical evidence, and customer service have a significant positive effect on visitor interest to the Dr. Adhyatma Health Museum, MPH Surabaya. With regard to the non-influence of the marketing mix of services on the interest of visiting tourists, it could be due to the service marketing mix programs implemented by tourist

attractions that are not in accordance with the characteristics of respondents who like these types of tourism, which in this case is ecotourism.

In contrast to the service marketing mix variable, the Object development turned out to have a positive and significant effect on tourist intention to visit. This means that the development of tourist attractions that are continuously carried out by the manager of tourist attractions encourage increased interest in visiting tourists. The results of the analysis of the influence of the variable development of attractions is in line with what was stated by Purnaman that the development of tourism objects affects the interest of visiting tourists [41]. According to the results of these studies Consumer responses regarding the development of Airplane System products are said to be good and are at intervals from 3.40 to 4.19. Consumer intentions are also fairly high because it is obtained an average value of the buying interest variable of 3.89 and is at an interval of 3.40 - 4.19. It can be concluded that the development of a good product will increase consumer interest in using the product. Based on the results of the correlation test between dimensions seen dimensions Expanding the product line of the variable Tourism development has the strongest relationship with the dimensions of attitude towards the behavior of the variable interest in visiting tourists. This means that the attitude of tourists to a mangrove forest natural tourism park depends on how the object is developed into a type of tourism that has many other tourist lines in addition to the main tourism offered by a tourist attraction.

The E-Word of Mouth variable turned out to have a positive and significant effect on the interest of visiting tourists. This means that the more frequent word of mouth communication is done by a tourist to other tourists, the more interested tourists come to visit the natural mangrove forest tourism park. The results of the analysis of the influence of the E-Word of Mouth variable are in line with those proposed by Aprilia et al., that the E-Word of Mouth affects the interest of visiting tourists [42]. According to the results of the study WoM has a significant influence on visiting interests and visiting decisions, as well as visiting interests have a significant influence on visiting decisions. Based on the results of the correlation test between dimensions, the dimension Expressing positive feelings from the E-Word of Mouth variable has the strongest relationship with the attitude dimension to the behavior of the variable of interest in visiting tourists. This means that the attitude of tourists to a mangrove forest natural tourism park is the result of telling or discussion between individuals or groups in a community through social media (E-WoM). The more often tourists express their positive feelings through E- WoM about mangrove forest natural tourism parks, the more positive their attitude towards these attractions will be.

VI. SUGGESTION

For Mangrove Forest Nature Parks:

- The results of the study indicate that the intention of tourists visiting the mangrove forest natural tourism park is very dependent on how the object is developed into a type of tourism that has many other tourist lines.

These results conclude that if the mangrove forest natural tourism park wants to get a positive perception from tourists that lead to the availability of visitors to come back, then the manager of the tourist attractions must continue to develop tourism towards other types of tourism that are still in the natural tourism line, for example developing camp tours for students and students, medicinal plants tours, and others.

- Word of mouth communication by a tourist to other tourists positively makes tourists more interested in coming to visit the natural mangrove forest tourism park. These results conclude that if the mangrove forest nature tourism park wants to get a positive perception from tourists, then tourists should conduct tourism activities and tourism services in such a way that it will lead to positive recommendations from tourists who have visited other tourists who have never visited.

For subsequent research, suggestions that can be given are as follows:

- Because there are many factors that affect the interest of visiting tourists to a tourist place, it is necessary to add other variables that affect the interest in visiting such as location, service quality, ticket prices, brand image, and others.
- With the population as well as the number of consumers who have visited the mangrove forest nature park, further research is needed with a larger number of samples.

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