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Research paper

The Effect of Implementation of Service Marketing Mix to the Process of Tourist Decision to Visit Tourism Object: A Case Study at Lembah Harau, Lima Puluh Kota Regency, Sumatera Barat Province, Indonesia

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Abstract

This research examines the effect of product, price, place, promotion, people, process and physical evidence on tourists' decision process to visit the tourism object in Lembah Harau, Lima Puluh Kota Regency, Sumatera Barat Province, Indonesia. This tourism object consists of three resorts, namely Aka Barayun, Sarasah Bunta, and Rimbo Piobang. The approach in this research is a case study. The study population is tourists who visit the Lembah Harau. Primary data collected through a questionnaire. Data analysis was done by using a partial test (t-test). The result of the research revealed that product, place, promotion, and people significantly affects tourist's decision process to visit Lembah Harau. Product variables have a dominant influence on the tourist's decision. This proves that the object is the main consideration for tourists to visit the Lembah Harau, then sequentially followed by location, promotion, and people. Hence, not all aspects of the concept of the marketing mix influence the tourist's decision process to visit the Lembah Harau attraction. Administrators of Lembah Harau are advised to maintain and develop products, easiness of process, fairness of the price, facilities, services, quality of people, and effective promotion strategy. Next researchers are recommended to study other tourist destinations in Sumatera Barat or continue this research by expanding the sample size and add other variables such as psychological factors and service quality.

Keywords: *Lembah Harau, service marketing mix, tourists' decision process, case study.*

1. Introduction

Tourism is a valuable asset for a region to earn foreign exchange. Tourism will generate direct income in the form of taxes and levies. In addition, it also increases the income of the people in the region associated with the sale of souvenirs, culinary, and other supporting products that will increase local revenue. Awareness to increase region revenue in Indonesia, including in Lima Puluh Kota Regency, among others triggered by the enactment of the Undang-undang Otonomi Daerah (Law on Regional Autonomy) namely Undang-undang Nomor 32 Tahun 2004 which was revised into Undang-undang Nomor 32 Tahun 2014. In paragraph-1 of article 285 of Law No. 23 of 2014, it is stated that the regional income consists of: (a) the original revenues include: regional taxes, regional retributions, separate regional wealth management results; and other legitimate local revenue; (b) transfer revenue; and (c) other valid regional income (http://pih.kemlu.go.id/files/UU0232014.pdf). Tourism is a valuable asset for a region to obtain foreign exchange from the non-oil sector. Through tourism, an area will generate income from various taxes and user charges. In addition, tourism also increases the income of the community in the region related to the sale of souvenirs, culinary, and other supporting products that will also increase the source of regional income.

Awareness to increase local revenue sources in Indonesia, including in Lima Puluh Kota Regency, was triggered by the enactment of the Law on Regional Autonomy (*Undang-undang Otonomi Daerah*) demanding the region's autonomy in managing the assets of its region, including the tourism sector. In addition, the tourism sector can also create and expand business fields, increasing household and government income, and encourage the preservation of the environment and culture of the nation. Lima Puluh Kota Regency, Sumatera Barat Province had a many object and tourism potential such as Lembah Harau, Pusako Rumah Gadang Sungai Beringin, and Batang Tabik. The number of tourists visiting the three tourism attraction from 2012-2016 is shown in Table 1.

Table 1. The number of tourists visiting in Lima Puluh Kota Regency (2012-2016)

Year	Lembah Harau	Pusako Rumah Gadang	Batang Tabik
2012	163,497	1,223	56,537
2013	108,106	3,842	74,053
2014	134,592	1,278	75,342
2015	157,134	1,921	78,550
2016	204,639	3,065	90,640

Source: BPS (1)

Judging from the number of visitors, there is an imbalance between the location of Batang Tabik with Lembah Harau, because the Lembah Harau has many tourist sites. The regional attraction, Lembah Harau, consists of three regions: Aka Barayun resort, Sarasah Bunta resort and Rimbo Piobang resort. Aka Barayun resort has a beautiful waterfall with a swimming pool, thus providing a sensational feeling of nature. This resort also has

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the potential for rock climbing sport because it has a steep rocky hill. The rocks in the location also can reflect the sound (echo).
Sarasah Bunta resort is located in the east of Aka Barayun resort. This resort has four waterfalls (Sarasah Aie Luluih, Sarasah Bunta, Sarasah Murai and Sarasah Aie Angek) together with a lake and an amazing view. Under each waterfall, there is an unexploited natural bathing place. The last one, Rimbo Piobang Resort is not yet developed and it is planned for the Safari Park.
The Lima Puluh Kota Regency still has several other tourist attraction areas that have similarities with Lembah Harau attraction. In the future, this location can be developed further so that it can support or as an alternative for two areas that have been developed. This new area must be developed with proper planning by preserving its own uniqueness.
Moreover, the tourism attraction managers are encouraged to be able to manage as best as possible. They must think ahead while adapting to changes and developments, as well as the uniqueness so that it becomes a competitive advantage. This can be realized in a concrete marketing strategy, i.e. marketing mix program, in accordance with the opinion of Hawkins (2) that the marketing strategy will affect consumer buying decision process. By applying the marketing mix (product, price, promotion, place, people, process, and physical evidence) and providing services in accordance with customer expectations, the manager of tourism attraction is expected to increase tourist visits to Lembah Harau. As such, this research examines the effect of product, price, place, promotion, people, process and physical evidence on tourists' decision process to visit the tourism attraction in Lembah Harau, Lima Puluh Kota Regency.

2. Literature Review

2.1 Purchase Decision Process

Purchasing decision is a process of formulating a variety of alternative measures to impose a choice on one particular alternative to making a purchase" (3). In this process, the consumer through five stages, they are problem recognition, information search, alternative evaluation, purchase decision and post-purchase behavior". But, consumers do not always through the five stages; they may skip or reverse some of the stages (4).
Associated with the research, study of consumer behavior is focused on how individuals make decisions to utilize their available resources (time, money, effort) to buy goods relating to consumption. This includes what, why, when, where and how often buy as well as how often they use it (5).

2.2 Service Marketing Mix

The services marketing mix (including tourism) has elements that greatly affect the level of sales because it can affect consumer interest in the buying decision process. The variables are not independent, but mutually supportive of one another. In line with this opinion, Kotler (6) states that "the *marketing mix program* is the set of controllable tactical marketing tools which are combined by the companies to generate the desired response in the target market". According to Zeithhaml and Bitner in *(*6), there are six variable of the marketing mix of services, namely, product, distribution promotion, price, people, physical evidence, process.
In summary the elements of the service mix can be summarized in Table 2.

Table 2. Expanded marketing mix of services

Product	Distribution	Promotion	Price	People	Physical evidence	Process
Product variations, quality, design, features, brand name, packaging, size, service, warranty, and returns	Distribution channels, distribution coverage, product plete-ness,equipment, supplies, facilities, storage, and transporta-tion	Personal sales, public relations, advertising, direct marketing, publicity	Catalog price, discount, special discount, payment period, and credit terms	Employees, motivation and rewards, teamwork, education and training	Facilities, equipment, appearance, employees, quality assurance	Customer involvement, process simplicity, service stages

Source: Zeithhaml (7)

The element of the services marketing mix can be explained as follows.

2.2.1 Product

Refer to Kurtz (8) and (9), it can conclude that product is everything that offered to satisfy all consumers need in relation to a good, service, or idea. In other words, the product is an object or process that provides some value to the consumer. A particular interest of consument is not only the physical purchase of the product, but buying the benefits and value of the product (10).
Particularly in the tourism aspect, the product is a meaningful experience that is directly related to the visitor who relies on the stimulation of sight and sound senses. Tourists may give high appreciation to a particular place or service if there is sensory stimulation in accordance with his expectations, whether tangible and intangible factors. Another experience is the form of cognition in the form of knowledge and information from experience gained (11). In tourism marketing, from the elements of product found some additional marketing tools such as attraction, accessibility, amenity and ancillary that can provide competitive advantage in the competitive market of tourist destinations (11).
The effect of product as attributes in the tourists decision process found in research conducted by Ratni's (12) about tourism attractions in the Padang City and by Kamau et al.(9) about local tourists in Kenya and. Therefore, the first hypothesis (H1) of this research can formulate as: "product variable has a positive relationship to tourists' decision process to visit Lembah Harau, Lima Puluh Kota Regency".

2.2.2 Price

Price becomes the deciding factor in purchasing as well as being an important element in determining the market and the level of corporate profits. Tourists react differently to prices of different tourism products due to different price elasticities. Consumers usually do not really consider the price when offered something unique, high quality, and prestigious or exclusive. According to Kotler (6) "price is the amount charged for a product or service, or the sum of all the values provided by the customer to benefit from owning or using a product or service.
The effect of price as attribute in the tourist decision process is found in research conducted by Ratni's (12) about tourism attractions in the Padang City, by Gatot (14) about the Grand Zuri Hotel and by Kamau et al.(9) for local tourists in Kenya. Based on the theory and literature review, it can formulated second hypothesis (H2) of this research as: "price variable has a positive relationship with tourists' decision process to visit Lembah Harau, Lima Puluh Kota Regency".

2.2.3 Place

In a service business, included tourist attraction, location choice is the most important business decision to ensure customers get the product quickly. In addition, the concept of distribution of tourism services is also related to transportation. Correspondingly, (10) said that "the service is a combination of decisions on the location and distribution channels, in this case relate to how the delivery of services to consumers and where the strategic location". More details than opinions of (15) stated that the place can be seen from the access, visibility, traffic, the environment, competition, and government regulation.
The effect of place as attribute in the tourists decision process is found in a study by Ratni's (12) abuot tourism attractions in the Padang City and by Kamau et al.(9) about local tourists in Kenya. Hence, this third hypothesis (H3) of this study can formulate as: "place variable has a positive relationship with tourists' decision process to visit Lembah Harau, Lima Puluh Kota Regency".

2.2.4 Promotion

Buchari (16) states that "the promotion is a kind of communication that gives a convincing explanation of potential consumers of goods and services". Related to this opinion, (10) states that the promotion is usually called the promotion mix consists of the activities of advertising, personal selling, sales promotion, public relations, word of mouth, direct marketing, and publications.
For tourism, promotion can be done through travel agents and opinion makers such as travel journalists. They can create and disseminate opinions and information that can influence potential travelers. Tourism promotion based on digital technology has become a trend. Currently, marketers can record videos and upload to YouTube. In addition, marketers can also optimize various social networks such as Facebook, instagram, and the path for more people know the potential of existing tourism.
The effect of promotion as attributes in the tourist decision process is found in research conducted by Ratni's (12) about tourism attractions in the Padang City and by Kamau et al.(9) about local tourists in Kenya. Hence, the fourth hypothesis (H4) of this study can formulate as: "promotion variable has a positive relationship with tourists' decision process to visit Lembah Harau, Lima Puluh Kota Regency".

2.2.5 People

Once tourists visit a tourist destination, they are welcomed and served by people, i.e. employees. In this interaction, they play an important role as a tourism marketing service mix entity. Zeithaml (7) said that "people is all the human actors in service delivery, included the firm's personnel, the customer and other customers in the service environment". All the attitudes and actions of employees, even the way employees dress and appearance of employees affects the perception of consumers or the success of the service encounter.
The effect of people as attribute in tourist decision is found in research by Ratni's (12) about tourism attractions in the City of Padang, by Gatot (14) about the Grand Zuri Hotel, and by Kamau et al.(9) about local tourists in Kenya. Therefore, the fifth hypothesis (H5) of this research is: "people variable has a positive relationship with tourists' decision process to visit Lembah Harau, Lima Puluh Kota Regency".

2.2.6 Process

The simplicity of the tourism service process is an essential part of the offer. The tourism should pay attention to how employees interact with customers during the process of creating and providing services or services (George in (11).
Related to process in the marketing mix, (10) states that "the process is a combination of all the activities, usually consisting of procedures, work schedules, mechanisms, activities and routine matters, where the service is produced and delivered to consumers". The same thing is also mentioned by Payne (2009:210) which states that "all work activities is a process. These processes include procedures, tasks, schedules, mechanisms, activities and routines, in which a product or service delivered
It can be concluded that the process is a procedure, mechanism, and a series of activities to deliver services from producers to consumers, where the process is highly related to human resources that will deliver a service to consumers.
The effect of process as attributes in the tourist decision process shown by research conducted by Ratni's (12) about tourism attractions in the Padang City and by Kamau et al.(9) about local tourists in Kenya and. Hence, the sixth hypothesis (H6) in this this study is: process variable has a positive relationship with tourists' decision process to visit Lembah Harau, Lima Puluh Kota Regency".

2.2.7 Physical Evidence

In essence, the offering of tourism is the offering of an intangible product. Nevertheless, consumers typically look for concrete evidence to evaluate the product before they buy (George in (11). Physical evidence contributes to influence in assessing service quality as a tangible form that can facilitate performance. This physical evidence includes equipment and delivery environments, such as space, layout, atmosphere, artifacts, interactions between customers and between companies and customers. The existing buildings in the tourist attractions should be comfortable and interesting, spacious parking lot, and interesting decoration for the atmosphere of the tour (11).
In this case, Yazid (17) states that "evidence of the tangible representation services includes services such as advertising and other forms of communication that includes the physical environment in which the services are presented and consumer-interacting employees of the organization". Almost the same as Yazid's opinion, (18) states "the physical environment in which service companies are created and in which service providers and customers interact, plus the intangible elements are used to communicate with or support the role of services".
The effect of the physical evidence as attributes in the tourist decision process is found in research by Ratni's (12) about tourism attractions in the Padang City, by Gatot (14) about the Grand Zuri Hotel, and by Kamau et al.(9) about local tourists in Kenya. Therefore, the seventh hypothesis (H7) of this research can formulate as "physical evidence variable has a positive relationship with tourists' decision process to visit Lembah Harau, Lima Puluh Kota Regency.
Based on a description of the elements in the previous marketing mix, research framework can be illustrated as Figure 1:

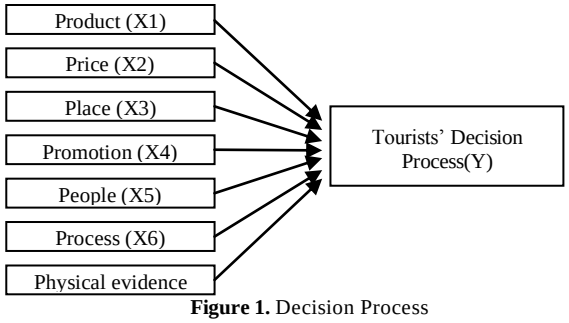


Figure 1. Decision Process

3. Research Methods

The approach in this study was a case study conducted at the Lembah Harau in order to collect data on factors associated with the study variables. It was quantitative descriptive research which it was used to determine the effect of marketing mix variables on the process of tourist decision making to visit tourist destination Lembah Harau, Lima Puluh Kota Regency.

The approach in this study is a case study conducted in Lembah Harau attraction while the sampling technique used was purposive sampling (19). Determination of the number of samples using the formula by Cochran (20). Based on the formula, the number of samples is 138 tourists who visited Lembah Harau attraction in the Lima Puluh Kota Regency.

4. Techniques of Data Collection

In conducting this research, primary data collection is done by using questionnaires given directly to tourists who become the respondents. The questionnaire used a Likert scale with a range of values of 1-5, 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree. This scale is used because it is widely used in research on the opinions, beliefs and attitudes (21).

5. Data Analysis

Table 3 depicts the respondent's demographic profile. The number of visitors is relatively balanced (52.2% females and 47.8% males). Based on gender, Lembah Harau visitors are relatively balanced, i.e. 52.2% females and 47.8% males. By age, Lembah Harau visitors were predominantly 18 to 23 years old (31.9%), followed by 30-35 year olds (23.2%), 24-29 years old (21.0%), aged 36-41 year (18.8%), and aged > 41 years (5.1%). Based on the job, the dominant visitor is student (31.2%), followed by private employees (23.2%), government employees and entrepreneur (17.42%), and housewife (10.9%), respectively. While based on marriage, most visitors are married (60.9%), while still single (39.1%)

Table 3. Demographic profile of respondents

Variable		Frequency	Percentage
Gender	Male	66	47.8
	Female	72	52.2
Age	18-23	44	31.9
	24-29	29	21.0
	30-35	32	23.2
	36-41	26	18.8
	> 41	7	5.1
Occupational	Private employees	32	23.2
	Government employees	24	17.4
	Entrepreneur	24	17.4
	Housewife	15	10.9
	Student	43	31.2
Marital Status	Single	54	39.1
	Married	84	60.9

6. Validity and Reliability Test

Validity and reliability of data have been tested and proven. Validity in this study was tested by Confirmatory Factor Analysis (CFA) technique. Each indicator is an indicator of construct gauge because it has a loading factor value above 0.4 (21). The variable is said to be reliable if it has a Cronbach's Alpha Value greater than 0.6 (21) can be resumed Table 4

Table 4. Test Results Validity and Reliability

Variables	Validity	Reliability
	Loading Factor	Cronbach's Alpha
Product (X_1)		0.748
- nature tourism attraction	0.441	
- artificial tourist attraction	0.839	
- accommodation	0.884	
- merchandise	0.839	
- roads are available and easy to navigate	0.815	
- the road is in good condition	0.901	
Price (X_2)		0.614
- affordability	0.788	
- the price of main product suitable to the quality	0.731	
- the price of complementary products suitable to quality	0.745	
Place (X_3)		0.614
- the location is easy to reach	0.689	
- the location is easy to find	0.799	
- traffic is widely passed by public transportation	0.529	
- environment supports	0.830	
- strategic location	0.733	
Promotion (X_4)		0.675
- promotion via radio and newspapers	0.816	
- promotion through online	0.779	
- promotion through travel agents	0.744	
People (X_5)		0.604
- employees are polite	0.637	
- employees are quick to respond to complaints	0.896	
- employees are fast in service	0.740	
- employees are well dressed	0.758	
- employees care about cleanliness	0.889	
Process (X_6)		0.695
- ordering process	0.731	
- payment process	0.832	
- service process	0.798	
Physical evidence (X_7)		0.727
- amenities	0.635	
- equipment and supplies	0.655	
- completeness of attractions	0.849	
- conformity of attractions with needs	0.812	
Tourist decision (Y)		0.744
- problem recognition	0.502	
- information search	0.806	
- alternatives evaluation	0.453	
- purchase decision	0.850	
- post-purchase behavior	0.876	

7. Multiple Regression Analysis

The Multiple Regression Equation of the present study is outlined as follows:

Y = -4,338 + 0,663 X1 + 0,098 X3 + 0,179 X4 + 0,096 X5 + 0,163 X7. Based on the implementation of the formula, it's found as shown in Table 5.

Table 5. Results of Multiple Linear Regression Analysis

Independent Variable	Regression Coefficient	Sig.	Explanation	Decision
Constant	-4.338	-	-	-
Product (X_1)	0.663	0.000	Significant	Accepted
Price (X_2)	0.013	0.820	Not Significant	Rejected
Place (X_3)	0.098	0.023	Significant	Accepted
Promotion (X_4)	0.179	0.002	Significant	Accepted
People (X_5)	0.096	0.032	Significant	Accepted
Process (X_6)	0.030	0.578	Not Significant	Rejected
Physical evidence (X_7)	0.163	0.000	Significant	Accepted
R Square	0.777			
F Sig.	0.000			

Of the seven independent variables, the product, place, promotion, people, and physical evidence significantly influence tourists' decision process to visit tourist object of Lembah Harau, Lima Puluh Kota Regency, except price and process. The coefficient determination (R^2) of the research model is 0.777, inferring that all independent variables could explain 77.7% of variance in the dependent variable, while the remaining 22.3% is explained by other variables that are not included in the research model.

8. Discussion

Based on data analysis, it's found that the product, place, promotion, people, and physical evidence relevant affect significantly for tourists' decision process to visit the tourism attraction in Lembah Harau, Lima Puluh Kota Regency meanwhile the price and process did not affect this decision. The results can be discussed as follows.

The **product** significantly influences tourists' decision process. This indicates that the products offered were able to attract tourists to visit Lembah Harau attractions in the Lima Puluh Kota Regency. This is because the tourism products on offer have their own charms as they provide the original natural feel, such as rock climbing rides with hired equipment, waterfalls and natural swimming pools, attractive photo locations, and homestays. This is in line with the opinions of (11) that in tourism marketing, from the elements of product found some additional marketing tools such as attraction, accessibility, amenity and ancillary that can provide competitive advantage in the competitive market of tourist destinations.

Place significantly influences the tourists' decision process. This indicates that the place/location offered is quite able to attract tourists to visit Lembah Harau attractions in the Lima Puluh Kota Regency. This happens because the location of Lembah Harau is relatively strategic because it is not far from the highway between Sumatra Barat Province and Riau Province, so easy to find and reach public transportation. The quality of the road is in relatively good condition, the surrounding environment supports for the activities of nature tourism and artificial tourism. This is in line with the opinion that in tourist attraction, location choice is the most important business decision to ensure customers get the product quickly. The place can be seen from the access, visibility, traffic, the environment, competition, and government regulation (15).

What's more, the **promotion** had a significant effect on tourists' decision process. This indicates that the promotion performed is quite able to attract tourists to visit Lembah Harau attractions in the Lima Puluh Kota Regency. This happens because Harau Valley promotion is done through electronic and printed media such as radio, newspaper, and on-line as well as offered through travel agents. In addition, photos and videos created by visitors are also often uploaded on social media like Facebook, YouTube, Whatsup, and Instragram. Verbal information from visitors also gives impact to the introduction of this tourist attraction. This is in agreement with opinions (16) that "the promotion is a kind of communication that gives a convincing explanation of potential consumers of goods and services".

Furthermore, the **people** also influence tourists' decision process. This indicates that neatly dressed, courtesy, speed of service, care and cleanliness of the people/service providers were able to attract tourists to visit Lembah Harau attractions in the Lima Puluh Kota Regency. This happens because the employees are always polite, neat in dress, quick response in handling tourist complaints, and care about cleanliness. This is in corresponding with opinions (7) that "people is all the human actors in service delivery, included the firm's personnel, the customer and other customers in the service environment". All the attitudes and actions of employees, even the way employees dress and appearance of employees affects the perception of consumers or the success of the service encounter.

Based on the empirical results, the **physical evidence** significantly affects the tourists' decision process. This indicates that the availability of sufficient infrastructure is able to attract tourists to visit Lembah Harau attractions in the Lima Puluh Kota Regency. This happens because the natural attractions and artificial attractions offered are very unique, interesting, and relatively complete such as seat, changing rooms, places of worship, parking areas, and daycare is relatively safe. This is in line with the opinion by I.Gusti (11) that physical evidence contributes to influence in assessing service quality as a tangible form that can facilitate performance.

In comparing with relevant research, there are some similarities and differences of this research results from the research conducted by Ratni's (12,14) and Kamau et al.(9). These comparisons can be shown in Table 6.

Table 6: Comparison significance of the variables in relevant research

Variable	Significance of the variables in relevant research			
	(12)	(14)	(9)	This research
Product	significant	Not significant	Significant	Significant
Price	Significant	Significant	Significant	Not significant
Place	Significant	Not significant	Significant	Significant
Promotion	Significant	Not significant	Significant	Significant
People	Significant	Significant	Significant	Significant
Process	Significant	Not significant	Significant	Not significant
Physical evidence	Significant	Significant	Significant	Significant

This similarity and differences can be happened because these researches conducted about tourism object, but in different region even nationality. Each of the objects has specific attraction, location, and culture that can affect the tourists' decision process.

9. Conclusion and Recommendation

In a nutshell product, place, promotion, people, and physical evidence significantly affected tourists' decision process to visit the Lembah Harau attraction in the Lima Puluh Kota Regency, except price and process. Hence, the theory proposed by Zeithaml (7) and (2) is not proven because the results of this study have proven empirically that not all aspects of the concept of the marketing mix influence the tourist decision process to visit the Lembah Harau attraction in the Lima Puluh Kota Regency. The price has no significant effect because the cost that is now paid by the visitor is still relatively low when compared with the objects and facilities provided. The process has no significant effect because the tour is a fun activity that does not require complex procedures, even tend to be free. Therefore, visitors are not too concerned about the simple procedure offered by the manager.

Managers of Lembah Harau attraction are advised to: always maintain and develop products and processes offered for obtaining the value because it is categorized as 'rather good. Next, they need to maintain the fairness of the price offered and in case of price increases offered, they must also improve the facilities and services, and strive to improve the quality of people / personnels who provide services and infrastructure because people variable obtain the category of 'rather good' to attract tourists to visit the attractions, last seek more effective promotion strategies to overcome the competition.

Future research is recommended to investigate other tourist destinations in West Sumatra that can contribute to the development of tourism in West Sumatra, which in turn can be a source of revenue for Sumatera Barat Province. In addition, it is considered important to expand the sample size and add other variables such as psychological factors and service quality.

10. Conflict of Interest

There is no conflict of interest in this research.

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