

Factors that influence tourists visiting the Lerep Tourism Village, Semarang Regency

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Abstract

This study examines the influence of the marketing mix consisting of product, price, place, promotion, people, physical evidence and process on the decision to visit tourists in the Tourism Village, Lerep Village, Semarang Regency. The method used is a quantitative method with a population of tourists visiting the Lerep Village Tourism Village. The sample taken amounted to 89 respondents. The results of the analysis show that product, price, place, promotion, people, physical evidence and process influence the decision to visit the Lerep Tourism Village.

Keywords : *product, price, place, promotion, people, physical evidence, process and visit decision*

Introduction

A tourist village is a community or society consisting of residents of a limited area who can interact directly with each other under a management and have the care and awareness to play a role together by adjusting different individual skills. Tourism villages were formed to empower the community to act as direct actors in an effort to increase our readiness and concern in responding to tourism potential or tourist attraction locations in the area of each village.

One of the existing Tourism Villages is Lerep Tourism Village, which is located in Semarang Regency. Lerep Tourism Village is located on the slopes of Mount Ungaran, West Ungaran District, Semarang Regency, with the natural advantages of the Ungaran mountains which have cool air and beautiful scenery. Lerep Village was designated as a Tourism Village based on the Decree of the Regent of Semarang No 556/0431/2015 2015. The manager of the Lerep Tourism Village in 2015 was Pokdarwis Rukun Santosa but after the formation of a Village-Owned Enterprise, Pintu Lentera Village, Lerep Village, the management of the Tourism Village was managed by a State Owned Enterprise. The village is based on the Lerep Village Regulation, Ungaran District where Tourism Activities are one of the agricultural BUMDes business units with mountain slope topography, the mainstay of Lerep village agriculture is the agriculture of fruits, cassava, sweet potatoes and vegetables; In the livestock sector, the main mainstay of dairy farming and the people of Lerep Village created the old Ndeso Culinary Market which is held every Sunday. Agricultural products are processed into traditional food with a natural concept without using chemicals, without artificial coloring, served in leaf packaging and woven bamboo so as to minimize the formation of un-organic waste. In this week's market event, this pound is packed with

traditional cultural attractions, all committees and traders use traditional clothes, and in this pandemic era apply strict Health protocols to ensure cleanliness and Shared Health. The types of food served at this village hawker market are very unique and hard to find in other places such as: Sego Iriban, Sego Tonjok, Krowodan Udan Angin; Sego Onyek, Dawet Nganten, Torok Bentol, Dawet Brokohan, Porridge Suweg, Sego Weton, Getuk Ndeler, Tleser Tea, Ceplus Coffee, Wedang Nutmeg etc. Among these traditional foods, the most popular and have a lot of fans are sego iriban; Sego iriban actually only exists every time there is a traditional iriban wangan cenginging event. The irisban wangan cenginging tradition is carried out by the residents of Lerep village once a year every Rajab month on Kliwon Wednesday, all residents gather at the cenginging springs to carry out a river clean event. Iriban comes from the word Irib-irib which means to stoop to preserve water sources. With so many attractions on offer, Lerep Tourism Village should be able to become a developing and advanced Tourism Village.

Literature Review

Marketing mix is a policy used by companies to be able to market their products and achieve profits. This is as stated by Kotler (2003) "Marketing mix is the set of marketing tools that the firm uses to pursue it's marketing objectives in the target market". The marketing mix is a set of marketing tools (marketing mix) used by the company to achieve its marketing objectives in the target market. The components of the marketing mix according to Kotler and Keller (2008) 7P include product, price, place, promotion, people, physical evidence and process.

The decision to visit as well as the purchase decision according to Kotler and Armstrong (2012) is the buyer's decision to determine which brand to buy. Therefore, purchasing decision making is a process of selecting one of several alternative problem solving with direct action. After that, consumers can evaluate and then determine the attitude to be taken next. Consumers form preferences for brands in the choice set at the time of evaluation. According to Kotler and Keller (2012) there are six decisions made by consumers, namely product choice, brand choice, purchase channel choice, purchase amount and payment method.

Research on the influence of the marketing mix on visiting decisions has been carried out by previous researchers, such as research by Yulita (2016) which examined the influence of the tourism marketing mix on visiting decisions, the results showed that product, price, place, packaging, human resources had an effect, but promotions and programs did not. take effect. Research Mardhatillah et.al. (2013) who examined the expanded marketing mix on visiting decisions, showed that people, physical evidence and process had an effect on visiting decisions. Ismiyati's research (2016) which examines the influence of the marketing mix on tourists' decisions to visit the Prambanan Ramayana ballet in Prambanan shows that the marketing mix has an effect on purchasing decisions. Research according to Antoni et.al (2020) which examines the influence of the marketing mix on the decision to visit, the results show that the components of the marketing mix affect the decision to visit except the process variable. Research according to Ayuni et.al (2019) which examines the influence of the marketing mix on the decision to visit, shows the results that the marketing mix has an effect

on the decision to visit. Based on previous research, the research model developed is as follows.

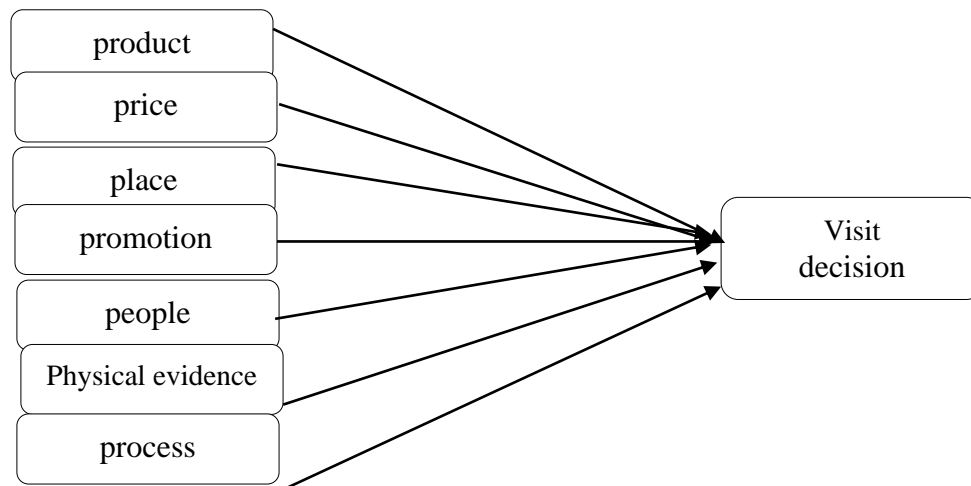


Figure 1 : Research model

The hypothesis proposed in this study is as follows;

H1 Product influences the decision to visit the tourist village of Lerep

H2 Price influences the decision to visit the tourist village of Lerep

H3 Place influences the decision to visit the tourist village of Lerep

H4 Promotion has an effect on the decision to visit the Lerep tourist village

H5 People influence the decision to visit the tourist village of Lerep

H6 Physical evidence affects the decision to visit the Lerep tourist village

H7 the process affects the decision to visit the Lerep tourist village.

Method

The research method is carried out with a quantitative approach. The population in this study are tourists who visit the Lerep Tourism Village, Semarang Regency. The number of samples taken was 89. Data analysis used regression analysis.

Result

The Effect of Product Variables on Decisions to Visit Lerep Tourism Village

The results showed that the product variable had an influence on the decision to visit the Lerep Tourism Village. This can be seen from the results of the t-test for the product variable, t count = 2.246 while the t -table value ($\alpha = 0.05$) is 1.987. So t count (2.246) > t table (1.987) or $\text{sig } 0.005 < 0.05$, it can be concluded that the first hypothesis is accepted, which means that the product has an influence on the decision to visit tourists in the Lerep Tourism Village, meaning that the product becomes a reason for tourists to visit the village. Lerep Tourism.

The Influence of Price Variables on Decisions to Visit Lerep Tourism Village

The results showed that the price variable had an influence on the decision to visit the Lerep Tourism Village. This can be seen from the results of the t test for the price variable, so t count (2.132) > t table (1.987) or $\text{sig } 0.001 < 0.05$ so that the second hypothesis proposed is

accepted, meaning that price affects the decision to visit Lerep Tourism Village tourists , meaning that the price is the reason for tourists to visit the Lerep Tourism Village.

The Effect of Promotional Variables on Decisions to Visit Lerep Tourism Village

The results showed that the Promotion variable had an influence on the decision to visit the Lerep Tourism Village. This can be seen from the results of the t-test for the promotion variable, it is obtained t count = 2.174 while the t-table value is 1.987. So t count (2.174) > t table (1.987) or sig 0.021 < 0.05, so the third hypothesis proposed is accepted which means that promotion has an effect on tourist satisfaction of Lerep Tourism Village and is proven to be acceptable, meaning that promotion is a strong reason for tourists to visit the Lerep Tourism Village.

The Influence of Location Variables on Decisions to Visit Lerep Tourism Village

The results showed that the location variable had an influence on the decision to visit the Lerep Tourism Village. This can be seen from the results of the t-test for the location variable, t count = 2.017, while the t-table value is 1.987. So t count (1.987) > t table (2.017) or sig 0.039 < 0.05, so the fourth hypothesis proposed is accepted which means that location affects the decision to visit tourists in Lerep Tourism Village, meaning that location is a reason for tourists to visit the Tourism Village. Lerep.

The Influence of People Variables on Decisions to Visit Lerep Tourism Village

The results showed that the Person variable influenced the decision to visit the Lerep Tourism Village. This can be seen from the results of the t-test for the person variable, which is obtained t count = 2.191, while the t-table value is 1.987. So t arithmetic (2.191) > t table (1.987) or sig 0.031 < 0.05, so the fifth hypothesis proposed is accepted which means people influence the decision to visit tourists in Lerep Tourism Village, meaning that people become a strong reason for tourists to visit Lerep Tourism Village.

The Influence of Process Variables on Decisions to Visit Lerep Tourism Village

The results showed that the process variable had an influence on the decision to visit the Lerep Tourism Village. This can be seen from the results of the t-test for the process variable, which is obtained t count = 2,312. While the value of t table is 1.987. So t count (2.312) > t table (1.987) or sig 0.000 < 0.05, so the sixth hypothesis proposed is accepted, which means that there is an influence of the process on the decision to visit Lerep Tourism Village tourists, meaning that the process becomes a reason for tourists to visit the village. Lerep Tourism.

The Effect of Physical Evidence Variables on the Decision to Visit the Lerep Tourism Village

The results showed that the physical evidence variable had an influence on the decision to visit tourists in the Lerep Tourism Village. This can be seen from the results of the t-test for the physical evidence variable, t count = 2,612. While the value of t table is 1.987. So t count (2.612) > t table (1.987) or sig 0.000 < 0.05, so the seventh hypothesis proposed is accepted, which means that there is an influence of physical evidence on the decision to visit tourists in the Lerep Tourism Village, meaning that physical evidence is a reason for tourists to visit to Lerep Tourism Village.

Conclusion

The results of the study show that product, price, place, promotion, people, physical evidence, process and visit decision affect the decision to visit the Lerep tourist village, Semarang Regency. The biggest influence is physical evidence, followed by process, product, promotion, price, people, and location. Physical evidence is the biggest influence formed from the number of attractions, while the location is the smallest influencing factor formed from access to locations that are still considered difficult and hill roads that make it difficult for visitors to come to the location.

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