



## The Effect of Marketing Mix on Revisit Intention at Sijunjung Traditional Village Tourism Destinations

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### ABSTRACT

The purpose of this study was to analyze the effect of the marketing mix on revisit intention at the Sijunjung traditional village tourist attraction. The population in this study that had been determined were visitors who had stayed at the Sijunjung traditional village homestay and the number of samples in this study were 240 people. Data collection uses a questionnaire and is processed with SmartPLS software. The results of this study indicate that: there is a significant influence on marketing mix consisting of product, price, location, promotion, people, process and physical evidence on revisit intention, which is if the product, price, location, promotion, people, process and physical evidence which is a dimension of the marketing mix is getting better, it will increase revisit intention.

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## INTRODUCTION

Tourism is one of the sectors that the government relies on in building and increasing foreign exchange or state income, besides being able to open and expand business fields, tourism can also encourage the development of an area, maintain national identity and preserve culture as a characteristic. Indonesian citizens. The contribution of the tourism sector to the country so far ranks third after oil and gas exports, textile exports and manufacturing. The tourism sector, both the service sector and the handicraft goods industry, is also able to revive the community's economy (Himawan, 2004).

West Sumatra is one of the provinces in Indonesia which has beautiful tourism potential, West Sumatra has various kinds of beautiful tourist objects such as nature tourism, culinary tourism and cultural tourism, one of the districts in West Sumatra which has many tourist objects is Sijunjung Regency, several tourist objects in the Sijunjung Regency area, namely Talogo Ngalau in the Nagari Sikokek area, Sijunjung Regency, the Jambu Lipo Kingdom in Jambu Lipo, Batam Rafting Kuantam in Sikokek and the Nagari Sijunjung Traditional Village Tourism Village.

Being a National Ranked Cultural Heritage, Nagari Sijunjung Traditional Village provides homestay facilities for tourists, there are around 40 traditional houses that are used as homestays for tourists, the homestay concept of Sijunjung traditional village itself is a place where tourists can mingle with the local community, tourists who want to stay at homestay homes adat will join and sleep with the indigenous people who also live there, tourists are indeed made to be able to live and feel the daily life of the local community.

With the increasing number of tourist destinations nowadays, tourists have many choices to determine the tourist objects to be visited, for this reason tourist destinations need to improve the quality of service in order to be able to win the competition. Tourism development is the same as other business development, which requires being able to see and observe market desires, therefore tourism development requires carefulness to see what the market wants and tastes, one form of action that can be taken is to consider marketing. marketing mix or marketing mix, according to Tjiptono (2005), the marketing mix is a tool used to shape the character of the services offered. Matters involved in the service marketing mix include product, price, location, promotion, people, physical evidence and process, so it is important for the government or tourism object managers to complete and improve facilities and services at tourist objects in order to increase the desire of visitors to revisit tourist attraction.

**Table 1. Tourist Visits by Regency/City in West Sumatra Province (people)**

KABUPATEN/KOTA	2020	2021
Provinsi Sumatera Barat	8 041 868	4 785 886
Kota Solok	134 450	181 154
Kota Sawahlunto	101 649	91 027
Kota Payakumbuh	46 930	77 747
Kota Pariaman	239 758	252 317
Kota Padang Panjang	107 642	215 073
Kota Padang	2 621 929	376 534
Kota Bukittinggi	1 471 542	748 074
Kab. Tanah Datar	527 635	340 363
Kab. Solok Selatan	41 809	61 199
Kab. Solok	703 649	703 300
Kab. Sijunjung	149 889	60 533
Kab. Pesisir Selatan	177 017	354 297
Kab. Pasaman Barat	2 486	23 503
Kab. Pasaman	747	11 812
Kab. Padang Pariaman	261 615	100 144
Kab. Lima Puluh Kota	654 334	624 155
Kab. Kepulauan Mentawai	122 793	318
Kab. Dharmasraya	11 676	54 908
Kab. Agam	664 318	509 428

*Source: Tourism and Creative Economy Office of West Sumatra Province*

Based on the data above, it can be seen that tourist visits to Sijunjung Regency are still very low compared to other regions in West Sumatra. And tourist visits have decreased from the number of visits in 2020 of 149,889 people and in 2021 only 60,533 people. Revisit intention or the desire to visit again is an indicator of whether tourists are satisfied with service facilities and get the desired travel experience. In the tourism service business, tourists greatly contribute through revisit intention. Revisit intention can be defined as the desire of tourists to show intentional plans as behavior. future and the desire to revisit the attraction.

Tourism development is the same as other business development, which demands to be able to see and observe market desires, therefore tourism development requires accuracy to see what the market wants and tastes are, one form of action that can be taken is to consider the marketing mix or marketing mix, according to Tjiptono (2005), the marketing mix is a tool used to shape the character of the services offered. the things involved in the service marketing mix include product, price, location, promotion, people, physical evidence and process, so it is important for the government or tourism object managers to complete and improve facilities and services at tourist objects in order to increase the desire of visitors to visit back attractions.

## LITERATURE REVIEW

Marketing mix or marketing mix are variables that can be controlled by the organization and can be used to influence the market, the mix has a core that is of concern to every marketer. One of the goals of the marketing mix itself is to develop and improve business or product sales, development and improvement will attract old tourists to visit again or new tourists to visit tourist attractions, thereby increasing the organization's reputation and increasing growth. Marketing mix can be interpreted as a combination strategy used by companies, almost every company uses this strategy to achieve its marketing goals, in the world of marketing this strategy is known as the 4Ps namely product, price, place and promotion, but in service marketing there are additional 3Ps for marketing strategy this mix, namely people, process and physical evidence.

### Products

To see whether the customer believes or is satisfied with the product provided, it can be seen by whether the customer is interested in repurchasing the product, a satisfying service product will have a positive impact on tourists' decisions to revisit, therefore the product becomes an important matter in marketing. Products are something that can be offered to consumers, both physical and non-physical (Laksana, 2008). Manaf (2016) argues that products are anything that can fulfill the wants and needs of consumers, which can be offered, products consist of experiences, event organizations, places, people, ownership, goods, services, information and ideas.

Suparyanto and Rosad (2015) each product has several levels, as follows:

- a) Core benefits
- b) Basic products
- c) Expected products
- d) Improved products
- e) Potential products

### Price

According to Kotler and Armstrong (2012: 345) Narrowly defined price is the money charged for a product or service. While broadly price is the value that consumers can exchange for owning and using a product or service, where companies benefit from paying for customer value. Price is the value provided by the customer to gain the benefits of owning and using a product or service (Philip Kotler, 2008:345). According to Sujarweni (2016) price is the amount of money paid by tourists to get the desired product.

The price indicators according to (Tjiptono, 2005), namely:

- a) Price conformity with product quality
- b) Suitability of price to benefits
- c) Affordability
- d) Price competitiveness

### Location

Location is a situational factor that influences tourists' decisions to visit, business locations can also be referred to as organizational distribution channels, because locations will relate directly to tourists, or in other words, location is where producers distribute their products to buyers or tourists. Tjiptono (2015: 345) argues that location Refers to marketing activities that seek to facilitate the distribution of goods and services from producers to consumers.

According to (Basu swastha: 1999) Location is product placement in such a way that consumers buy products. The indicators of location are:

- a) strategic place
- b) Adequate means of transportation
- c) Security level on site

### **Promotion**

Promotion is used to communicate with customers or to influence potential tourists to be more precise, in order to be able to accept the products produced by the company, promotion is the art of seduction, so that customers want to buy more products produced by the company. The indicators of promotion according to Kotler (2012), namely:

- a) Reach of promotion through advertising
- b) the quality of message delivery in the delivery of advertisements in promotional media
- c) the quantity of advertising delivery in promotional media.

### **People**

For most services, people are a vital element in the marketing mix, everyone becomes a "part-time marketer" where every behavior and action directly affects the output received by tourists. Hurriyati (2015) suggests that all actors play a role in the presentation of services so that they can influence buyer perceptions.

As for the indicators of people according to (Hurriyati: 2015), namely:

- 1) courtesy and friendliness of employees
- 2) the appearance of the employees of the attraction
- 3) Employee responsiveness

### **Process**

The process element is a business or company's effort to carry out its activities to meet the wishes and needs of tourists, the process element becomes very important, especially in serving all the wishes and needs of tourists. Service products are judged by how the service process is able to produce functions. According to Sunyoto (2014) processes are all activities, especially mechanisms, work schedules, procedures and other routine activities where services are delivered to tourists. Process indicators according to (Martutik, 2010) are All work activities are processes, processes involve tasks, procedures, schedules, routines, activities and mechanisms with which the product is distributed to customers.

### **Physical evidence**

According to Payne (2001), argues that physical evidence is the physical environment of service companies, where service providers and consumers interact, services are created and tangible elements that exist and are used to communicate. Zeithaml and bitner (2013) As for the indicators of physical evidence, namely the physical environment, in this case physical buildings, logo equipment, colors and other items are combined with the services provided such as covers, labels and tickets.

### **Revisit intention**

Alegre and Caldera (2009) state that the promotion of repeat visits to tourist destinations is important for identifying the factors that determine visit intentions. The decision to revisit a tourist destination is a complex one, involving many related factors. Interest in visiting is a feeling of wanting to visit an interesting place to visit. The theory of visiting interest is taken from the theory of buying interest, so that in some cases or categories of visiting interest can be seen from the theory of buying interest. Interest is an impetus that motivates an action. According to Schiffman and Kanuk (2007) Interest in visiting is a psychic activity caused by a feeling of desire for a desired item or service. According to Umar (2003), intention to revisit is a behavior that appears as a response to an object that indicates a customer's desire to make a repeat visit.

Revisit intention is a form of tourist behavior or desire to come back, stay longer, give positive word of mouth and shop more than expected (Zeithaml et al, 2009). According to Kotler and Keller (2018) there are two things that affect a person's buying interest, first, the opinions of other people, this can be positive or negative, positive traits will encourage or motivate to make a purchase, while negative will influence not to make a purchase. Second, uninspired situations, situations that suddenly appear and can influence buying interest.

Interest in visiting again shows a desire to make a return visit in the future at a tourist attraction, interest in visiting again is a response to the object, Tjiptono (2015).

Viet et al, (2020) indicators that will affect revisit intention consist of :

- 1.Intention to revisit
- 2.Want to revisit
- 3.Possibility to revisit
- 4.Could be the next vacations place

## METHOD

This research uses quantitative research methods, this research uses a deductive point of view. This research will be conducted on every visitor who has stayed at the Sijunjung traditional village homestay, West Sumatra and is conducted online using Google From. The population in this study were visitors who had visited the traditional village of Sijunjung whose number was not determined. In this study, a purposive sampling technique was chosen. According to Sugiyono (2018), "Purposive sampling is a sampling technique with certain considerations. Selection of purposive sampling technique with special considerations, so that it is feasible as a sample.

In this study the instrument used to collect research data was a questionnaire prepared using a Likert scale, in which respondents expressed their level of agreement or disagreement with various questions regarding behavior, objects, people or events. For the purposes of quantitative analysis, these answers can be given a score, ie 1 to 5. For negative scores, 1 to 5 for positive scores. The population in this study were visitors who had visited the Sijunjung traditional village, whose number was not determined. The number of samples in this study were 240 people. In this study, a purposive sampling technique was chosen. According to Sugiyono (2018), "Purposive sampling is a sampling technique with certain considerations. The selection of a purposive sampling technique with special considerations, so that it is suitable as a sample.

## RESULTS AND DISCUSSION

Table 2. Validation Test

No	Variabel	No.	Indikator	Outer Loading (>0,7)	Keterangan
1	<i>Cultural contact</i>	1	CC1	0.741	Valid
2		2	CC10	0.743	Valid
3		3	CC11	0.710	Valid
4		4	CC2	0.717	Valid
5		5	CC3	0.742	Valid
6		6	CC4	0.740	Valid
7		7	CC5	0.708	Valid
8		8	CC6	0.756	Valid
9		9	CC7	0.752	Valid
10		10	CC8	0.707	Valid
11		11	CC9	0.723	Valid
12	<i>Destination Image</i>	2	DI2	0.758	Valid
13		3	DI3	0.736	Valid
14		4	DI4	0.734	Valid
15		5	DI5	0.719	Valid
16		6	DI6	0.707	Valid
17		7	DI7	0.751	Valid
18		<i>Marketing mix</i>	1	MM1	0.729

19	2	MM10	0.739	Valid
20	3	MM11	0.716	Valid
21	5	MM13	0.735	Valid
22	6	MM14	0.731	Valid
23	7	MM15	0.709	Valid
24	8	MM16	0.759	Valid
25	9	MM17	0.798	Valid
26	10	MM18	0.809	Valid
27	11	MM19	0.802	Valid
28	12	MM2	0.796	Valid
29	13	MM20	0.790	Valid
30	14	MM21	0.797	Valid
31	15	MM22	0.753	Valid
32	16	MM23	0.789	Valid
33	17	MM24	0.823	Valid
34	18	MM25	0.799	Valid
35	19	MM26	0.796	Valid
36	20	MM3	0.722	Valid
37	21	MM4	0.713	Valid
38	22	MM5	0.736	Valid
39	23	MM6	0.715	Valid
40	24	MM7	0.718	Valid
41	25	MM8	0.718	Valid
42	26	MM9	0.734	Valid
43	1	RI1	0.808	Valid
44	2	RI2	0.703	Valid
45	3	RI3	0.791	Valid

Source: Author Processed Data (2023)

From the results of data processing in the table above, the outer loading value of all indicators with a large variable of 0.7 is obtained, so that the convergent validity of all indicators is said to be valid.

**Table 3. Path coefficient**

	Original sample(O)	Sample mean (M)	Standard deviation (STDEV)	T-statistic (O/STDEV)	P-Values
<b>Marketing Mix -&gt; Revisit Intention</b>	0.333	0.335	0.052	6.367	0.000
<b>Cultural Contact-&gt; Revisit Intention</b>	0.231	0.230	0.055	4.203	0.000
<b>Marketing Mix -&gt; Destination Image</b>	0.484	0.486	0.055	8.828	0.000
<b>Cultural Contact -&gt; Destination Image</b>	0.214	0.218	0.061	3.533	0.000
<b>Destination Image -&gt; Revisit Intention</b>	0.191	0.191	0.064	2.999	0.003

Source: Author Processed Data (2023)

From the table above, it can be seen the results of statistical analysis using PLS, it is concluded that: Marketing mix ( $X_1$ ) has a significant positive effect on revisit intention ( $Y$ ). Based on the marketing mix variable table, a p value of 0.000 is less than 0.05, and the original sample value is 0.333. So this test states that the hypothesis is accepted, namely the marketing mix has a positive and significant effect on revisit intention.

## DISCUSSION

This study aims to examine the influence of marketing mix, cultural contact and destination image variables on revisit intention at the Sijunjung traditional village tourism object. After conducting data analysis using the PLS-SEM analysis technique, the results of statistical processing are obtained to test the research hypothesis, as follows: The results showed that the marketing mix variable with revisit intention showed a t-value of 6.367. This value is greater than the t table value (1.96). This result means that there is a significant influence between marketing mix and revisit intention. The path coefficient value of 0.333 means that the higher the Marketing mix, the higher the level of revisit intention. and vice versa, if the marketing mix is low, it will have an impact on low revisit intention for tourist attractions. The results of this study are in accordance with previous research conducted by Usman, Amiruddin (2021). The research results show that the tourism marketing mix has a positive and significant influence on the intention to return, this can be seen from the product aspect, namely the types of tourist destination products have attractiveness and are supported by quite stunning natural scenery. a number of strategic tourist destinations and roads to tourist sites are easily accessible by tourists. Based on the results of this study, it shows that the implementation of the marketing mix carried out by managers of traditional village tourism objects through products, prices, promotions, locations, people (employees), physical facilities and processes will provide satisfaction for tourists visiting tourist destinations at tourist objects. traditional villages and increase the interest of visiting tourists again.

## CONCLUSION

Marketing mix ( $X_1$ ) has a significant effect on revisit intention ( $Y$ ) on the Sijunjung traditional village tourist attraction. There is a direct and significant influence between marketing mix and revisit intention on the Sijunjung traditional village tourism object. This means that the better the Marketing mix applied to the tourist object, the more it can increase the revisit intention of the Sijunjung traditional village tourism object.

## Suggestion :

Increasing the marketing mix of Sijunjung traditional village tourist destinations through:

1. Multiply or add to the culinary variations typical of the Sijunjung traditional village.
2. Improving road access to the Sijunjung traditional village.
3. Reconsider rates for lodging or improve the quality of services and benefits for tourists.
4. Reconsider lodging rates by comparing them with similar tourist destination accommodation rates.
5. Improve public transportation to get to the Sijunjung traditional village.
6. Further increase the promotion and information conveyed through the website or social media for Sijunjung traditional village destinations.
7. Increase Pokdarwis' knowledge about Minangkabau culture and the Sijunjung traditional village itself.
8. Improving infrastructure facilities by providing restaurants or souvenir shops typical of the Sijunjung traditional village.

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