



The Influence of Marketing Mix on Tourist Revisit Interest in Bogor Botanical Garden

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ABSTRACT

This paper focuses on the discourse on religion as an instrument of peace. The basic idea behind this is the emergence of various discriminatory and violent treatments in the name of religion. This reality contradicts the essence and purpose of religion as a source of inspiration, spiritual, ethical, and moral foundation for the formation of a peaceful global community. After exploring the various views on religion, violence and peace itself, my opinion is that in an effort to become an instrument of peace, religions must abandon their dogmatism and institutional arrogance and even their superiority over other religions. Redefining the essence and purpose of religion, mutual acceptance and recognition of existence are the best paths to authentic peace in Indonesian.

METHODOLOGY

This research uses quantitative research, namely research that uses data in the form of numbers which are analyzed using statistical analysis. This research design will use descriptive and verification research forms. Descriptive research is a research method to determine the existence of independent variables, whether only one variable or more (stand-alone variables or independent variables) without making comparisons of the variables themselves and looking for relationships with other variables, while verification research is research carried out to test hypotheses in the form of conclusion, whether the hypothesis is accepted or rejected (Sugiyono, 2017).

Population, Samples, and Sampling Techniques

Population is a generational area consisting of: objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions (Sugiyono, 2016: 115). The population in this research is a number of tourists who have come to the Bogor Botanical Gardens, namely 21,329 tourists on average per week in 2019. The number of visitors to this research used a non-probability side method with a side purposive technique. Non-probability is a sampling technique that does not give the same chance or chance to each member of the population when being selected as a sample, a purposive technique is a sampling technique that uses certain considerations in accordance with the desired criteria to be able to determine the number of samples that will be studied according to (Sugiyono, 2017). Certain criteria that must be met are: 1. Visitors aged 17 years and over who already have an ID card 2. Visit at least 2 times The number of tills taken in this research uses the formula (emeshow, 1997), namely:

$$n = \frac{z^2 - \frac{a}{2}P(1-P)}{d^2} = n = \frac{1,96^2 \cdot 0,5 (1-0,5)}{0,1^2} = 96,04 = 100$$

So, based on this formula, the n obtained is $96.04 = 100$ people, so that there are at least 100 tourists at the Bogor Botanical Gardens.

Data Collection Method

The data used in this research is quantitative data and the results are in the form of numbers so that they can show the magnitude of the represented variables. So the data from this research comes from secondary and primary data. Secondary data can be obtained directly through observations of a research object, while primary data can be

results that must be considered to further improve the quality of tourism products that provide comfort, safety and an attractive impression from the destination. to tourists visiting the Bogor Botanical Gardens.

Tourist Responses to the Prices of the Bogor Botanical Gardens

The price variable indicator assessment has an average value of 3.06 and is included in the quite affordable category. The highest assessment is on the competitive price indicator and price conformity with product quality (3.14) and the lowest assessment is on the price affordability indicator (2.92) based on research results. The thing that must be considered is the suitability of prices for tourists with the quality and benefits obtained from the destination. on the ability of tourist visitors to the Bogor Botanical Gardens.

Tourist Responses to the Bogor Botanical Gardens Tourism Location

The assessment of price variable indicators has an average value of 3.85 and is included in the strategic category. The highest interpretation figure was 3.91 with an interpretation while the lowest was 3.80 with access interpretation. Based on the results of research, what must be considered is the arrangement of access to and from the Bogor Botanical Gardens so that it is smooth and there are no traffic jams because it is in the center of Bogor City.

The assessment of promotional variable indicators has an average value of 3.13 and is included in the quite interesting category. The highest assessment is on the direct sales indicator (4.02) and the lowest assessment is on the sales promotion indicator (2.38). to achieve a wider reach.

Tourist Responses to People Touring the Bogor Botanical Gardens

The assessment of the person variable indicator has an average value of 3.79 and is included in the enjoyable category. The highest assessment is for the indicator that officers have competence (4.06) and the lowest assessment is for the indicator that officers have communicativeness (3.53), based on research results, things that must be considered are increasing sensitivity to customer needs, providing training to employees so they can provide information. accurate information about Bogor Botanical Gardens tourism for visiting tourists.

Tourist Responses to Physical Evidence of Bogor Botanical Garden Tourism

The assessment of the physical evidence variable indicator has an average value of 4.03 and is included in the good category. The highest assessment is on the physical

facilities indicator (4.14) and the lowest assessment is on the current maintenance indicator (3.88), based on research results. Ha that must be considered is maintaining cleanliness, regular maintenance of facilities, creating attractive facilities to provide convenience and comfort for tourists. while visiting the Bogor Botanical Gardens tour.

Tourist Responses to the Bogor Botanical Gardens Tourism Process

The assessment of process variable indicators has an average value of 3.77 and is included in the good category. The highest assessment is on the indicator of receiving delivery on customer service (3.99) and the lowest assessment is on the speed of service indicator (3.34). Based on the research results, it is important to pay attention to creating online services or applications to make it easier for tourists to visit the Bogor Botanical Gardens.

Tourist Responses to Interest in Returning to the Bogor Botanical Gardens

It can be seen that tourists' responses to their interest in returning to visit have an average value of 4.11 and are included in the pleasant category. The highest score was on the indicator of telling other people (4.45) and the lowest score was on the indicator of harmonious relations with the destination (3.26). Based on the results of this research, increasing interest in returning visits can be achieved by increasing communication/information, tourism quality, service quality and promotion from the destination to visitors to the Bogor Botanical Gardens.

Multiple Regression Analysis

Judging from Table 11, the inear equation mode can be arranged as " $Y = 7,600 + 0.151X_1 - 0.167X_2 + 0.159X_3 + 0.335X_4 + 0.464X_5 + 0.706X_6 - 0.511X_7 + \varepsilon$ ". A constant of 7,600 indicates that the independent variables assumed to be 0, X_1 , X_2 , X_3 ,

Multiple Correlation Analysis

That it has a correlation figure of 0.821 which shows that the correlation figure is in the very strong category. This shows that the relationship between product variables (X_1), price (X_2), location (X_3), promotion (X_4), people (X_5), physical form (X_6), and process (X_7) with return visit interest (Y) Bogor Botanical Gardens tourists have a very strong relationship.

Coefficient of Determination

The R Square value is 0.674 or 67.4%. This shows that the percentage contribution of the influence of product variables, price, location, promotion, people, physical form

and process on return visit interest is 67.4%. Meanwhile, the remaining 32.6% is influenced by other factors.

Hypothesis testing

1. Simulation Test (F Test)

That the F test results obtained are Fcount of 27.126 and the Ftabe value for $\alpha=0.05$ with degrees of freedom $V1=7-1=6$ and $V2=100-7-1=92$ of 2.20, which can be seen that Fcount is greater than Ftabe ($27.126 > 2.20$) then it can be concluded that H_0 is rejected and H_a is accepted, meaning that with a confidence level of 95% the independent variables of product, price, promotion, location, promotion, people, physical form and process have a positive and significant effect simultaneously on interest. Visit the Bogor Botanical Gardens again.

2. Parsia Test (T Test)

It was found that the person variable was the most dominant and significant factor influencing the interest in returning to visit the Bogor Botanical Gardens, this was because people had the highest t-calculation and was supported by a probability that was smaller than the standard probability value. The smaller the probability value obtained, the more significant the influence will be on interest in returning to the Bogor Botanical Gardens tourism.

CONCLUSION

Based on the results of the research, the following conclusions were reached regarding the influence of the service marketing mix on interest in returning visits to the Bogor Botanical Gardens:

1. Tourist responses to products, prices, promotions, locations, people, physical form, processes and interest in returning as follows:

a. Tourist responses to the product on average are in the good category. The highest average value was obtained for the aesthetic statement, the lowest was obtained for the durability statement.

b. Tourist responses to prices on average are in the quite affordable category. The highest average value was obtained in the price suitability statement, the lowest was obtained in the price affordability statement.

c. Tourist responses to locations on average are in the strategic category. The highest average value was obtained in the au intas statement, the lowest was obtained in the easy access statement

d. Tourist responses to promotions on average are quite interesting. The highest average value was obtained in the direct sales statement, the lowest was obtained in the sales promotion statement

e. Tourist responses to people on average are in the good category. The highest average score was obtained for the statement that the officer had politeness, the lowest was obtained for the statement that the officer had communicativeness.

f. Tourists' responses to the physical form on average are in the good category. The highest average value was obtained in the environmental statement, the lowest was obtained in the additional facilities statement.

g. Tourist responses to the process are in the good category. The highest average value was obtained in the statement of receiving delivery to customers, the lowest was obtained in the statement of speed of service.

h. Tourists' responses to their interest in returning to visit are on average in the interested category. The highest average value was obtained in the statement telling about satisfaction with other people, the lowest was obtained in the statement of harmonious relations with the destination, tourists were interested in looking for the latest tourism information.

2. Product variables, price, location, promotion, people, physical form and process simultaneously (together) have a significant influence on interest in returning to the Bogor Botanical Gardens.

3. Product variables, price, location, promotion, people, physical evidence and process in particular (each) have a positive and significant influence on interest in returning to the Bogor Botanical Gardens.

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