

The Effect of Integrated Marketing Communication on the Level of Tourist Visits in Bosowa Indah Beach Tourism

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Received : 20 Apr 2023

Accepted : 30 Apr 2023

Published : 07 May 2023

ABSTRACT

This study aims to determine whether the dimensions of integrated marketing communications, namely Advertising, Direct Marketing, Sales Promotion, Personal Selling and Public Relations have an influence on the level of tourist visits to Bosowa Indah Beach Tourism. The population in this study were visitors to Bosowa Indah Beach Tourism. Samples were taken as many as 100 respondents using the Non-Probability Sampling technique with a Purposive Sampling approach. Based on the research results, the indicators in this study are valid and the variables are reliable. In testing the classical assumptions, the multicollinearity-free regression model, heteroscedasticity does not occur, and is normally distributed. The individual order of each variable that has the most influence is Sales Promotion variable with a regression coefficient of 0.281, then Direct Marketing with a regression coefficient of 0.131, then followed by Personal Selling with a regression coefficient of 0.016, and Advertising with a regression coefficient of -0.035 while the variable that has a negative effect is Public Relations with a regression coefficient of -0.064.

Keywords: *integrated marketing communication, the level of tourist visits*

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1. INTRODUCTION

Currently tourism has become an industry that has many benefits to be developed, one of which is the benefits in developing the economic sector of a region, such as opening employment opportunities, increasing people's incomes, increasing living standards, providing space for other sectors to develop such as the production sector of small community businesses, the transportation sector and hotel services. Our country is known for its rich culture and natural beauty. This has great potential to become a tourist attraction. Various circles also believe that Indonesian tourism sector offers interesting opportunities to be developed. Likewise with business prospects in the tourism sector. With so many open tourism businesses, service providers must be active to always know what is going on in the community and what is needed by visitors so that they feel satisfied and will return to visit these tourist attractions, and do not forget to always introduce their business to audience.

One important factor that determines the sustainability of a tourism business is how they market their products. In this case communication becomes important in the marketing process. At a basic level, communication can inform and make consumers aware of the existence of the products offered. Communication is able to persuade consumers and can be used as a reminder for consumers about the existence of the product. By carrying out various communication activities, a company can inform consumers about the functions and advantages of the products being sold. Based on this background, the authors are interested in raising the research title design "The Effect of Integrated Marketing Communication on the Level of Tourist Visits in Bosowa Indah Beach Tourism".

2. RESEARCH METHODS

The independent variable in this study is Integrated Marketing Communication which consists of Advertising, Direct Marketing, Sales Promotion, Personal Selling, Public Relations while the dependent variable is the Level of Tourist Visits. The object in this research is Bosowa Indah Beach Tourism which is the research sample. The data analysis technique used is multiple linear regression, with the following equation:

$$Y' = a + b_1X_1 + b_2X_2 + \dots + b_nX_n + e$$

Statistically, it can then be measured by the t statistical test, and the coefficient of determination.

a. Marketing

Daryanto (2011) defines marketing as a social and managerial process by which individuals and groups obtain their needs and desires by creating, offering and exchanging something of value with one another. Meanwhile, according to Stanton (2001) that marketing is an overall system of business activities aimed at planning, pricing, promoting and distributing goods or services that satisfy the needs of both existing and potential buyers. Marketing is a process by which companies create value for customers and build strong customer relationships to get value from customers in return (Kotler & Armstrong, 2015).

b. Integrated Marketing Communication

Entering the early 1990, business activities, especially marketing, no longer referred to traditional marketing strategies, but rather modern marketing strategies with the 4P concept (Product, Price, Place, Promotion). The emergence of this 4P strategy marked the emergence of integrated marketing communications or it could also be called Integrated Marketing Communication (IMC), by not only using advertising but also using public relations (Ruslan, 2018). As for the meaning of IMC, namely, Shimp (2003) defines integrated marketing communications as a process of development and implementation of various forms of persuasive communication programs against visitors and potential visitors on an on going basis. Meanwhile, Kotler and Armstrong define IMC as a concept in which a company is careful integrate and coordinating channels a lot of communication to convey clear, consistent and convincing messages about the company and its products (Kotler & Armstrong, 2001).

By studying some of these definitions, it can be concluded that IMC is a communication concept that is planned, integrated and applied in various forms of marketing communications to provide maximum understanding and impact through consistency of communication messages to consumers. Customers or other parties relevant to the goods or services being communicated. As for some of the elements contained in the promotion mix itself, namely as follows (1) Advertising is any form of paid non-personal communication presentation through various mass media such as radio, television, news papers and magazines regarding information about companies, products and services or other ideas from a known sponsor (Shimp, 2003). According to (Moriarty et al., 2011) revealed that advertising is a complex form of communication that operates to pursue goals and uses strategies to influence the thoughts, feelings and actions of consumers. These communication elements are widely used in marketing because they can reach a larger number of target audiences than the other elements. (2) Direct Marketing is a marketing approach that is free in nature using distribution channels and or marketing communications that enable companies to have their own strategies in dealing with consumers (Herman, 2012). Generally, this marketing activity is carried out by sending direct mail, telemarketing and direct selling to the intended consumers. This direct marketing also allows consumers to earn advantage in saving time.

(3) Sales Promotion is a marketing activity that is done in a way provide incentive values to the sales team, distributors, or consumers directly to drive sales quickly. Sales promotions also means a form of persuasion directly through use of various incentives generally short term, which can be arranged for stimulate product purchases immediately or increase the amount of goods purchased by consumers or traders (Sulaksana, 2003). Sales promotions being carried out companies usually distribute product samples, coupons and so on to encourage consumers to make purchases immediately. (4) Personal Selling is an activity or communication activities carried out directly by the seller to convince the buyer that potentially buy the product or service offered. Personal selling according to (Nickels et al., 2010), said that personal selling is a form of interaction between individuals, each other meet face to face aimed at creating, improving, mastering, and maintain relationship mutual exchange profitable with the other party. Through some of these communication activities, sellers can modify communication messages to suit the needs and wants of consumers and get feedback directly from them consumers. In essence, promotion is a

form of marketing communication, namely marketing activities that seek to disseminate information, influence/persuade and/or remind the target market of the company and the products offered by the company concerned (Moses, 2017).

(5) Public Relations is something that must be done by a company, which is to establish good relations with the community because this can affect the public's view of the image of a company. Public relations is an important mass promotion tool aimed at building good relations with various audiences and also companies in order to get publicity and a good image and deal with negative things (Ginting, 2011.) So it can be concluded that there are 5 integrated marketing indicators, namely advertising, direct marketing, sales promotion, personal selling, public relations.

c. Consumer Behavior

According to (Sunyoto, 2012), consumer behavior can be defined as individual activities that are directly involved in obtaining and using goods or services including the decision-making process in preparation for determining these activities. According to (Sangadji & Sopiah, 2013) concluded that consumer behavior is (1) Discipline that studies the behavior of individuals, groups or organizations and the processes that consumers use to select, use products, services, experiences (ideas) to satisfy consumer needs and wants, and the impact of these processes on consumers and society. (2) Actions taken by consumers to achieve and fulfill their needs both in the use, consumption and disposal of goods and services, including the decision processes that precede and follow. (3) Actions or behaviors carried out by consumers that begin with feeling a need and desire, then try to get the desired product, consume the product, and end with post-purchase actions, namely feelings of satisfaction or dissatisfaction.

d. Decision Making Purchasing

Decision making purchasing is a process of problem recognition, information search, evaluation (assessment) and selection of product alternatives, selection of distribution channels and implementation of decisions on products to be used or purchased by consumers (Munandar, 2001). While the purchase decision according to (Tjiptono, 2008) is a process where consumers know the problem, look for it information about a particular product or brand and evaluate how well each of these alternatives can solve the problem, which then leads to a purchase decision. Stages of the Decision Making Purchasing process According to (Kotler & Armstrong, 2014) is (1) Problem Recognition, the buying process begins with an identification of a problem or need. The buyer is aware of a difference between the circumstances actual and desired state. This need can be driven by stimulation from within the buyer or from outside. Marketers need to know various things that can drive certain needs or interests in consumers.

(2) Information Search, an intrigued consumer may or may not seek more information. If the consumer's drive is strong, and an object that can satisfy that need is available, the consumer will buy that object. If not, the consumer's needs remain in his memory and do not seek further information regarding these needs. (3) Alternative Assessment (Evaluation of Alternatives), after searching for as much information as possible about many things, then the consumer must make an assessment of several available alternatives and determine the next step. (4) Purchase Decision After these initial steps have been carried out, now is the time for the buyer to make a decision making buy or not. If the decision concerns the type of product, product form, brand, seller, quality and so on. (5) Post Purchase Behavior, after buying a product, consumers will experience some level of satisfaction or no satisfaction. It is possible that the buyer has dissatisfaction after making a purchase, because maybe the price of the goods is considered too expensive, or maybe because it is not in accordance with the wishes or previous descriptions and so on. To achieve harmony and minimize dissatisfaction, the buyer must reduce other desires after the purchase, or the buyer must spend more time evaluating before buying. The conclusion is that purchasing decisions are a series of cognitive processes carried out by a person to arrive at a choice of product to be purchased so that it will encourage someone to buy a product.

e. Level of Tourist Visits

According to the Big Indonesian Dictionary (2016) it is stated that the level (frequency) is the number of times or frequency. While visits are things (actions, processes, results) visiting or visiting. So the level of visits is the level of visits or it can also be called the frequency of visits. According to (Sugiyama, 2013) that tourists are people who travel for the purpose of resting/vacation, doing business, or for other trips such as medical treatment, religious visits and for study trips. So it can be concluded that the level of tourist visits is the number of visits by a person or group to a tourist spot with the intention of vacationing/resting or other purposes taking into account the possibility of effort, time and costs that will be incurred while doing the tour.

f. Tourist

According to (Suwantoro, 2004), tourism is a process of temporary departure from one or more people to another place outside their place of residence. While Sugiana (2011) reveals that tourism is a series of activities and the provision of services both for the needs of tourist attractions, transportation and other services aimed at meeting the travel needs of a person or group of people. Based on all the definitions above, it can be concluded that tourism is an activity carried out by leaving their residence to a tourist destination for a while and not to settle down. His travel activities aim to enjoy the services and facilities needed while outside his residence. Tourism promotion is one of the factors that influence tourist arrivals irrationally or subconsciously (Desky, 2001), so that with tourism promotion efforts, people can be influenced to carry out tourism activities to certain areas.

Tourism promotion activities cannot be separated from the role of communication where through marketing communications an area can communicate to the public tourism resources or tourism assets, owned tourist facilities, environmental conditions, community attitudes, and other advantages that make the tourist attractions attractive. With so many things that must be considered in managing a tourist attraction, the manager is required to be extra think about what things must be done so that their tourist attractions can survive amid the rapid development of new tourist attractions.

2.1 Description of Research Variables

Integrated Marketing Communication is a communication concept that is planned, integrated and implemented by the owners and managers of Bosowa Indah Beach Tourism in various forms of marketing communications to provide maximum understanding and impact through consistency of communication messages to consumers or other parties relevant to goods or services communicated.

- Advertising (X1) is communication made through print and electronic media so that the product is known by the wider community. Bosowa Indah Beach Tourism conducts advertising through collaboration with Traveloka and Pegipegi in marketing their tourism products
- Direct Marketing (X2) is a form of promotion carried out by Bosowa Indah Beach Tourism by using mail, telephone, facemaile, e-mail and other non-personal communication tools to communicate directly in order to get direct response from certain visitors and potential visitors to Bosowa Indah Beach Tourism.
- Sales Promotion (X3) is a short-term incentive in Bosowa Indah Beach Tourism promotion activities to stimulate tourist visits in various ways such as coupons and price discounts.
- Personal Selling (X4) is a form of direct interaction carried out by Bosowa Indah Beach Tourism with one or more potential visitors to make presentations, answer questions and receive orders. It is also the most cost-effective tool at later stages in the buying process, especially in building visitor preference, conviction and action.
- Public Relations (X5), namely various Bosowa Indah Beach Tourism programs to promote, protect the image of the company, and its products. How is Bosowa Indah Beach Tourism in dealing with the community. The main purpose of visitor relations is to enhance reputation company.
- Visit Rate (Y), The decisions made by visitors to Bosowa Indah Beach Tourism to choose, determine, use and utilize tourist objects after analyzing and evaluating various information obtained.

3. RESULTS AND DISCUSSION

3.1 Results

- Classic Assumption Test
 - Normality

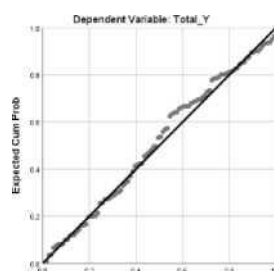


Figure 1. Normal Probability Plot

In the Normal Probability Plot figure above, it can be seen that the dots spread around the diagonal line, and the distribution approaches the diagonal line. This shows that the graph shows a distribution pattern close to normal, so the regression model meets the assumption of normality.

2. Heteroscedasticity Test

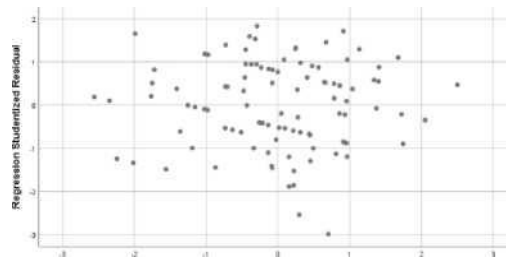


Figure 2. Graph Scatter Plot

Based on the Graph Scatter Plot in Figure shows that the dots spread randomly both above and below the number 0 on the Y axis. So it can be concluded that this did not happen heteroscedasticity in the regression model.

b. Multiple Linear Regression Test

Table 1. SPSS Data Processig Results

1	(Constant)	15.444	4.408		Indah ⁰⁴	Bosowa experienced
	Total_X1	-.034	.114	-.029	Increase 1 equal to .75,444 kali.	
	Total_X2	.131	.072	.177	Koefisi ⁸² ₃	regression variable
	Total_X3	.281	.092	.300	3.061	.003
	Total_X4	.016	.074	.021	Advertising (X1) ^negative value	
	Total_X5	-.064	.079	-.079	seuesctJ- 807	-0.034, 422al mean

Dependent Variable : Total_Y

Source: Results of SPSS Data Processing

The results of the regression analysis, the multiple regression equation is obtained as follows :

$$Y = 15.444 + (-0.034) X_1 + 0.131 X_2 + 0.281 X_3 + 0.016 X_4 + (-0.064)X_5 + e$$

The multiple linear regression equation above can be described as follows :

1. The constant value is positive, this indicates that if the integrated marketing communication variable consists of Advertising (X1), Direct Marketing (X2), Sales Promotion (X3), Personal Selling (X4), Public Relations (X5) is constant, then the level of tourist visits in Beach Tourism that for every increase in advertising once, there will be a decrease in the level of tourist visits at Bosowa Indah Beach Tourism by 0.034 times.
2. Variable regression coefficient, Direct Marketing (X2) has a positive value of 0.131. This shows that Direct Marketing has an influence on the level of tourist visits at Bosowa Indah Beach Tourism. This means that if Direct Marketing is implemented properly it will increase visits tourists by 0.131 times.
3. Variable regression coefficient, Sales Promotion (X3) has a positive value of 0.281. This means that Sales Promotion have a positive influence on the level of tourist visits in Bosowa Indah Beach

Tourism. This means that if Sales Promotion is implemented properly it will increase tourist visits by 0.281 times.

4. The regression coefficient of the Personal Selling variable (X4) has a positive value of 0.016. This means that Personal Selling has an influence on the level of tourist visits at Bosowa Indah Beach Tourism. This means that if personal selling is implemented properly, it will increase the level of tourist visits by 0.016 times.
5. The regression coefficient of the Public Relations variable (X5) has a negative value of -0.064. This means that Public Relations has no influence on the level of tourist visits at Bosowa Indah Beach Tourism.

Table 2. SPSS Data Processig Results

		hitung	Sig.	tabel	Information
Adversting		-.301	.76	1,98	Not
			4	6	Significant
Direct Marketing		1,82	0,7	1,98	Not
		3	1	6	Significant
Sales Promotion		3,06	.00	1,98	
		1	3	6	Significant
Public Relations		.215	.83	1,98	Not
			1	6	Significant
Personal Selling		-.807	.42	1,98	Not
			2	6	Significant

Source: Results of SPSS Data Processing

In the t test results, it can be seen that the t value of the variable X1 (0.301), X2 (1.823), X4 (0.215) and X5 (0.807) has a smaller value than t_{table} (1.986), meaning that the variable Advertising, Direct Marketing, Public Relations and Personal Selling partially have no significant effect on the level of tourist visits at Bosowa Indah Beach Tourism.

c. Determination Coefficient Test

Table 3. SPSS Data Processig Results

Summary Model ^b				
	R	Adjusted R	Error of The Estimate	std.
Model	sq	are	Square	E
1	.133	.087	3,204	
	.364 ^a			

a. Predictors: (Constant), Total_X5, Total_X1, Total_X2, Total_X4, Total_X3 b. Dependent Variable: Total_Y

Based on table it can be seen that the coefficient of determination (R) is 0.133. This means that 13.3% of the level of tourist visits is influenced by Integrated Marketing Communications consisting of Advertising, Direct Marketing, Sales Promotion, Personal Selling and Public Relations. Meanwhile, the remaining 86.7% of the tourist visit rate is explained by other variables outside the regression model that were not examined in this study.

3.2 Discussion

This study aims to determine the effect of Integrated Marketing Communication (IMC) on the level of tourist visits at Bosowa Indah Beach Tourism. In general, this study showed quite good results because it was based on results observations and interviews with Bosowa Indah Beach Tourism, to increase tourist visits they carry out Integrated Marketing Communications (IMC) consisting of Advertising, Direct Marketing, Sales Promotion, Personal Selling and Public Relations. According to (Kotler & Armstrong, 2001), which defines IMC as a concept in which a company carefully integrates and coordinates a lot of communication to convey clear, consistent and convincing messages to consumers about the company and its products, based on this expert opinion the company hopes for maximum results from carrying out Integrated Marketing Communications.

Based on the results of the F test on hypothesis testing it was found that Integrated Marketing Communications consisting of Advertising, Direct Marketing, Sales Promotion, Personal Selling and Public Relations have a positive relationship significantly to the level of tourist visits at Bosowa Indah Beach Tourism and based on the results of the determination coefficient test the results obtained were 13.3%, which means that Integrated Marketing Communications consisting Advertising, Direct Marketing, Sales Promotion, Personal Selling and Public Relations only have an effect of 13.3% on the level of tourist visits and the remaining 86.7% is influenced by other factors not researched.

4. CONCLUSIONS AND RECOMMENDATIONS

4.1 Conclusions

Based on the results of research on the effect of Integrated Marketing Communication on the level of tourist visits to Bosowa Indah Beach Tourism, it can be concluded as follows :

- a. Advertising and Public Relations have a negative effect on the level of tourist visits on Bosowa Indah Beach Tourism but not significant.
- b. Direct Marketing and Personal Selling have a positive effect on the level of tourist visits to Bosowa Indah Beach Tourism but not significant.
- c. Sales Promotion has a positive effect on the level of tourist visits to Bosowa Indah Beach Tourism and is significant.
- d. The Integrated Marketing Communication Strategy which consists of Advertising, Direct Marketing, Sales Promotion, Personal Selling, and Public Relations, simultaneously has an influence on the level of tourist visits to Bosowa Indah Beach Tourism.
- e. Among the 5 indicators of Integrated Marketing Communications, the most dominant influence on the level of tourist visits to Bosowa Indah Beach Tourism is the Sales Promotion variable. This is based on the results of the t test analysis where the value of T count (3.061) > t_{table} (1.986) is the largest compared to other variables.
- f. From the results of this study, the Integrated Marketing Communication strategy implemented by Bosowa Indah Beach Tourism shows results that are still ineffective in implementing the marketing communication strategy that it does.

4.2 Recommendations

- a. Based on the results of data processing, it was found that the most dominant variable affecting the level of tourist visits was the Sales Promotion that was applied. For this reason, the owner and manager of this tourist attraction should use a door to door system or pick up the ball, such as going directly to a group, organization or agency to introduce their tourism products in this way, in addition to attracting the attention of potential consumers, also to instill a "Brand Image" object. Thus, when the brand image

has been positively perceived by the public, it will make it easier for the company to carry out further promotions and it could even be free promotion for tourist attractions.

- b. Based on the results of the study by conducting the t test, there are variables that actually have a negative effect on the level of tourist visits to Bosowa Indah Beach Tourism, namely the Advertising and Public Relations variables. For advertising, the company should create an attraction.

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