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The Impact of Tourism Marketing on Visitor Interest in Cikadongdong River Tubing, Majalengka, West Java

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ABSTRACT

Purpose: This study aims to determine whether and how much tourism marketing influences interest in visiting Cikadongdong *River Tubing* Majalengka, West Java.

Research Methods: This research uses quantitative methods. The data collection technique used a questionnaire, and the analysis unit amounted to 100 respondents. The sample used is non-probability, namely purposive sampling. The analysis method used is simple regression analysis. Data testing uses validity and reliability tests, followed by classical assumption tests, namely normality test and heteroscedasticity test, hypothesis testing, and determinant test, using SPSS 20 as a data processing tool.

Result and Discussion: The results of this study indicate that tourism marketing significantly affects visiting interest. The t-value of the tourism marketing variable is 13.436, while the t-table value is 1.984, confirming that tourism marketing (X) influences visiting interest (Y). The coefficient of determination (R Square) shows that tourism marketing explains 64.8% of the variation in visiting interest. This indicates that marketing efforts significantly contribute to the decision to visit Cikadongdong River Tubing, while 35.2% of the variance is due to other factors not examined in this study.

Implication: The results of this study indicate that tourism marketing has a significant effect on visiting interest. This can be proven by the t value of the tourism marketing variable being 13.436 and the t table value being 1.984. Ha can be accepted if the t value is 13.436> t table 1.98477. It can be stated that the tourism marketing variable (X) affects visiting interest (Y) by 64.8% or 0.648 R Square.

Keywords: Marketing Tourism, Visiting Interest, Cikadongdong River Tubing

INTRODUCTION

The development of information technology and globalization in the tourism industry is the main foundation for life changes in the digital era. The widespread use of technology continues to grow, bringing many changes and innovations - the latest innovations. The tourism industry is entering the era of digitalization and has the potential to continue to grow so that it impacts quality and quantity. Therefore, in terms of marketing, it is no less important to continue to grow along with economic development and the increase in tourist

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destinations. The tourism sector is one of the sectors that has excellent potential to improve a region's economy and can positively impact the community's welfare. Tourism development in the current era has become a force in developing tourism globally and has experienced rapid development in recent years. The development of digital technology can make it easier for tourist destinations to improve their tourism marketing. Marketing is a series of activities, institutional arrangements, and processes that aim to create, communicate, deliver, and exchange offers with value for customers, clients, partners, and society. Marketing bridges the company and the market, seeking to create beneficial and sustainable relationships with various stakeholders (Kotler & Keller, 2016). Appropriate tourism marketing has a massive opportunity for progress and development for the tourism industry, and the marketing mix elements are expected to satisfy tourists and influence visiting interest. The elements used in the marketing mix include the 7Ps, namely: product, price, place, promotion, people, process, and physical evidence. The importance of the marketing mix offered is attractive in order to increase interest in visiting.

Tourism destinations that can offer attractive products, competitive prices, compelling promotions, and strategic locations will be more likely to increase demand because these things encourage tourists' interest in visiting these tourist destinations. This shows that a good marketing strategy can influence the interest in visiting a destination. Interest in visiting is the desire to visit a desired tourist destination (Hernita in Nugraha, 2021) qt. in (Kusuma, 2022). They add that visiting interest is an action consumers take in deciding to visit a tourist attraction based on their experience when visiting (Kotler & Keller, 2014). Interest in visiting can be influenced by the source of information obtained through tourism marketing, which can convince people to visit. Several studies have been conducted to prove the effectiveness of the marketing mix theory in increasing sales of products or services in tourist destinations. Some studies show that the marketing mix strategy can be applied well and successfully increase sales or tourist visits. However, some studies show that applying the marketing mix theory does not always match the situation in the field. This difference in results can be caused by various factors, such as market characteristics, economic conditions, or inappropriate ways of implementing the strategy. Successful research usually shows that the elements of the 7P marketing mix, such as product, price, process, physical evidence, people, promotion, and place, have been adjusted to the needs and desires of the target market. However, if these strategies are not adapted to the realities and dynamics of the market, their implementation may not yield the expected results. Therefore, it is essential for tourist destination managers to continuously evaluate and adjust their marketing strategies according to the conditions and needs that exist in the field. Although tourism marketing efforts continue to be made to elevate Cikadongdong River Tubing as a leading tourist destination in Majalengka, there are still challenges and opportunities that can be further improved because the amount of fierce competition in the tourism industry forces destination managers to continue to innovate in order to have uniqueness and attractiveness to compete.

Based on this background, it is clear that the Cikadongdong River Tubing tourist destination has excellent potential for further development. The primary challenge managers face is increasing tourist interest in visiting, which is an opportunity that must be responded to strategically. After problem identification,

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the next step is to conduct in-depth research through surveys at these tourist destinations. This survey aims to collect data that will be statistically analyzed to determine the factors that influence interest in visiting Cikadongdong River Tubing. From the results of this analysis, recommendations can be made based on data and research findings. These recommendations are expected to help managers increase destination attractiveness regarding tourism products offered, promotions, facilities, and overall marketing strategies. With a research-based approach, the development of tourist destinations will be more focused and potentially significantly increase tourist visits. This research is essential for an in-depth understanding of how the 7Ps (product, price, process, people, place, physical evidence, promotion) are conveyed through tourism marketing carried out to target tourists in order to determine the effect of tourism marketing on visiting interest and how much influence tourism marketing has on visiting interest to Cikadongdong River Tubing. The benefits that will be obtained so that this research can be achieved are that this research is expected to provide knowledge insights for the study of tourism business and can be a reference for subsequent writing studies in the field of tourism business studies. This research is expected as reference material in reviewing and analyzing the influence of digital tourism promotion.

RESEARCH METHODS

This study uses quantitative research methods with data collection techniques using a questionnaire. The unit of analysis in this study amounted to 100 respondents who had visited Cikadongdong River Tubing. The data analysis used is simple linear regression. Questionnaire data testing uses validity and reliability tests to test whether the question or statement is valid or reliable in the questionnaire; if it is declared valid and reliable, then the question or statement can be used in this study. The measurement scale used is a Likert scale with 5 (five) answer options: strongly disagree, disagree, doubt, agree, and strongly agree (Sugiyono, 2019). The sample used is non-probability sampling, namely purposive sampling, and the sample size was calculated using the Slovin formula. Data testing in this study uses the classic assumption test, namely the normality test and heteroscedasticity test, then testing the instrument using the coefficient of determination test and hypothesis testing using SPSS 20 as a data processing tool.

RESULTS AND DISCUSSION

The research results on “The Influence of Tourism Marketing on Interest in Visiting Cikadongdong River Tubing Majalengka West Java.” The data comprised 100 respondents who had visited Cikadongdong River Tubing Majalengka West Java. Collecting data on this questionnaire, the authors distributed an online questionnaire containing 22 statements via Google Form with a tourism marketing variable of 14 statements and a visiting interest variable of 8 statements using a 5-point Likert scale.

Validity Test

This study uses a validity test to determine whether the data obtained is valid or not, a validity test will be used. The validity test aims to measure whether the statements in the questionnaire that have been made are valid or valid. The statement on the questionnaire can be valid if it can reveal

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something that will be measured by the questionnaire (Ghozali, 2021). The value of the r table for the population in this study of 100 respondents with a significant level of 5% and df = (N-K-1) where N is 100 (100-1-1) so that df = 98 is obtained (seen in the distribution of table values) is 0.1966. The statement is invalid if the r count is more minor than 0.1966. This validity test uses SPSS version 20 and is obtained as follows:

Table 1. Variable Validity Test Results (X)

Item	r tabel	r hitting	Description
X.1	0,780	0,1966	Valid
X.2	0,790	0,1966	Valid
X.3	0,751	0,1966	Valid
X.4	0,797	0,1966	Valid
X.5	0,684	0,1966	Valid
X.6	0, 623	0,1966	Valid
X.7	0,684	0,1966	Valid
X.8	0,685	0,1966	Valid
X.9	0,798	0,1966	Valid
X.10	0,799	0,1966	Valid
X.11	0,661	0,1966	Valid
X.12	0,685	0,1966	Valid
X.13	0,730	0,1966	Valid
X.14	0,736	0,1966	Valid

[Source: Research Data, 2024]

Based on the results of the validity test table conducted, each statement indicator of the variable (X) tourism marketing can be considered valid because the resulting count value is greater than the table value of 0.1966.

Table 2. Variable Validity Test Results (Y)

Item	r hitting	r tabel	Keterangan
Y.1	0,746	0,1966	Valid
Y.2	0,824	0,1966	Valid
Y.3	0,756	0,1966	Valid
Y.4	0,795	0,1966	Valid
Y.5	0,747	0,1966	Valid
Y.6	0,812	0,1966	Valid
Y.7	0,762	0,1966	Valid
Y.8	0,585	0,1966	Valid

[Source: Research Data, 2024]

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Based on the results of the validity test table above, it can be concluded that each statement indicator of the tourism marketing variable is declared valid. This can be proven by the count value being more significant than the table value, which is more significant than 0.1966.

Reliability Test

The reliability test is said to be reliable and reliable if the answers to these statements are consistent and stable. It has the aim of measuring the questionnaire of these variable indicators. (Ghozali, 2021). To measure the reliability of answers to questions can be done with the following conditions:

a. If the value of α> or = table, it can be said that this research instrument is reliable.
b. If the value of α < rtabel, it can be said that the research instrument is unreliable.
c. If the value of a sound reliability coefficient is above 0.6 (reasonably good) and above 0.8 (good).

Table 3. Reliability Test Results

Variable	*Cronbach's Alpha*	Significance Level	Description
Marketing Tourism (X)	0,931	0,6	Reliable
Visiting Interest (Y)	0,891	0,6	Reliable

[Source: Research Data, 2024]

Based on the results of the reliability test table above, it can be concluded that all Cronbach's Alpha values are more significant than 0.60, which means that all statements are reliable. Cronbach's Alpha value is more significant than 0.60, meaning all statements are declared reliable.

Normality Test

Normality test: One of the methods that can be used is Jarque Bera to evaluate normality based on the skewness coefficient and the kurtosis coefficient. This test compares the Jarque Bera value statistics with the Chi-Square table value (Suliyanto, 2011). The normality test in this study was carried out using the Jarque Bera (JB TEST) method. This test compares the Jarque Bera value statistics with the Chi-Square table value (Suliyanto, 2011). If the JB value < X2 table, it can be said that the standardized residual value is usually distributed. The following is a hypothesis using Jarque Bera (Suliyanto, 2011):

$$JB\ n = \frac{S^2}{6} + \frac{(K-3)^2}{24}$$

keterangan:
JB = *Jarque Bera*
n = Populasi
S = Koefisien *Skewness*
K = Koefisien *Kurtosius*

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Table 4. Jarque Bera Normality Test Result

Descriptive Statistics					
	N	Skewness		Kurtosis	
	Statistics	Statistics	Std.Error	Statistics	Std.Error
Standardized Residual	100	**-1,063**	0,241	**6,11**	0,478
Valid N (listwise)	100				

[Source: Research Data, 2024]

$$JB = \frac{n}{6}\left(\frac{S^2}{} + \frac{(K-3)^2}{24}\right)$$

$$100 = \frac{-1,063^2}{6} + \frac{(6,110-3)^2}{24}$$

$$100 = \frac{1,129}{6} + \frac{3,110^2}{24}$$

$$100 = \frac{1,129}{6} + 9,671$$

JB = 100 (0,188 + -0, 403)
JB = 100 (0,188 + -0, 403)
JB = 100 *X* 0,591
JB = **59,115**

Based on the results of the Jarque Bera normality test, the value is 59.115, and the value will be compared with the Chi-Square table at a sigfikan level of 0.01 and df 100 (the number of n), the X^2 table value is 135.806723. So, it can be concluded that the Jarque Bera value is 59.115 < 135.806723. The Jarque Bera value is smaller than the Chi-Square table value of 135.806723, so it can be stated that the standardized residual values are normally distributed.

Heteroscedasticity Test

The heteroscedasticity test means that a variant of the regression model variable is not the same (constant). Conversely, the variance in the regression model has the same value (constant); it is called heteroscedasticity (Suliyanto, 2011).

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Table 5. Heteroscedasticity Test Results

Correlations				
			Marketing Tourism	*Unstandardized Residual*
Spearman's rho	Marketing Tourism	*Correlation Coefficient*	1,000	,008
		Sig. (2-tailed)		,940
		N	100	100
	Unstandardized Residual	*Correlation Coefficient*	,008	1,000
		Sig. (2-tailed)	,940	
		N	100	100

[Source: Research Data, 2024]

Based on the results of the Spearman Rho test table above, the 2-tailed significance value is 0.940; this indicates that heteroscedasticity does not occur, as evidenced by the 2-tailed significance value greater than 0.05.

The Simple Linear Regression Test

The simple linear regression test is used to predict how high the value of the dependent variable will be if the value of the independent variable is changed (Sugiyono, 2019). A simple linear regression test is carried out to know how much influence between tourism marketing variables (X) on visiting interest variables (Y). Simple linear regression analysis method, formulated among others:

$Y = \alpha + \beta X$

Y = Visiting Interest

A = Constant

β = Regression coefficient of tourism marketing

X = Tourism marketing

Table 6. Simple Linear Regression Test Results

Coefficients						
		Unstandardized Coefficients		*Standardized Coefficients*	t	Sig.
Model		B	Std. Error	Beta		
1	(*Constant*)	3,502	2,213		1,582	,117
	Marketing Tourism	,507	,038	,805	13,436	,000

a. Dependent Variable: Visiting Interest Source: Research Data, 2024

Based on the results of the simple linear regression test, the regression model is formulated as follows:

$Y = a + \beta X$ Description:

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Y = interest in visiting
a = constant
β = regression coefficient
X = tourism marketing
Y = 3,502 + 507(X).

Based on the results of the simple linear regression test calculation above, it can be concluded as follows:

a. Based on the results of the Coefficients table above, the constant value is 3.502, which means that the constant value of the visiting interest variable is 3.502.
b. The positive regression coefficient of 0.507 indicates that every 1% increase in the value of tourism marketing will increase the value of the visiting interest variable by 0.507. Therefore, there is a positive relationship between these two variables.

The Coefficient Determination (R2)

The coefficient of determination (R2) test assesses how much changes in the dependent variable can be explained by the independent variable (Ghozali, 2021).

Table 7. Determinant Coefficient Test Results (R^2)

	Coefficients				
	Unstandardized Coefficients		*Standardized Coefficients*	t	Sig.
Model	B	Std. Error	Beta		
1 (Constant)	3,502	2,213		1,582	,117
Marketing Tourism	,507	,038	,805	13,436	,000

Dependent Variable: Visiting Interest
[Source: Research Data, 2024]

Based on the results of the R2 determinant coefficient test, it is known that the R Square value is 0.648. This means that the effect of tourism marketing variables (X) on visiting interest (Y) is 64.8%. In other words, 64.8% can be said of the variation in visiting interest explained by tourism marketing, while the remaining 35.2% is influenced by other variables not tested in this study.

Hypothesis Test

The T-test is used to assess the effect of the independent variables on the dependent variable in regression analysis. One of the hypothesis tests studied for simple linear regression analysis is the t-test (Ghozali, 2021). The significant value (sig.) and the estimated value in the table are two decision-making references. The following are additional guidelines:

a. Using t table and tcount. The hypothesis can be accepted if the tcount> table shows a significant contribution between the dependent and independent

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variables. The hypothesis is rejected if the count table indicates that there is no significant contribution between the independent variable and the dependent variable.

b. If it is smaller than 0.05 and shows that the hypothesis is accepted, the independent variable significantly affects the dependent variable. On the other hand, if it is more significant than 0.05, the hypothesis is rejected, or there is no relationship between the independent and dependent variables.

Table 8. Hypothesis Test Results

Coefficients						
		Unstandardized Coefficients		*Standardized Coefficients*	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	3,502	2,213		1,582	,117
	Marketing Tourism	,507	,038	,805	13,436	,000

a. Dependent Variable: Visiting Interest
[Source: Research Data, 2024]

Based on the t-test table above results, it is necessary to find the t-table value first. This study's population consisted of 100 respondents, with a significant value of 0.05 and df = (N-K).
Description:
Df = degree of freedom
N = number of respondents
K = number of variables
df = 100 - 2 = 98

The significance value of 0.5 obtained df in the t table is 1.98477. So, it can be concluded that the count value is 13.436 and the table value is 1.98477 with a Sig value. 0.000 <0.05. which means the value of tcount> table. So, it is concluded that H0 is rejected, which means that the tourism marketing variable significantly influences the visiting interest variable.

Discussion

Cikadongdong River Tubing Majalengka West Java is a water tourism activity that presents a natural panorama with the natural beauty of the Cikadongdong River and clear water. Tourist activities that go down the Cikadongdong River, which is 350 meters and 1 kilometer, use rubber tires as a means of transportation and are equipped with buoys, helmets, and hand and foot protection. Cikadongdong River Tubing has supporting facilities such as toilets, parking areas, and easy access. Located in Payung Village, Teja, Rajagaluh District, Majalengka Regency, West Java 45472. Cikadongdong River Tubing is open Tuesday - Thursday, 10.00 - 15.00 WIB (weekday) and Saturday, Sunday, 09.00 - 16.00 WIB (weekend). The ordering system is done online via an official telephone or through the cikadongdong_rivertubing Instagram account, which has 16.9 thousand

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followers. The results of the hypothesis used to state that tourism marketing has a positive and significant effect on visiting interest and the results of the hypothesis in this study are accepted. The t value of the tourism marketing variable is 13.436, and the t table value is 1.98477, so the t value is 13.436> t table 1.98477 with a significance value of 0.000 <0.05 and it can be seen that the R Square value is 0.648. This means that the effect of tourism marketing variables (X) on visiting interest (Y) is 64.8%.

CONCLUSION

Based on the data processing results, it is carried out with the title The influence of tourism marketing on interest in visiting Cikadongdong River Tubing Majalengka West Java. It can be concluded that tourism marketing has a significant influence on the interest in visiting Cikadongdong River Tubing Majalengka West Java with a percentage of influence of 0.648 or 64.8% and the remaining 35.2%, which is influenced by other variables not tested in this study. This study can prove that tourism marketing has a positive and significant influence on visiting interest. This shows that any increase in tourism marketing can significantly increase visiting interest. Alternatively, vice versa, if the tourism marketing carried out has decreased and is not carried out optimally, this can experience a decrease in visiting interest.

Researchers can provide suggestions to correct deficiencies in further research by continuing to improve and maintain tourism marketing using 7P so that there is more interest in visiting Cikadongdong River Tubing Majalengka, West Java. The researcher proposes that further research add the number of independent variables that are not in this study, and these independent variables affect visiting interest. It is recommended that a different analysis be used. This aims to increase the accuracy of the analysis in identifying factors that influence visiting interest even better.

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