

Increasing Interest of Domestic Tourists Visiting Lolai, North Toraja

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Abstract

This study aims to analyze and describe the Marketing Mix variable and the Domestic Attractiveness variable above the Cloud – Lolai, Toraja on the interest of domestic tourists to visit. The data collection technique is by distributing questionnaires to respondents who have visited the Land above the Clouds and assessing the tourist attractiveness of the destination. The sampling technique is non-probability sampling with an accidental approach. The results of this study indicate that the marketing mix affects the interest of domestic tourists visiting by 0.428 units with a calculated T value of 3.285 > T table of 1.660. Tourist attraction affects the interest of domestic tourists to visit because the regression coefficient value is 0.388 with the calculated T value of 2.965 > T table of 1.660. Overall, The influence of the marketing mix and tourist attraction on the interest of domestic tourists to visit is 61.7%, and other factors influence the remaining 38.3%.

Keywords: Marketing Mix, Attractiveness, Interest in Visiting, North Toraja.

1. Introduction

The marketing mix and tourist attraction influence tourists to visit a destination and then buy tourism products offered by the relevant destination provider. (Yulita 2016) and (Ngintang 2016) concluded that products, prices, promotions, places, processes, and physical evidence influence tourists to visit a tourist destination. However, (Yofina Mulyati 2019) and (Mahendrayani and Suryawan 2018), and (Hanggraito, Wiratama, and Saifuddin 2020) reveal different things. According to him, the process does not influence the decision of tourists to visit. Meanwhile (Ackhriansyah 2018) stated that promotional activities did not attract a significant number of tourist visits, but the most influential were the product, price, and place.

According to (Rachmawati, Dedi, and Simatupang 2019), the marketing mix is the most dominant in influencing the interest of tourist visits, especially promotional indicators. Promotion or marketing is a communication activity in which tourism organizing companies seek to influence people to buy their tourism products. One way to help market tourism products is to make brochures, videos, and various information facilities about the products offered to increase the number of visits. (Yulita 2016) argues that the marketing mix does not work alone in influencing the decision of tourists to visit but is also influenced by the tourist attraction of a destination. A destination where the elements must be met by specific characteristics, such as originality and natural beauty, variation, scarcity, and wholeness. It is in line with the opinion (Rahim 2020) that tourist visits can increase if a tourist destination realizes how important the role of the tourism element is. According to him, the most influential element is the element of scarcity.

(Sulistyafani and Sastrawan 2021) argue that it is not only a tourist attraction that influences the decision of tourists to visit but also the service facilities available in a tourist destination. However, (Lita 2010) said that the marketing mix and tourist attraction have a unified effect on the decision of tourists to visit a destination. (Laxmiwatyadai 2018) states that the number of visitors to a tourist destination can increase if the destination has a natural, cultural, and particular interest attraction business. However, according to (Rahim 2020), the factor that can increase the number of visitors is new tourism products so that visitors do not experience boredom and, as much as possible, can visit again and promote the tourist destination to others.

Everyone who decides to buy tourism products is influenced by the promotion of the product provider and has the effect and assesses the product offered for them to consider whether to buy at the price level offered and finally think about

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how cheap the product is to get or buy. As mentioned earlier, each aspect is carefully planned by product marketers to convince potential tourists to buy their products.

The Land above the Clouds – Lolai is a specific and phenomenal destination that is in demand by domestic tourists who want to enjoy the expanse of clouds covering the city of Rantepao and the beauty of the sunrise. Visitors come from various regions in Sulawesi and from outside Sulawesi.

2. Methods

This study covers aspects of the marketing mix and the attractiveness of the Land above the Clouds - Lolai in the interest of domestic tourists who have visited the place. This study aims to analyze and describe the influence of the marketing mix and the country's tourist attraction above the cloud affecting the interest of domestic tourists to come to see the expanse of clouds in the Lolai area.

The type of research used is the descriptive quantitative method by obtaining data by distributing questionnaires. The sampling technique is by accidental approach. The population in this study are domestic tourists who have visited.

The results of this study were analyzed using Smart-PLS. The number of samples for this research is 100 people. With the results of this study, it is known that the marketing mix and the attractiveness of the Land above the Clouds are pretty influential on the interest of domestic tourists to visit.

3. Result and Discussions

3.1. Descriptive Analysis

Table 1. Distribution of respondents based on the Marketing Mix

Category (Scale 1-5)	Frequency	Percentage
Low (<1,66)	4	4.0
Medium (1,66 - 3,33)	59	59.0
High (>3,33)	37	37.0
Total	100	100.0
Average	2.33	

As presented in the table 1, the majority of the marketing mix is in the medium category, which is 59.0 percent, 4.0 percent is low, and 37.0 percent is high. Overall, the average marketing mix is 2.33 on a scale of 1 to 5.

Table 2. Distribution of respondents based on the tourist attraction

Category (Scale 1-5)	Frequency	Percentage
Low (<1,66)	7	7.0
Medium (1,66 - 3,33)	53	53.0
High (>3,33)	40	40.0
Total	100	100.0
Average	2.33	

As presented in the table 2, most tourist attractions are in the medium and high categories, equal to 48.0 percent and 4.0 percent of low tourist attractions. Overall, the average tourist attraction is 2.44 on a scale of 1 to 5.

Table 3. Distribution of respondents based on Tourist Interests

Category (Scale 1-5)	Frequency	Percentage
Low (<1,66)	4	4.0
Medium (1,66 - 3,33)	48	48.0
High (>3,33)	48	48.0
Total	100	100.0
Average		2.44

As presented in the table 3, most domestic tourist interest is in the medium category, which is 53.0 percent and 7.0 percent is classified as low, and 40.0 percent of domestic tourist interest is high. Overall, the average domestic tourist interest is 2.33 on a scale of 1 to 5.

3.2. Outer Model Test Results

Model evaluation is a measurement model that aims to assess a model's validity (valid) and reliability (reliability). The outer model test consists of:

A. Outer Model Test Results

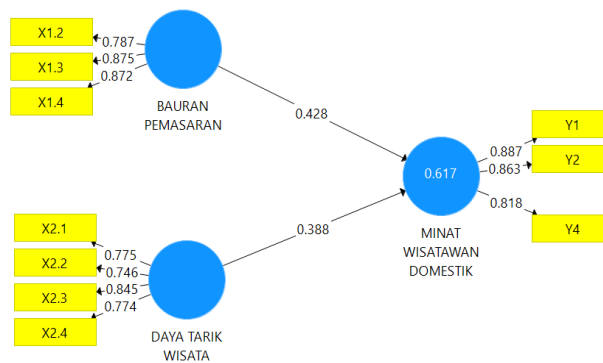


Figure 1. Outer SEM Model (Smart-PLS Output)

The Outer Model is an SEM model that shows the loading factor of each observed variable indicator on the latent independent variable. At the same time also offers the value of the coefficient of the influence of the independent variable (X) on the dependent variable (Y).

B. Convergent Validity (Loading Factor)

A Convergent validity test determines the value of the loading factor on the latent variable with its indicators.

Based on the analysis results in the table 4, it was found that all indicators have an outer loading value of <0.7 (the minimum value for the specified indicator validity level). Therefore, it can be concluded that the SEM model, as described above, is valid because all indicators have an outer loading value > 0.7.

3.3. Discriminant Validity

The discriminant validity of the model aims to see the level of validity of the indicators in the reflective model. Average Variance Extracted (AVE) is the value that becomes the measure, with an expected value of > 0.5.

Based on the table 5, the AVE value of each variable in the study is > 0.5, so it can be concluded that all variables in the SEM model analyzed are valid.

C. Model Reliability

Composite Reliability and Cronbach Alpha are used to determine the reliability of the SEM model. This type of reliability determines the indicator variable's internal reliability level.

The standard value of Cronbach's Alpha of a variable so that it is declared reliable is > 0.6, while the standard value for

Composite Reliability is > 0.7. Therefore, based on the table above, it is known that all variables have Cronbach's Alpha values > 0.6 and Composite Reliability values > 0.7, so it can be stated that the SEM model analyzed is reliable.

Table 4. Outer Loading (Convergent Validity)

Indicator	Market Mix (X1)	Tourist Attraction (X2)	Domestic Tourist Interest (Y)
X1.2 (Place)	0.787		
X1.3 (Promotion)	0.875		
X1.4 (Price)	0.872		
X2.1 (Orisilinity and Natural beauty)		0.775	
X2.2 (Variative)		0.746	
X2.3 (Scarcity)		0.845	
X2.4 (Wholeness)		0.774	
Y1 (Cloud)			0.887
Y2 (Scenery)			0.863
Y4 (Sunrise)			0.818

Table 5. Average Variance Extracted (AVE) value on SEM. model variables

Variables	Average Variance Extracted (AVE)
Market Mix (X1)	0.715
Tourist Attraction (X2)	0.618
Domestic Tourist Attraction (Y)	0.733

Table 6. Composite Reliability and Cronbach Alpha values for each variable

Variables	Cronbach's Alpha	Composite Reliability
Market Mix (X1)	0.800	0.882
Tourist Attraction (X2)	0.795	0.866
Domestic Tourist Attraction (Y)	0.819	0.892

3.3. Inner Model SEM

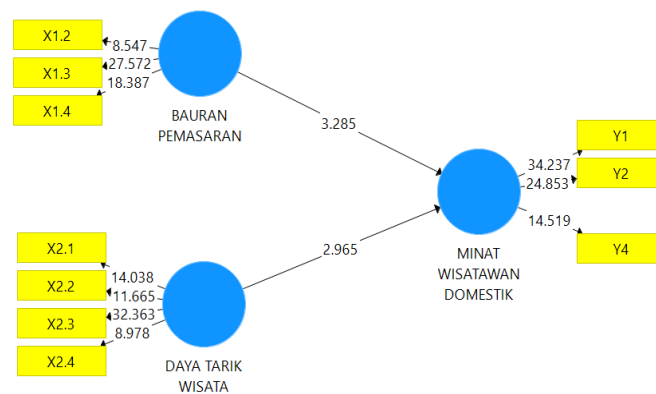


Figure 2. Inner SEM Model

The inner model is an SEM model that aims to determine the calculated T value, which helps assess the significant level of the independent variable (X) influencing the dependent variable (Y) used to test the research hypothesis.

3.4. T Statistical Analysis

The t-Statistical analysis aims to determine the significant value of the effect between the variables tested. The calculated T value is more excellent than the T table value, which shows the influence of the variable is quite strong. The analysis of the inner SEM model is used to see the magnitude of the calculated T value and P Value which is also a measure of the strength of the influence of the Independent variable on the dependent variable.

Table 7. T Value of the Independent Variable to the Dependent Variable

Variable	T Statistic	T tabel	P Values	Cut off P Value
Market Mix -> Domestic Tourist Attraction	3.285	1.660	0.001	0.05
Tourist Attraction -> Domestic Tourist Attraction	2.965	1.660	0.003	0.05

Based on the results of the T-statistical analysis, as shown in the table above, then the hypothesis test that there is a dependent variable can be stated as follows:

1. Hypothesis 1: It is assumed that the marketing mix has a significant effect on the interest of domestic tourists.

The results of the statistical T analysis obtained t count: $3.285 > t$ table 1.660 with a P value of 0.001 or less than the Cut off Value of 0.05. It means that the marketing mix has a significant effect on the interest of domestic tourists. So it can be stated that hypothesis 1 is accepted.

2. Hypothesis 2: It is assumed that tourist attraction significantly affects the satisfaction of domestic tourists' interests.

The results of the statistical T analysis obtained a t count of $2.965 < t$ table 1.660 with a P value of 0.003 or smaller than the Cut off Value of 0.05. It means that tourist attraction has a significant effect on the interest of domestic tourists. So it can be stated that hypothesis 2 is accepted.

3.5. Results of Determinant Analysis (R Square)

The determinant analysis aims to see the magnitude of the influence of the independent variables simultaneously influencing the dependent variable. The results of the analysis of the determinants of the SEM model are presented in the table 8.

Table 8. The results of the analysis of the determinants of the independent variables

Variable Influence	R Square	R Square Adjusted
Domestic Tourist Attraction (Y)	0.617	0.609

Based on the table 8, it is known that the marketing mix variable (X1) and tourist attraction (X2) affect domestic tourism interest (Y) by 61.7 percent. In comparison, 38.3 percent is influenced by other variables not observed in this study.

4. Discussion

A. Effect of Marketing Mix on Domestic Tourist Interest

The analysis of respondents' responses shows that the average respondent responds reasonably to the tourism destination marketing mix, which significantly affects tourist satisfaction, with a significance value of 0.001, which is smaller than the value of $= 0.05$. It means that the marketing mix determines the interest of domestic tourists to visit.

This study's results align with the research submitted by (Rachmawati, Dedi, and Simatupang 2019), who state that the marketing mix is the most dominant in influencing tourist interest in visiting, especially promotion indicators.

The results of the SEM analysis also explain that the indicator that contributes the most to the marketing mix is Promotion, which is 87.5 percent. Meanwhile, the indicator that gives the minor contribution of the marketing mix variable is Place, which is 78.7 percent.

B. The Influence of Tourist Attraction on Domestic Tourist Interest

Based on the results of the analysis of respondents' responses, it shows that the average respondent gives a reasonable response to tourist attractions. However, it significantly affects tourist interest with a significance value of 0.003, which is smaller than the value of $\alpha = 0.05$. It means that tourist attraction determines the interest of domestic tourists in the country above the clouds.

This study's results align with the research submitted by (Suwarti 2014), which states that tourist visits can increase if a destination realizes the importance of the role of tourism elements role.

The results of the SEM analysis also explain that the indicator that contributes the most to tourist attraction is Scarcity, which is 84.5 percent. At the same time, the indicator that gives a minor contribution among the indicators of tourist attraction is Variative 74.6 percent.

5. Conclusion

Based on the results of the research and discussion above, the conclusions of this study are the marketing mix in the medium category, attractiveness in the medium category, and interest in visiting the medium and high categories for domestic tourists in the country above the cloud of Lolai Toraja Utara. Significantly to the interest of visiting domestic tourists in the Land above the clouds of North Lolai Toraja. Attractiveness has a positive and significant effect on the interest of visiting domestic tourists in the country above the clouds of North Lolai Toraja. In addition, to increase tourist visits to the Land above the Cloud-Lolai, it is hoped that the manager has short-term and long-term plans to innovate so that the country above the Cloud-Lolai becomes a desirable tourist destination so that the number of visits will increase. The tourism components, which include attractions, activities, accessibility, and amenities, should be improved so that tourists can feel at home for a long time or return.

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