# MARKETING MIX ANALYSIS ANNUAL EVENT SERVICES BAY FESTIVAL TOWARDS LOCAL TOURIST SATISFACTION IN AMBON CITY

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**Abstract:** The Ambon Bay Festival is an annual event held in Ambon Bay, Maluku. The event, which has been held since 2006, aims to promote tourism in the Maluku Islands to the international community. The traditional boat race called Manggurube Arumbae is an important spiritual requirement in this festival. In addition, there is also a Semang boat race. Women in traditional costumes can be seen guarding the Semang ship, which has a traditional Maluku outrigger. This final project examines the magnitude of the influence of the Ambon Bay Festival service marketing mix on the satisfaction level of local tourists in Ambon city. The writing of this report is presented with a quantitative method using descriptive statistical analysis and inferential statistics to obtain accurate results of the effect of the service marketing mix that has been carried out by the Maluku Provincial Tourism Office in organizing the Ambon Bay Festival. Data collection methods using field observations, interviews, documentation and questionnaires as well as literature review. The statistical analysis used is descriptive statistical analysis to evaluate and explain the forms of the service marketing mix that will be carried out and inferential statistical analysis to determine the relationship between the effect of the service marketing mix and the level of tourist satisfaction. The conclusion obtained from the results of this study is that the Ambon Bay Festival has become a good cultural and tradition party for the people of Maluku. This event should be further developed so that it becomes a prestigious annual tourism event and attracts national and international tourists. A life that is thick with ancestral values by the people of Maluku can be a good added value for the sustainability of this activity. Maluku Provincial Government can collaborate between institutions to bring this event to be one of the faces of Maluku tourism in the future.

**Keywords**: Ambon Bay Festival, Service Marketing Mix, Local Tourist SatisfactionLevel

## INTRODUCTION

### 1.1. Background

Indonesia is known as the largest archipelago in the world, according to verified data from the Coordinating Ministry for Maritime Affairs and Investment as of December 2019, there are 17,491 islands from the western tip to the eastern tip lined up with small and large islands with most of 70% of the ocean area with 93,000 km of waters and a coastal length of around 81,000 km or almost 25% of the coastal length in the world, (www.indonesia.travel: 2018). called the Unitary State of the Republic of Indonesia (NKRI). Indonesia is rich in culture and charm, almost every region has tourism activities that attract tourists. Tourism is very influential on state revenue through foreign exchange and taxes, in a d d i t i o n to increasing the income of the local population. Given the important role of tourism in world economic development so that tourism is often dubbed as a passport to development, it is no exaggeration that almost all countries are currently competing to sell their natural beauty, cultural uniqueness, and thehospitality of their people to various countries that are potential markets.

The first Ambon bay party was held in 2006 with the aim of preserving the social values of Maluku pela gandong culture, maritime culture as an island community in daily activities as fishermen where semang or arambai (belang) boats are a means of transportation and fishing facilities. This background is a reference for designing service products offered or marketed as tourism products for the Ambon bay party fistival event in the form of competitions as can be seen in the table below;

**Table 1.1. Gulf Feast Festival competitions 2015-2019**

| No. | YEAR 2015 | EYE OF THE COMPETITION |
|---|---|---|
|  |  | Striped Boat |
| 1 |  | Relay Swimming |
| 2 |  | Fishing |
| 3 |  | Female Semang Boat |
| 4 |  | Male Semang Boat |
| 5 |  | Beach Volleyball |
| 6 |  | Hawaian Band |
| 7 |  | Princess Bahari Selection |
| 8 |  | Maritime Dance Festival |
| 9 |  | Sea Sweep |
|  | YEAR 2016 | EYE OF THE COMPETITION |
| 1 |  | Striped Boat |
| 3 |  | Fishing |
| 3 |  | Female Semang Boat |
| 4 |  | Male Semang Boat |
|  | YEAR 2017 | EYE OF THE COMPETITION |
| 1 |  | Striped Boat |
| 2 |  | Female Semang Boat |
| 3 |  | Male Semang Boat |
| 4 |  | Ornamental Boat |
| 5 |  | Photo Tourism load at Social media |
| 6 |  | Tobelo shake |
| 7 |  | Tourism Coloring |
| 8 |  | Triathlone |
|  | YEAR 2018 | EYE OF THE COMPETITION |
| 1 |  | Striped Boat |
| 2 |  | Female Semang Boat |
| 3 |  | Male Semang Boat |
| 4 |  | Fishing |
| 5 |  | Painting |
| 6 |  | Storytelling |
| 7 |  | Photography |
| 8 |  | Beach Volleyball |
| 9 |  | Maluku Specialties Festival |
|  | YEAR 2019 | EYE OF THE COMPETITION |
| 1 |  | Striped Boat |

| 2 | | Swimming from Martafon to Galala |
| 3 | | Female Semang Boat |

Data source: Maluku Tourism Office

From the table above, it can be explained that the number and types of competitions in the last five years, namely from 2015 to 2019, have always changed, as in 2015 there were nine competitions in 2016 it dropped to four competitions and 2017 increased the number of competitions to eight and in 2018 it rose to nine while in 2019 the number dropped to three.

It is important to pay attention to the Maluku Tourism Office that the Ambon bay party event has included a national event in the 100 calender of wonderful events in 2019 so that the implementation of the bay party event needs to evaluate planning patterns, in designing activity plans, human resources (HR) organizers, adequate infrastructure and finance so that this bay party activity becomes an annual agenda for the promotion of Maluku locally, nationally and internationally from the aspect of coastal and marine tourism which is expected to have an economic impact in the sense of multifiler effects on the community of small and medium enterprises (SMEs) for which there must be coordination, synchronization between all parties, both government, private and community.

Observing the dynamics of the Ambon Bay party as a promotional event for Maluku tourism, we can present the number of local tourist visits in 2014 - 2018 in the following table:

**Table 1.2 Development of the number of local tourist visits for theperiod 2014-2018**

| NO | YEAR | LOCAL TRAVELERS | |
|---|---|---|---|
| | | AMOUNT | % |
| 1 | 2014 | 69 335 | - |
| 2 | 2015 | 85.978 | 24,00 |
| 3 | 2016 | 129.068 | 50,11 |
| 4 | 2017 | 174.431 | 35,15 |
| 5 | 2018 | 183.153 | 5,00 |

Data source: Maluku Province tourism office

Based on table 1.2 above, it can be explained that the number of local tourists from 2014- 2018 has increased and we see from the percentage experiencing fluctuations that tend to decrease where in 2014/2015 the percentage was 24%, in 2016 it increased to 50.11%, in 2017 it dropped to 35.5% and in 2018 it dropped again to 5%. These steps are real phenomena that become material for the analysis of the Maluku Province Tourism Office as the organizer that there are weaknesses in the concept of Service Marketing Mix as the public's opinion that the festival event has not been managed well in terms of competitions and events, transportation and accommodation financing, still limited promotion, socialization, the marine environment and the bay are not well organized, the parking lot has an impact on congestion, security after the announcement of winners there are often

arguments and fights, friendliness of organizers and public facilities.

Events are basically events that are planned with the aim of providing experiences to visitors who attend. The experience must be able to give a deep impression and be able to be stored in the memory of visitors for a long period of time. Thus, the material experience that will be presented at the event must have distinctiveness, be able to attract visitor involvement, be useful, and have a level of relevance to the visitors themselves. Some event organizers often spend their time in the pre-event or planning phase. This phase is the phase where ideas are raised and articulated so that they take the form of materials that will be provided to visitors. Charles (2002:58) says that 90% of event creation work is spent in the pre-event period. While the rest is spent on the event implementation and post event phases.

Seeing this phenomenon, the event manager needs to know the factors that influence public interest and need to be increased to participate in the Pesta Teluk event. Based on the consumer behavior model put forward by Kotler (2005; 202), it is said that the factors that can stimulate consumers are factors that come from marketers or are often called service marketing mix stimuli, such as: product, price, place, promotion, people, process and physical evidence.

By paying attention to the background description and for the development of tourism marketing in Maluku Province, the authors are interested in conducting this research with thetitle "Analysis of Maluku Province Tourism Marketing".

Marketing Mix of Annual Event Services of the Gulf Party Festival towards local touristsatisfaction in Ambon City".

## 1.2. Research Problem Formulation

From the description on the background, the problems in this study can be formulated,

namely

1. Does Product have a positive and significant effect on local tourist satisfaction in AmbonCity?
2. Does Price have a positive and significant effect on local tourist satisfaction in Ambon City?
3. Does Promotion have a positive and significant effect on local tourist satisfaction in AmbonCity?
4. Does Place have a positive and significant effect on local tourist satisfaction in Ambon City?
5. Do people have a positive and significant effect on local tourist satisfaction in Ambon City?
6. Does Process have a positive and significant effect on local tourist satisfaction in AmbonCity?
7. Does Physical Evidence have a positive and significant effect on local tourist satisfaction inAmbon City?
8. Does the Services Marketing Mix (Product, Price, Promotion, People, Process and PhysicalEvidence have a positive and significant effect on local tourist satisfaction in Ambon City?

## 1.3. Research Focus

The focus of this research is intended to limit the quantitative study as well as limit the research in order to select which data are relevant and which are not relevant (Moleong, 2010). The restrictions in this study are based more on the level of importance/urgency of the problems faced in this study. This research will focus on "Analysis of the Marketing Mix Effect of the Ambon Bay Party Festival Event on local tourist satisfaction in Ambon City" whose main object is one of the events in the *Wonderful Indonesia* 100 calendar.

## 1.4. Research Objectives

The research objectives to be achieved in this thesis are:

1. To determine and analyze whether Product has a positive and significant effect on the satisfaction of local tourists in Ambon City.

2. To determine and analyze whether Price has a positive and significant effect on local tourist satisfaction in Ambon City.

3. To determine and analyze whether Promotion has a positive and significant effect on visitor interest in visiting the Ambon bay party event.

4. To determine and analyze whether Place has a positive and significant effect on local tourist satisfaction in Ambon City.

5. To determine and analyze whether people have a positive and significant effect on the satisfaction of local tourists in Ambon City.

6. To determine and analyze whether Process has a positive and significant effect on local tourist satisfaction in Ambon City.

7. To determine and analyze whether Physical Evidence has a positive and significant effect on local tourist satisfaction in Ambon City.

8. To determine and analyze whether the service marketing mix (product price, place, promotion, people, process and physical evidence) has a positive and significant effecton local tourist satisfaction in Ambon City.

## 1.5. Research Benefits

1. The scientific aspect is to see the relationship between marketing science and tourism and to be used as reference material for similar research in the future.

2. The implementation aspect is useful as input for tourism industry players and the Maluku Province Tourism Office for the development of Maluku tourism.

3. For students and future researchers, it can be used as input and reference material to conduct further research on the influence of the marketing mix on the satisfaction of tourism industry players.

## CHAPTER II: LITERATURE REVIEW

### 2.1 Definition of Marketing

Marketing is an important part of the company's function in an effort to maintain survival, make sales and earn profits according to the needs and desires of consumers. Here are some expert opinions about marketing.

Marketing according to Kotler and Keller (2011: 6) is a social and managerial process where individuals and groups get what they need and want through the creation, offering and exchange of products of value.

According to Philip Kotler translated by Afiff (2006: 5) marketing is a social process by which individuals and groups get what they need and want by creating and exchanging production and value with other individuals and groups.

According to Stanton quoted by Dharmmessa and Irawan (2004: 5) marketing is an overall system of business activities aimed at planning, pricing, promoting, distributing goods and services that satisfy needs both to consumers or existing buyers and

potential buyers.

From the above definitions, it can be concluded that marketing is all activities that aim to facilitate the flow of delivery of goods and services from producers to consumers to satisfy consumer needs and to achieve company goals.

## 2.2 Definition of Marketing Management

The definition of marketing management according to Alma Buchari 2007: 130, namely as an activity of analyzing, planning implementing and supervising all activities (programs), in order to obtain a profitable level of exchange with target buyers in achieving organizationalgoals. This definition implies that marketing management:

a. As a management process that includes planning analysis, implementation and supervision.

b. As an activity that has the aim of producing the desired exchange.

c. As an activity that can be carried out by sellers and buyers.

d. As an activity that can be done either for personal or collective benefit.

e. As an activity focused on the application and coordination of production, price, distribution and promotion to achieve effective results.

The definition of Marketing Management is an analysis of planning, implementation and supervision of programs that have been designed in relation to the desired exchanges with consumers, which are intended to obtain personal and mutual benefits.

## 2.3 Services Marketing

Service is something that can be identified as something that is not palpable and intangible, offered to fulfill needs and desires. Services cannot be produced with tangible objects or cannot be held. (Stanton referred to in Alma, 2007: 243). Meanwhile, Zeithaml (referenced in Alma, 2007: 243) explains that service is an economic activity whose output is not consumed at the same time as production and provides added value such as pleasure, entertainment, relaxation, health), is intangible. Service marketing is not the same as product marketing, because:

1. Service marketing is more intangible and immaterial because the product is invisible and intangible.

2. The production of services is carried out when the consumer is dealing with the staff so that quality control is carried out immediately. This is more difficult than monitoring physical products.

3. The interaction between consumers and staff is important to realize the product.

According to Payne, service marketing (2005: 8) is an activity that has several *intangible* elements associated with it, which involves several interactions with consumers or with property in their possession, and does not result in a transfer of o w n e r s h i p . Changes in conditions may occur and the production of services may not be possible related or not related to physical products. According to Tjiptono (2008: 5), in general, products can be classified in various ways, one of the most widely used ways is classification based on the durability or tangibility of a product. Based on these criteria, there are three types of product groups, namely:

1. *Non-durable* goods (*non durablegoods*)

Non-durable goods are tangible goods that are usually consumed in one or several times of consumption or use. for example food products, drinks, soap, chalk and so on.

2. *Durable* goods

Durable goods are tangible items that can usually last for a long time and have a lifespan of more than one year. For example, radios, cabinets, and so on.

3. *Services.*

Service is an activity or activity that is offered for sale. for example repair workshops, salons, insurance, hotels and so on.

Kotler and Keller (2011: 304) state that the characteristics of services are:

1. More intangible than tangible

2. Production and consumption at the same time

3. Lack of standards and uniformity

## 2.4 Services Marketing Mix

Marketing activities in the company need to be carried out to provide satisfaction to consumers. The marketing mix is the core of marketing in marketing products and producers to end consumers. The marketing mix is a set of marketing tools that marketing uses to achieve marketing objectives in target markets (Kotler and Keller, 2011: 82). One of the efforts to satisfy customers is to formulate and arrange a combination of policies which include 7P, namely *product, price, promotion, place, people, physical evidence* and *process* which can be explained as follows:

1. Product

Products are everything that producers offer to be noticed, requested, sought, purchased, used or consumed by the market as a fulfillment of the needs or desires of the market in question (Tjiptono, 2008: 95). Stanton *in* (Alma, 2007: 139) explains that what is said to be a product is a set of attributes, both tangible and intangible, including color, price, good name of the factory, good name of the store that sells (retailers) and factory services and retailer services received by buyers to satisfy their desires. Basically, people do buy a product to satisfy their needs and desires. They buy products more than just buying something tangible. If they buy a motorcycle, they not only see the motorcycle as a means of transportation, but also see elements of comfort, prestige and after-sales service. Therefore, a product can be defined as a character unit consisting of tangible and or intangible elements, including packaging, color, price, prestige and services that can satisfy and desire consumers. So the product is not only in the form of something tangible, but also something intangible such as services. All are intended to satisfy the *needs* and wants of consumers. Consumers not only buy products to satisfy needs (*needs*), but also aim to satisfy wants (*wants*).

2. Price.

In order to be successful in marketing a product (goods or services), every company must set the price appropriately. Price is the only element of the marketing mix that provides income or revenue for the company. From the consumer's point of view, price is often used as an indicator of value when the price is related to the perceived benefits of a consumed good or service. *Value* can be defined as the ratio between perceived benefits to price. Alma (2007: 170) defines *price* policy as a decision regarding prices that will be followed for a certain period of time.

3.  Place

In an effort to facilitate the delivery of goods or services from producers  to consumers, one of the important factors that cannot be ignored is the distribution channel that will be used. Distribution is a marketing activity that seeks to facilitate and facilitate the delivery of goods and services to consumers so that their use is as needed. In determining the distribution channel, the company can consider based on the nature of the product, the nature of the market, and the characteristics of the intermediary, so ordinary companies can use *direct* distribution channels (*direct distribution*) where the company sells directly to buyers or buyers come directly to the company.

4.  Promotion

According to Dharmmesta and Irawan (2004), promotion is the best strategic combination of advertising variables, personal selling and other promotional tools, all of which are planned to achieve the objectives of the sales program. Promotion is a type of communication that provides an explanation that convinces potential customers about goods and services. The purpose of promotion is to get attention, educate, remind and convince potential customers (Alma, 2007: 179). Promotion is one of the determining factors for the success of a marketing program. No matter how high-quality a product is, if consumers have never heard of it and are not sure that it will be useful to them, then they will never buy it. Activities that exist in promotion according to Dharmmesta and Irawan (2004: 380):

a.  Advertising

Advertising according to Basu Swastha is a form of presentation and non-personal promotion of ideas, goods and services paid for by certain sponsors.

The function of advertising in marketing according to Sofyan Assauri (2002: 61) is as follows:

a)  As a tool to provide information or information in introducing products and services to the market.

b)  To help expand or expand the market

c)  To support personal selling

d)  To reach people that salespeople cannot visit

e)  To establish the company's good name

b.  Promotions carried out by companies to inform, remind and persuade consumers through newspapers, banners, magazines, television, radio, and brochures.

c.  PersonalSelling

According to Nickels (1998: 82) reveals that

*"Personal selling is defined as interaction between individuals, face to face aimed at creating, improving, controlling or maintaining mutually beneficial exchange relationships with other parties"*

Personal selling is an influential form of face-to-face communication in selling a product or service by using psychological factors in order to persuade and influence purchasing decisions.

d.  Sales Promotion

Sales promotion according to Sofyan Assauri (2002: 84) is defined as:

*"a promotional activity other than advertising, personal selling and publicity that can encourage purchases by consumers and that can increase the effectiveness of distributors by holding exhibitions,*

*displays, exhibitions, demonstrations or demonstrations and various other sales activities, which are carried out at any time and are not routine"*

Sales promotion is done integrally in the short term to encourages advertising.

e. Publications

According to Basu Swastha (2005: 42) reveals that "Publicity as a number of information about a person, goods or organization that is disseminated to the public, through the media free of charge, or without supervision from the sponsor".

5. People

According to Zeithaml *et al* (1996: 19), *people are* all actors who play a role in the presentation of services so that they can influence buyer perceptions. The elements of *people* are company employees, consumers and other consumers in the service environment. All attitudes and actions of people, even the way people dress and the appearance of people have an influence on consumer perceptions or the success of *service* delivery *(service encounter). People are* one of the marketing mix *variables* consisting of leaders and employees who have certain educational qualifications and expertise to provide services in marketing for consumers. The quality of *these people* has an influence

Long-term in providing services, namely how to convince consumers to become customers.

6. *Physical evidence* (Facilities and Infrastructure)

The definition of physical facilities in Lupiyoadi (2006: 148) is the ability of a company to show its existence to external parties, the appearance and ability of the company's physical facilities and infrastructure and the state of the surrounding environment is a tangible means of services provided by service providers, which include physical facilities (buildings, warehouses and so on), equipment and equipment used (technology), and the appearance of its employees. Physical facilities in Tjiptono (2008: 70) are the physical means of services that can be physical, the equipment used is a physical representation of services. The appearance and ability of the company's physical facilities and infrastructure and the surrounding environment are tangible evidence of the services provided by service providers, such as the readiness of service providers to provide environmental conditions, buildings, equipment and technology whose benefits will be directly felt by consumers.

7. Process

*Process* according to Payne (2005: 168) is defined as the act of creating and providing services to customers and is an important factor in the service marketing mix, because service customers will feel the service delivery system as part of the service itself. Processes are all actual procedures, mechanisms, and activity flows used to deliver services. *Service* system is a procedure for providing services to consumers involving all physical facilities and human resources owned. Consistency in the implementation of the system is needed in accordance with the promised service package and the system is designed as simply as possible in the sense that it is not too complex to confuse consumers, one indicator of an effective service system is the ease of providing services with a system that is almost invisible.

## 2.5 Characteristics of Services

Service is an activity that has several elements of *intangibility* associated with it, which involves several interactions with consumers or with property ownership and does not result in a transfer of ownership. According to Kotler and Keller (2011; 444) services have four main characteristics that greatly influence companies in designing marketing programs, namely *intangibility*, *inseparability*, *variability*, and *perishability*.

a. *Intangibility*, The intangible nature of services means that services cannot be seen, touched, felt, smelled or heard before they are purchased. For example, people who will undergo plastic surgery cannot see the results before buying and airplane passengers have nothing but a ticket and the promise of being flown safely to their destination. To reduce uncertainty, buyers look for "signs" of the quality of the service. They infer service quality from "signs", such as location, people, price,equipment, and communication materials.

   that they can see.

b. *Variability* Services are very diverse because they are non-standardized outputs, meaning that there are many variations in quality and type, depending on who, when, and where the service is produced. Service buyers are very concerned about high variability and often ask other people's opinions before deciding to choose a service provider. In this case, service providers can use three approaches in quality control:

   1. Invest in the selection and training of good personnel.

   2. Standardize the *service performance process*. This can be done by preparing a service blueprint that describes events or events and service processes in a flowchart, with the aim of knowing the potential factors that can cause failure in the service.

   3. Monitor customer satisfaction through suggestion and complaint systems, customer surveys, so that poor services can be detected and corrected.

c. *Inseparability* Generally, services are produced and consumed simultaneously. Inseparable service means that the service cannot be separated from the provider, whether the provider is human or machine. If service employees provide employee services, then employees are part of the service. Both the service provider and the customer affect the outcome of the service.

d. *Perishability* Services are commodities that are not durable and cannot be stored, empty airplane seats, unoccupied hotel rooms, or certain hours without patients at the dentist's office will pass / disappear just not used, then the service will just pass.

## 2.6 Definition of Satisfaction

The final stage of the buying process is post-purchase behavior where consumers respond, namely feelings of satisfaction or dissatisfaction with the products or services they have purchased or used. Satisfaction is obtained if the product and service can fulfill wants and needs and in accordance with consumer expectations, or there is no gap between expectations and realityreceived (Kotler and Keller, 2011: 198). Definition of satisfaction according to

Oliver (1997: 13) is the response of consumers whose needs are met. In other words, satisfaction is an assessment of the features or attributes of a product or service, or the products and services themselves that can provide a level of pleasure or displeasure when used / consumed. Based on the generic concept, service quality can be assessed from service attributes and each of these attributes provides a different level of satisfaction to consumers.

## 2.7 Consumer Satisfaction Gap Concept

Consumer satisfaction will be fulfilled if the process of delivering services from the service provider to consumers is in accordance with what consumers perceive. Due to various factors such as the subjectivity perceived by consumers and service providers, services are often delivered in ways that are different from those perceived by consumers. The difference in the way of delivery from what consumers perceive, according to Pasuraman quoted by Porter, includes five gaps (differences). The Service Quality gap model includes:

Gap one is the gap between consumer expectations and management perceptions of what kind of service quality consumers actually expect. As a result, the design and standard of services delivered are not feasible, so the company cannot show the performance as promised to consumers. So, the gap between consumer expectations and management perceptions is the source of the emergence of other gaps.

Gap two is the gap between management's perception of consumer expectations and service quality specifications. Management here includes all parties who are responsible and have the authority to create or change policies, procedures and service standards. This gap arises because managers set service quality specifications based on what they believe.

Gap three is between service quality specifications and services presented. This gap usually arises in services whose delivery system is highly dependent on employees. Accurate perception of consumer expectations is important, but not enough to guarantee the best quality of service delivery. Attempting to ensure that quality specifications will be met if the service requires performance and presentation immediately after the consumer is present where the service is processed, is difficult. Managers have difficulty translating an understanding of consumer expectations into service quality specifications. Therefore the requirement

Another gap that needs to be met is the creation of service design and performance standards that reflect accurate perceptions of consumer expectations. This gap indicates the need to establish consumer-oriented service designs and standards that are built based on consumers' basic needs that are easily understood by consumers and measured by consumers. These standards consist of operating standards that are set according to consumer expectations and priorities, not from the point of view of corporate interests such as efficiency and effectiveness.

Gap four is between actual service delivery and external communication to consumers. The promise conveyed may potentially not only increase the expectations that will serve as a standard of service quality that consumers will receive, but will also increase the perception of the services that will be delivered to them. Failure to fulfill the promised service with the fact will widen this gap.

Gap five is between the expected service and the actual service received by consumers. This gap reflects the difference between the actual performance received by consumers and the expected performance. When it comes to customer satisfaction, factual performance that is greater than expectations reflects that consumers are in a satisfied state.

## 2.8 Definition of Tourism

The definition of Tourism is part of the activities of the tourism business such as: accommodation business, transportation, destinations (tourist objects) and other tourism businesses (Morrison, 1996; Lumsdon, 1997; referenced in Laws, 1998). By tracing such studies, it is expected to find various results of previous studies and research that can be used as a basis and guideline to be utilized in designing and carrying out this research. From the problems related to the research objectives in the previous chapter, the discussion in this chapter will seek answers to these problems. Thus, the emphasis of this discussion is on everything related to theoretical concepts, measurement of tourist satisfaction, and constructs that play a role in measurement, and instruments related to these concepts or constructs.

## 2.9 Basic Model of Tourism

The basic model of tourism can be seen from the simplest travel package that is

Tourism consists of two service elements, namely round-trip travel to the destination or tourist attraction and activities at the destination. Thus, the basic model of tourism (Laws, 1998) has three components: home, destination, and activities. This model highlights the group of companies that together create or respond to tourism demand from the community. The things that underlie companies that offer tourism services are the various reasons why people want to travel.

Theories of tourist behavior and motivations that lead to travel demand. The basic model of tourism describes activities as a simple model that describes a day trip. However, if the tourist trip is more than a day there will be additional accommodation services. Thus the problem of activity san analysis of the tourism system will be more complex because the tourist activities require more services such as accommodation and local travel and so on.

So it can be explained from the basic model of tourism that the tourism sector includes a wide range of business activities and a wide range of tourism activity opportunities for tourists. Many travel companies have products in the form of tour packages that complement the basic tourism model by adding services. For example, adding local transportation services in travel packages at destinations, services provided in various opportunities for fun, cultural, sports and entertainment activities.

These additional service elements are a managerial tool, through which managers can differentiate their company from its competitors. In the long dimension of a complete vacation, the quality of the activity or its convenience greatly affects its cost. More importantly, all aspects of the activity will be included in the traveler's perception of the vacation as a whole. Many other advantages can be built into the various activity steps of a travel package, including insurance services, port assistance, local transportation from home to home and pre-departure accommodation.

## 2.10    Satisfaction Measurement Model

There are several measurement models carried out in tourism research, including: Importance-Performance Model, SERVQUAL Model, SERVPERF Model, and HOLSAT Model, as well as Customer Satisfaction Measurement Model (CSM Model). The *Importance- Performance* measurement model is derived from Fishbein's research (1967; referenced in Hair *et al*, 1995) where the attitude of the customer is the same as that of the customer.

*(Attitude* is linked to belief and both are evaluated. The measurement approach method used in this study is the confirmation/disconfirmation concept. This measurement approach method was developed by Churchill and Surprenant (referenced in Oliver, 1997). In their research, customer perceptions are matched with their expectations of services (*confirmation*) or the difference between perceptions and expectations (*disconfirmation)*. This method of measuring satisfaction has been used to analyze tourism by Scott *et al* in the UK in 1987, and the Department of Tourism in Canada in 1988 (referenced in Laws, 1998).

This SERVQUAL measurement model was developed by Zeilthaml *et al* (1997) in the field of financial services, and is widely applied by marketing researchers in the fields of health services, trade and other services. Initially there were ten categories in the SERVQUAL instrument, namely: *tangibles*, *reliability*, *responsiveness*, *assurance* and *empathy*. Two dimensions of SERVQUAL origin (Zeilthaml *et al*, 1997).

## 2.11     Conceptual Framework

The Ambon Bay Festival is one of the event activities included in the 100 big days of tourism promotion in Indonesia. Analysis of the satisfaction o f local tourists is certainly an important thing that gets special attention in making decisions on planning and managing this event, because this will have a direct impact on future marketability. To get good tourist satisfaction, you must first analyze the service marketing mix. The framework in this study consists of 1 *dependent* variable, namely tourist satisfaction and 7 *independent variables* which include service marketing mix variables, namely: *Product, Price, Place, Promotion, People, Physical evidence, Process ...* For more details, it can be seen in Figure 2.1.

Marketing mix
1. Product $(x_1)$
2. Price $(x_2)$
3. Place $(x_3)$
4. Promotion $(x_4)$
5. Process $(x_5)$
6. People $(x_6)$
7. PhysicalEvidence $(x_7)$

Tourist Satisfacti on $(Y)$
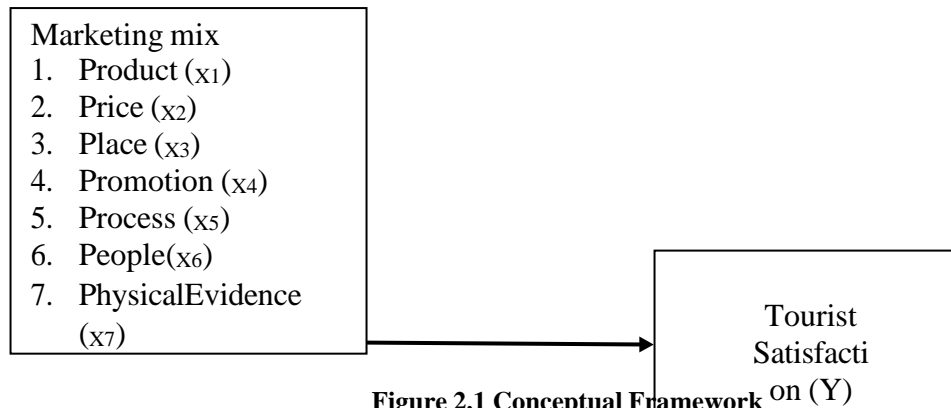
**Figure 2.1 Conceptual Framework**

## 2.12     Hypothesis

Based on the problems, research objectives, theoretical basis and framework discussedearlier, seven hypotheses can be made as follows:

H1     Ambon Bay Festival Event product variablesaffect the level of satisfaction of localtourists

$H_2$ : The *price* variable owned by the Ambon Bay Festival Event affects the level ofsatisfaction of local tourists.

$H_3$ : The *place* variable owned by the Ambon Bay Festival Event affects the level ofsatisfaction of local tourists.

H4 : Ambon Bay Festival Event *promotion* variables affect the level of satisfaction of localtourists

H5 : The *process* variable owned by the Ambon Bay Festival Event affects the level ofsatisfaction of local tourists.

H6 : The *people* variable owned by the Ambon Bay Festival Event affects the level ofsatisfaction of local tourists.

H7    The *physical evidence* variableowned by the Ambon Bay Festival Event affects thelevel of satisfaction of local tourists.

H8 : *Service marketing mix* variables owned by the Ambon Bay Festival Event affect thelevel of satisfaction of local tourists.

# CHAPTER IIIRESEARCH

# METHODOLOGY

## 3.1 Research Approach

This research uses a quantitative approach. Quantitative research is research that emphasizes testing theories and / or hypotheses through measuring research variables and numbers (quantitative) and analyzing data with procedures and / or mathematical modeling (Sujoko Efferin, 2008: 47). The variables to be tested are the dependent variable, namely Industry Actor Satisfaction and the independent variable consisting of price*, people, place, promotion, process, physical evidence, and product*. Then based on the analysis that will be carried out, it will be determined whether these variables affect the satisfaction of tourism industry players.

## 3.2 Time and Place of Research

Research on the Analysis of the Marketing Mix Effect of the Ambon Bay Festival Event on local tourist satisfaction in Ambon City was conducted from April 2020 to July 2020 in AmbonCity.

## 3.3 Population and Sample

### a. Population

Sugiyono (2013: 119) defines population as: "generalization area consisting of: objects / subjects that have certain qualities and characteristics set by researchers to study and thendraw conclusions."

Based on the explanation above, the population in this study are tourism industry players in Maluku Province.

### b. Sample

Furthermore, what is meant by a sample is a portion of the population members taken according to certain procedures so that it is expected to represent the population (Sugiarto, et al., 2015). The sample in this study were tourism industry players in Ambon city who had participated in the Ambon Bay Festival event more than once.

### 3.4 Research Variables

According to Sugiarto, et al. (2015), variables are representations of *constructs* that can be measured with a variety of values, which provide a more real picture with respect to the phenomena generalized in the *construct*.

a.  Independent Variable

This variable is often also called the *stimulus variable, predictor, antecedent*. In Indonesian, this variable is also called the independent variable, namely the variable that affects or causes changes or the emergence of the dependent variable (bound). In this study, the independent variable is the Marketing Mix which consists of Product $(x_1)$, Price $(x_2)$, People $(x_3)$, Place $(x_4)$, Promotion $(x_5)$, Process $(x_6)$ and Physical Evidence $(x_7)$.

b.  Dependent Variable

This variable is often referred to as the *output* variable, criterion, consequent. In Indonesian, it is often referred to as the dependent variable, namely the variable that is influenced or becomes the result, because of the independent variable. In this study, the dependent variable is the tourists of the bay party festival event in Ambon City.

## Table 3.1 Operational Variables

| No. | Variables | Variable Definition | Indicator |
|---|---|---|---|
| 1 | Product | Event packaging during the event | a. The event is different from similarevents in other regions<br>b. The event is well-packaged<br>c. The name of the event is quite unique |
| 2 | Price | Expenses for participating in events | a. Low transportation costs<br>b. affordable food prices<br>c. parking prices are relatively affordable |
| 3 | Place | Event location/venue | a. Easy access to the location<br>b. Easy to find location<br>c. The environment is clean and comfortable<br>d. Always cooperate with local traders/entrepreneurs |
| 4 | Promotion | Selecting the means deemed appropriatein promoting services | a. The billboards and brochures are everywhere<br>b. Advertisements often appear on radio, newspapers and televisionbroadcasts.<br>c. Use of other social media |
| 5 | People | People are the actors who play a part in thedelivery of services and therefore affect people's satisfaction. | a. Relatively large number of event supporters<br>b. Good-looking event supporters<br>c. Supporters are very empathetic<br>d. Event supporters work professionally<br>e. Event support activities do not interfere with the comfort of theevent-going public |
| 6 | Physical Evidence | Appearance of the physical facilities ofthe event venue | a. Public toilets are available and clean<br>b. Unique logo<br>c. Physical buildings (tents) are adequate<br>d. The cleanliness of the venue is always maintained<br>e. Neatness of venue arrangement |
| 7 | Process | Actual procedures, mechanisms and activity flows used during the event | a. Rules that must be followed duringthe event<br>b. Convenience of event participation procedures<br>c. Rules and regulations supporting theevent are in place |

| 8 | Tourism Industry Satisfaction | Traveler satisfactionis a reflection of the assessment of the event organized | a. Event is very useful and acceptableas a tourist destination attraction<br>b. The tourism industry's desire toevents like this are held again |
|---|---|---|---|

### 3.5 Data Collection Technique

a. Primary Data Collection

The techniques used to collect primary data are as follows:

1. Interview

   This data collection technique is based on self-report, or at least on personal knowledge and or beliefs. Face-to-face interviews with the Maluku Province Tourism office and participants of the bay party festival and community members and were conducted in a structured or unstructured manner.

2. Questioner

   The questionnaire is a data collection technique that is done by giving a set of questions or written statements to respondents to answer. (Sugiyono, 2016). In this study, the questionnaire was made addressed to respondents of bay party festival participants and local tourists in Ambon city and its surroundings.

### 3.6 Sample Collection Technique

The sampling technique in this study using purposive sampling is a sampling technique with certain considerations. Selection of a group of respondents in purposive sampling, based on certain characteristics that are considered to have a close relationship with previously known population characteristics. So in other words, the sample unit contacted is adjusted to certain criteria that are applied based on research objectives or research problems. The criteria for respondents are as follows:

a. Competitors in the ambon bay party festival

b. Ambon city residents watched the ambon bay festival event more than once

c. SME groups involved

### 3.7 Data Analysis Method

The data analysis method used in writing this research is:

a. Qualitative Data Analysis

Qualitative analysis is data analysis that cannot be nominalized using numbers, but is presented in the form of information, explanation and discussion of theory. From this analysis, a presentation or test is then made.

b.   Quantitative Data Analysis

Quantitative analysis is an analysis that is presented in numbers that can be measured and calculated statistically. The level of measure used in measuring variables is the Likert scale, where a respondent is faced with several questions and then asked to provide answers (Algifari, 2001). The results of the calculation of the score or value are then used in statistical analysis carried out with computer assistance, using the SPSS version 15.0 program to prove the relationship and influence between theresearch variables using the following data tests:

### 3.7.1   Validity Test

The data validity test is used to measure whether a questionnaire is valid or not. A questionnaire is considered valid if the questions on the questionnaire are able to reveal something that is measured by the questionnaire (Ghozali, 2001). In this case, question items are used which are expected to accurately reveal the measured variables. To measure the level of validity of the questionnaire question items against the measurement objectives is to correlate the question item scores with the variable scores (Ghozali, 2001).

The significance test is to compare the correlation between the value of each question item and the total value. If the total value of the coefficient of the question items of each variable exceeds the significant value, the question is considered invalid. Validity testing was carried out with the help of the SPSS version 15.0 for windows program. Decision making based on the p value / significance value of less than 0.05 (5 percent), the question item is declared valid and vice versa if the p value or significance value is equal to or more than 0.05 (5 percent) is considered invalid.

### 3.7.2   Reliability Test

Reliability test is data testing to measure a questionnaire which is an indicator of a variable. A questionnaire is said to be *reliable* or reliable if a person's answer to a statement is consistent or stable over time. Reliability which concerns the consistency of the facility to measure reliability with the Cronbach Alpha (α) statistical test. A variable is said to be reliable if it provides a Cronbach's Alpha value> 0.60 (Ghozali, 2007).

Research can be said to be reliable if there is a similarity between the data collected and the data that actually occurs on the object under study. The formula used to test the reliability of the instrument in this study is Cronbach's Alpha coefficient (referred to in Sugiyono, 2014) with the help of the SPSS program. Reliability measurement uses the Cronbach Alpha statistical test where one variable is said to be reliable if it provides a Cronbach Alpha value> 0.60 (Cronbach, referred to in Sugiyono, 2014).

Reliability test was carried out with Cronbach's Alpha test. The Alpha Cronbach formula is as follows:

Note:

$$\alpha = \left(\frac{K}{K-1}\right)\left(\frac{s_r^2 - \Sigma s_i^2}{s_x^2}\right)$$

| | |
|---|---|
| $\alpha$ | = Koefisien reliabilitas Alpha Cronbach |
| $K$ | = Jumlah item pertanyaan yang diuji |
| $\Sigma s_i^2$ | = Jumlah varians skor item |
| $SX^2$ | = Varians skor-skor tes (seluruh item K) |

If the alpha value is > 0.7, it means sufficient reliability, while if alpha > 0.80, it implies that all items are reliable and the entire test is internally consistent because it has strongreliability. Alternatively, there are also those who interpret it as follows:

a)  If alpha > 0.90 then perfect reliability

b)  If alpha is between 0.70 - 0.90 then reliability is high

c)  If alpha is between 0.50 - 0.70 then reliability is moderate

d)  If alpha < 0.50 then reliability is low

### 3.7.3    Classical Assumption Data

The classic assumption test on the regression model used is carried out so that it can be seen whether the regression model is a good regression model or not (Ghozali, 2001). In this study, the classic assumption test used is the Autocracy multicollinearity test, heteroscedasticity test and normality test.

a. Multicollinearity Test

The multicollinearity test was conducted to test whether the regression model found a correlation between the independent variables. A good regression model should not have a correlation between independent variables. Testing the presence or absence of multicollinearity symptoms is done by paying attention to the correlation matrix value produced during data processing as well as the VIF (Variance Inflation Factor) and Tolerance values. If the correlation matrix value is no greater than 0.5, it can be said that the data to be analyzed is free from multicollinearity. Then if the VIF value is below 10 and the tolerance value is close to 1, it is concluded that the regression model does not have multicollinearity (Singgih Santoso, 2000).

b. Heteroscedasticity Test

The heteroscedasticity test is conducted to test whether in a regression model there is an inequality in the residual variance from one observation to another observation, it is called Heteroscedasticity (Ghozali, 2001). One way to detect heteroscedasticity is to look at the scatter plot graph between the predicted value of the dependent variable (ZPRED) and its residual value (SRESID). If the dots form a certain regular pattern such as a big wave widening, then narrowing then heteroscedasticity has occurred. If the dots spread above and below the number 0 on the Y axis without forming a certainpattern, heteroscedasticity does not occur.

c. Normality Test

The purpose of the normality test is to test whether in a regression model, the dependent variable and the independent variable or both have a normal distribution or not. A good regression model is normal or near normal data distribution.

Normality detection is done by looking at the Normal Probability Plot graph (Ghozali,2005). The basis for decision making is as follows:

1. If the data spreads around the diagonal line and follows the direction of thediagonal line, the regression model fulfills the assumption of normality.

2. If the data spreads far from the diagonal line and or follows the direction of thediagonal line, the regression model does not fulfill the normality assumption.

## 3.8 Multiple Linear Regression Analysis

To get the results of the influence between variables on the dependent variable or predict the effect of the independent variable on the dependent variable. The analysis used is regression analysis. Regression is a method in statistics that can be used to see whether or not there is a relationship (causal or causal relationship) and is displayed in the form of a systematic model or equation.

Nawari (2010) in his book explains that regression is a simple method that can be used to investigate functional relationships between variables that are realized in mathematical form.

Based on some of the definitions above, it can be concluded that regression is a statistical method that can be used to predict or develop a model that is realized in the form of a regression equation.

Multiple Linear Regression is a statistical method where the independent variable or independent variable is more than one. The equation form for multiple regression is as follows:

$$Y = f(X_1, .., X_7) = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + e$$

Where:

Y = tourism industry player satisfaction variable

$\alpha$ = constant

$\beta_1$ = regression coefficient of variable X1 $\beta_5$ = regression coefficient ofvariable X5= Product

Variable                                                          = process variable

$\beta_2$ = regression coefficient of variable X2 $\beta_6$ = regression coefficient ofvariable $_{X6\ X2}$ =

VariablePrice                                             $_{X6}$ = variable people

$\beta3$ = regression coefficient of variable X3$\beta7$ = regression coefficient of variable $_{X7}$ X3place          $_{X7}$ =

physical evidence variable$\beta4$ = regression coefficient of variable X4e = error

X4 = promotion variable


### 3.8.1  *Goodness of Fit* Testing ($^{R2}$)

The coefficient of determination essentially measures how far the ability of a model to explain the dependent variation.

The coefficient of determination is between zero and one. According to Ghozali (2007), a small $R^2$ value means that the ability of the independent variables to explain the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the variation in the dependent variable. The formula for the Coefficient of Determination is:

$$\text{Kd} = r^2 \times 100\%$$

Formula 3.3. Coefficient of DeterminationSource: Ghozali

(2007)

Description:

Kd= coefficient of determination r= correlation

coefficient obtained


### 3.9 Hypothesis Testing

This hypothesis testing is done through data which will be processed through IBM SPSS for Windows software to display and test the marketing mix hypothesis on the satisfaction of tourism industry players. Hypothesis testing in this study is as follows:

a) Simultaneous Test (F-test)

This test is conducted to see whether all the independent variables included in the model have a simultaneous influence on the dependent variable. The test form is as follows:

1) Ho: $\beta1 = \beta2 = \beta3 = 0$, meaning that simultaneously there is no significant effect

of the independent variable on the dependent variable.

2) Ha: $\beta 1 = \beta 2 = \beta 3 \neq 0$, meaning that simultaneously there is a significant influence of the independent variable on the dependent variable.

The decision-making criteria are as follows:

1) H0 is accepted if t count < t table at $\alpha = 5\%$

2) Ha is accepted if t count > t table at $\alpha = 5\%$

b) Partial / Individual Test (t Test)

This test is conducted to determine how far the influence of one independent variable partially (individually) explains whether each independent variable of external factors and marketing mix has an influence on the satisfaction of tourism industry players in Ambon city. The testing procedure used is as follows:

1) If the significance value of the t test > 0.05, then H0 is accepted and H1 is rejected, which means that the independent variables consisting of 7 marketing mixes partially have no significant effect on the satisfaction of tourism industry players in Ambon city.

2) If the significance value of the t test < 0.05, then H0 is rejected and H1 is accepted, which means that the independent variables consisting of 7 marketing mixes partially have a significant influence on the satisfaction of local tourists in Ambon city and its surroundings.

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**CHAPTER IV RESULTS AND**

**DISCUSSION**

</div>

## 4.1 Overview of Ambon Bay Party

Maluku Province is one of the archipelagic provinces in Indonesia consisting of 1,340 large and small islands with an area of: $\pm$ 712,479.69 km$^2$ with 7.6% land area and 92.4% ocean. Geographically, Maluku Province is bordered to the north by North Maluku Province, to the south by Timor Leste and Australia, to the east by Papua Province to the southeast by Southeast Sulawesi Province and to the west by Central Sulawesi. The vast potential of the sea and islands of Maluku certainly has a wealth of maritime resources, historical and socio-cultural values that live in the community to be developed in the tourism sector as one of the leading deposits with details namely marine tourism 36.6%, nature tourism 28%, historical tourism 20%, cultural tourism 15.2% and artificial tourism 1.8%. With the vision of the realization of Maluku as a marine tourism destination and community-based culture in order to improve welfare and friendship.

Maluku must be known and the Maluku tourism brand is marked by the commitment of the Maluku Provincial Government to consistently maintain the Ambon Bay Festival event continuously from 2006 to 2018 and through the assessment process of the Ministry of Tourism and Creative Economy, it was determined that in 2019 the Ambon Bay Festival was a National event in the 100 Calendar of wonderful events.



**Figure 4.1 Women's Semang Competition**

**Figure 4.2 Manggurebe Arumbae Competition**

The Ambon Bay Festival is a Maluku Province Tourism Promotion Event that explores the marine wealth and beauty of Maluku Maritime Nature in general from the inner bay of Ambon which is one of the tourist destinations with the Red and White Bridge Icon that stretches over the bay of ambon with exotic views. This festival combines marine tourism and cultural tourism designed to enliven the Indonesian Independence Day and Maluku Province Anniversary as an interesting spectacle for the community to educate and preserve the maritime culture and socio-cultural values of the Maluku people which are still inherent in the daily life of the Malukupeople.

### 4.1.1    Respondent Characteristics

a.    Discription of Respondent Profile Based on Gender

The results of the tabulation of research data conducted obtained respondentprofiles based on gender as can be seen in the following tables and diagrams:

**Table 4.1 Respondent profile based on gender**

| Gender | amount | % |
|---|---|---|
| Male | 85 | |
| Female | 65 | |

b.    Description Profile of Respondents by Age

The results of tabulating the research data conducted obtained respondent profilesbased on age, can be seen in the following tables and diagrams:

**Table 4.2. Respondent profile based on age**

| Age (years) | amount | %20-30 |
| --- | --- | --- |
| 31-40 | | |
| 41-50 | | |
| >51 | | |

c. Description of Respondent Profile

By Occupation

The results of the tabulation of research data conducted obtained respondentprofiles based on employment, can be seen in the following tables and diagrams:

**Table 4.3. Respondent profile based on occupation**

| Jobs | amount | % |
| --- | --- | --- |
| entrepreneur | 32 | |
| PNS | 46 | |
| Police | 1 | |
| Private employee | 42 | |
| Student | 24 | |
| amount | 150 | |

d. Discription of Respondent Profile Based on Education

The results of the tabulation of research data conducted obtained respondentprofiles based on education, can be seen in the following tables and diagrams:

**Table 4.4. Respondent profile based on education**

| Education | amount | % |
| --- | --- | --- |
| SD | 5 | |
| SMP | 12 | |
| HIGH SCHOOL | 26 | |
| S1 | 73 | |
| S2 | 29 | |
| S3 | 1 | |
| amount | 150 | |

## 4.1.2 Instrument Validity and Reliability Testing

The existing data was first tested for validity and reliability of the research instrument. In this paper, the validity test uses Cronbach Alpha, namely comparing the total Cronbach Alpha value with the Cronbach Alpha If Item Deleted value. While the reliability of the instrument is measured using factor analysis.

a. Validity Test

**Table 4.5 Validity Testing Results**

| Source: | No. | Indicator | t count | t table | Description | Results |
|---|---|---|---|---|---|---|
| | 1. | Products: X1 | | | | SPSS |
| count: | | - Indicator 1 | 0,000 | 1,977 | Valid | |
| | | - Indicator 2 | 0,000 | 1,977 | Valid | |
| 15.0 | | - Indicator 3 | 0,000 | 1,977 | Valid | |
| | | - Indicator 4 | 0,000 | 1,977 | | |
| | 2. | Price: X2 | | | | |
| | | - Indicator 1 | 0,000 | 1,977 | Valid | |
| | | - Indicator 2 | 0,000 | 1,977 | Valid | |
| | | - Indicator 3 | 0,000 | 1,977 | Valid | |
| | 3. | Place: X3 | | | | |
| | | - Indicator 1 | 0,000 | 1,977 | Valid | |
| | | - Indicator 2 | 0,000 | 1,977 | Valid | |
| | | - Indicator 3 | 0,000 | 1,977 | | |
| | | - Indicator 4 | 0,000 | 1,977 | | |
| | 4. | Promotion: X4 | | | | |
| | | - Indicator 1 | 0,000 | 1,977 | Valid | |
| | | - Indicator 2 | 0,000 | 1,977 | Valid | |
| | | - Indicator 3 | 0,000 | 1,977 | Valid | |
| | 5. | People: X5 | | | | |
| | | - Indicator 1 | 0,000 | 1,977 | Valid | |
| | | - Indicator 2 | 0,000 | 1,977 | Valid | |
| | | - Indicator 3 | 0,000 | 1,977 | Valid | |
| | 6. | Process: X6 | | | | |
| | | - Indicator 1 | 0,000 | 1,977 | Valid | |
| | | - Indicator 2 | 0,000 | 1,977 | Valid | |
| | | - Indicator 3 | 0,000 | 1,977 | Valid | |
| | 7. | Physical Evidence: X7 | 0,000 | 1,977 | Valid | |
| | | - Indicator 1 | 0,000 | 1,977 | Valid | |
| | | - Indicator 2 | 0,000 | 1,977 | Valid | |
| | | - Indicator 3 | 0,000 | 1,977 | Valid | |
| | | - Indicator 4 | 0,000 | 1,977 | | |
| | | - Indicator 5 | | | | |

From the table above, it can be explained that the calculated t value is 0.000 compared to the value of t table 1.977, so the calculated t value is smaller than t table, thus all statement itemsfrom all indicators of this study are said to be valid.

b. Reliability test

**Table 4.6 Reliability Testing Results**

| No. | Indicator | *Cronbach alpha* | Status |
|---|---|---|---|
| 1. | Products: X1 | | |
| | -Indicator 1 | 0,881 | Reliable |

| | | | | |
|---|---|---|---|---|
| | - | Indicator 2 | 0,881 | Reliable |
| | - | Indicator 3 | 0,881 | Reliable |
| | - | Indicator 4 | 0,881 | Reliable |
| 2. | Price: X2 | | | |
| | - | Indicator 1 | 0,881 | Reliable |
| | - | Indicator 2 | 0,881 | Reliable |
| | - | Indicator 3 | 0,881 | Reliable |
| 3. | Place: X3 | | | |
| | - | Indicator 1 | 0,881 | Reliable |
| | - | Indicator 2 | 0,881 | Reliable |
| | - | Indicator 3 | 0,881 | Reliable |
| | - | Indicator 4 | 0,881 | Reliable |
| 4. | Promotion: X4 | | | |
| | - | Indicator 1 | 0,881 | Reliable |
| | - | Indicator 2 | 0,881 | Reliable |
| | - | Indicator 3 | 0,881 | Reliable |
| 5. | People: X5 | | | |
| | - | Indicator 1 | 0,881 | Reliable |
| | - | Indicator 2 | 0,881 | Reliable |
| | - | Indicator 3 | 0,881 | Reliable |
| 6. | Process: X6 | | | |
| | - | Indicator 1 | 0,881 | Reliable |
| | - | Indicator 2 | 0,881 | Reliable |
| | - | Indicator 3 | 0,881 | Reliable |
| 7. | Physical Evidence: X7 | | | |
| | - | Indicator 1 | 0,881 | Reliable |
| | - | Indicator 2 | 0,881 | Reliable |
| | - | Indicator 3 | 0,881 | Reliable |
| | - | Indicator 4 | 0,881 | Reliable |
| | - | Indicator 5 | 0,881 | Reliable |

Source: Calculated results: SPSS 15.0

From the table above, the Cronbach's Alpha value is 0.881, then compared to the classic assumption test reliability standard of 0.5, it can be said that all statements used in this study have high reliability or are very suitable for use in answering the research problems raised.

1) Classical Assumption Test Analysis - Autocorrelation

## Model Summary[b]

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | .803[a] | .645 | .627 | .40082 | 1.848 |

a. Predictors: (Constant), Physical Evidence, Promotion, People, Product, Price, Process, Place

b. Dependent Variable: Tourist Satisfaction

From the table above we see the calculated Durbin Watson value of 1.848. Where the calculated Durbin Watson value (d) of 1,848 is entered in the formula d = 4-1,848 = 2,152. The result of the d value is 2.152 then compared with the Durbin Watson table value by considering the number of samples of 150 and 8 items and then looking at the Durbin Watson table, the dL value = 1.63666 and the dU value = 1.83159 the results are positive and negative, meaning that it explains that all the data used in this study do not show a positive Autocorrelation.

2) Classical Assumption Test Analysis - Multicollinearity

## Coefficients[a]

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|
| | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 (Constant) | .413 | .268 | | 1.540 | .126 | | |
| Products | .333 | .083 | .315 | 4.027 | .000 | .424 | 2.357 |
| Price | .210 | .071 | .242 | 2.979 | .003 | .392 | 2.552 |
| Place | .089 | .091 | .083 | .987 | .325 | .364 | 2.745 |
| Promotion | .051 | .040 | .077 | 1.276 | .204 | .715 | 1.398 |
| People | -.079 | .054 | -.095 | -1.461 | .146 | .607 | 1.649 |
| Process | .122 | .071 | .136 | 1.713 | .089 | .412 | 2.429 |
| Physical Evidence | .168 | .064 | .208 | 2.611 | .010 | .407 | 2.456 |

a. Dependent Variable: Tourist Satisfaction

From the table above, it can be seen that the Collinearity Statistics value, namely: the Tolerance value is below 1.00 and the VIF is below 10.000, meaning that for all items of the independent variable statement there is no multicollinearity or all statements of the independent variables used do not relate to each other.

3) Classical Assumption Test Analysis - Heteroscedasticity

# Scatterplot

## Dependent Variable: Tourist Satisfaction
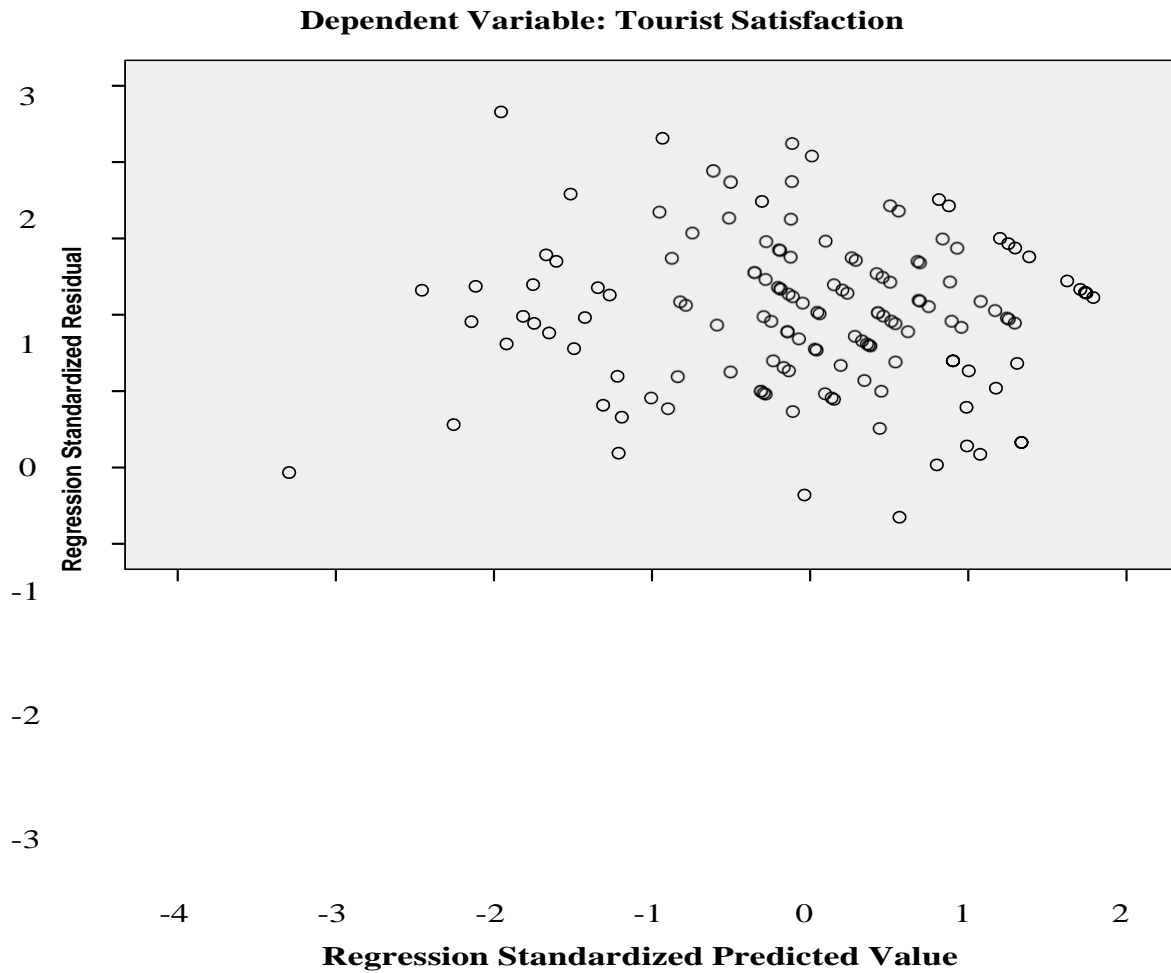


The figure above shows the condition of the distribution of data / information on each statement, does not show any tendency to collect in a certain pattern, but spreads well. So, it can be concluded that in this study the data / information obtained does not show any symptoms of Heteroscedasticity.

4) Classical Assumption Test - Normality

## Normal P-P Plot of Regression Standardized Residuals

### Dependent Variable: Tourist Satisfaction
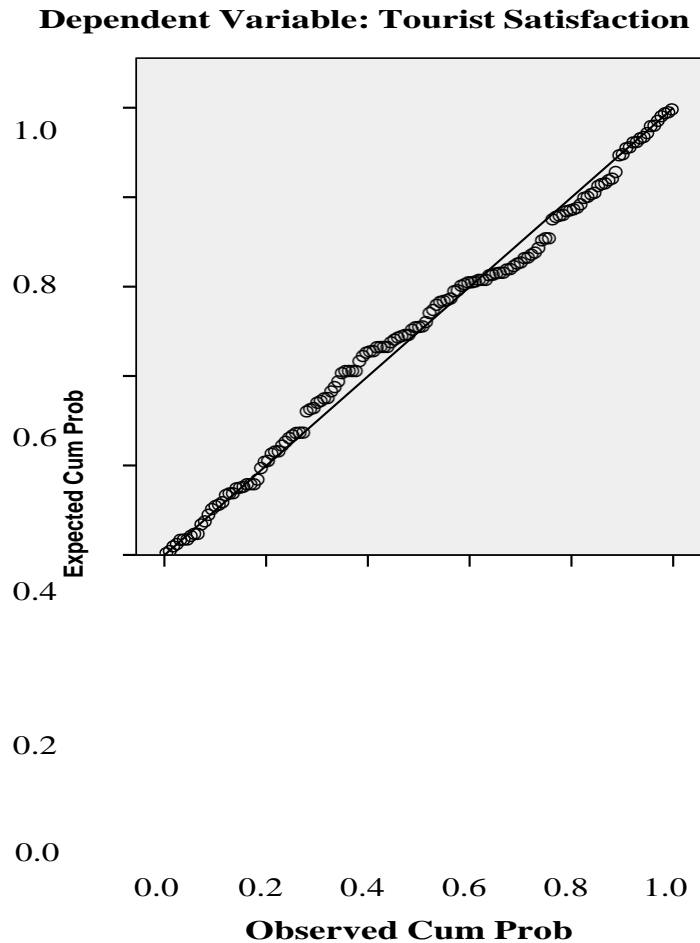


From the picture above, it shows the tendency of statements that are almost attached to the diagonal line. This condition indicates that all statements used in this study indicate the occurrence of normally distributed data.

## 4.2 Discussion of Research Results

### 4.2.1 Indicators and research items

In this study, our discussion focuses on the Analysis of the Marketing Mix of Tourism Services Towards Satisfaction of Local Tourists in Ambon City. The marketing mix indicators that are analyzed can be explained as follows:

1. Product

The product in this study is a tourism service that is analyzed and symbolized by X1, including competition activities characterized by Maluku culture with a series of events that have quality and attractiveness in the form of entertaining and

interesting attractions.

making the bay party festival a natural tourism event that showcases the beauty and richness of the Maluku sea.

2. Price.

The price in this study is the exchange rate equated with money symbolized by X2, namely the expenditure/consumption of those as participants and citizens who witnessed the series ofevents of the Ambon bay party festival event.

3. Place

Place or place in the marketing sense related to this research is the location symbolized by X3, which is a strategic place easily accessible by public transportation, close to the city center, the place is safe and comfortable and has a website media to distribute the bay festivalevent marketing network to the public.

4. Promotion

Promotion in this study leads to the delivery of advertising information through (tv media, radio, social media and newspapers), which is symbolized by X4, namely activities to conduct public relations in the villages and communicate (interaction) with tourism service businesses (SMEs).

5. People

People in this study relate to organizers, namely employees who are symbolized by X5, namely Maluku tourism office employees and all stochoders involved and in their implementation use costumes or uniforms that can be seen as a differentiator to be known to the public as well as people or employees who conduct socialization to villages or kampongs and explain the meaning, purpose and benefits of the Ambon bay festival event.

6. Process

The process referred to in this study is symbolized by X6, namely the sequence of implementation that converts inputs into outputs, namely events that are carried out normatively and festively according to a predetermined time schedule and the assessment anddetermination of race winners according to standards takes place well and safely.

7. Physical Ivedenc (physical evidence)

Physical evidence in the service concept as research is symbolized by X7, namely the physical environment of the bay party festival tourist attractions is clean, comfortable and beautiful, there are facilities for places to visit.

Adequate parking, clean and hygienic public facilities, installation of banners, billboards and the availability of selling facilities for MSMEs.

### 4.2.2  Indicators Affecting Local Tourist Satisfaction of the Ambon Bay Party Festival Event

Indicators that affect local tourist satisfaction at the annual Ambon bay party festival consist of products/services, price, place, promotion, people, process and physical evedent can be known by testing hypotheses. Hypothesis testing using SPSS verion 15.0 with multiple linear regression analysis techniques for all independent variables together on the dependent variable. The results of hypothesis testing or t test can be seen in the table below:

**Table 4.7 Result of t test**

**Coefficients[a]**

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|
| | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 (Constant) | .413 | .268 | | 1.540 | .126 | | |
| Products | .333 | .083 | .315 | 4.027 | .000 | .424 | 2.357 |
| Price | .210 | .071 | .242 | 2.979 | .003 | .392 | 2.552 |
| Place | .089 | .091 | .083 | .987 | .325 | .364 | 2.745 |
| Promotion | .051 | .040 | .077 | 1.276 | .204 | .715 | 1.398 |
| People | -.079 | .054 | -.095 | -1.461 | .146 | .607 | 1.649 |
| Process | .122 | .071 | .136 | 1.713 | .089 | .412 | 2.429 |
| Physical Evidence | .168 | .064 | .208 | 1.811 | .010 | .407 | 2.456 |

[a.] Dependent Variable: Tourist Satisfaction

From the results of calculations using SPSS version 15.0, as shown in the table above, it can be illustrated that :

a) For Products with a t value of 4.027 with Sig. 0.000; and Price with a t value of 2.979 with Sig. 0,003. Compared with the t table value of 1.97591 and the Significance Level used in this study which is 5% (0.05), it can be seen that the t value is greater than the t table with a Sig. level below 0.05, so for these two variables it shows that tourists have been satisfied with the Gulf Party Festival Event.

b) For Place with a t value of 0.987 and Sig. 0.325; Promotion with a t value of 1.276 and Sig. 0.204; People with a t value of -1.461 and Sig. 0.146; Process with a t value of

1.713 and Sig. 0.089; and Physical Evidence with a t value of 1.811 and Sig. 0,010. Compared with the t table value of 1.97591 and the Trust Level used in this study which is 5% (0.05), it can be seen that the calculated t value is smaller than the t table value with a significance level above 0.05, so for these three variables it shows that tourists tend not to feel satisfied or even not satisfied with the Gulf Party Festival Event.

### 4.2.3   Analysis of f test

The f test is conducted to determine whether all the independent variables used in the analysis have an overall influence (simultaneously) on the dependent variable as can be seen in the table below

**Table 4.8 Test f**

**ANOVAb**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 40.018 | 7 | 5.717 | 35.585 | .000a |
| | Residuals | 22.009 | 137 | .161 | | |
| | Total | 62.028 | 144 | | | |

a. Predictors: (Constant), Physical Evidence, Promotion, People, Product, Price, Process, Place

b. Dependent Variable: Tourist Satisfaction

From the results of calculations carried out using SPSS version 15.0, the calculated F value is 35.585 and Sig. 0.000[a] . When this value is compared with the F table of 2.00 and Sig. 0.05, it can be stated that the calculated F value is greater than the F table value at a significance level below the degree of freedom of 0.05, so that overall Tourists have been satisfied with the Gulf Party Festival Event, through an assessment of the Services Marketing Mix.

### 4.2.4   Satisfaction analysis (valid with regard to satisfaction)

**Correlations**

| | | Environment | Mean s of Selling | Parking Facilities | Facilities | Spalilet | Proof of Physics |
|---|---|---|---|---|---|---|---|
| Environment | Pearson Correlation Sig. (2-tailed) N | 1<br><br>145 | .715 **<br>.000<br>145 | .729 **<br>.000<br>145 | .677 **<br>.000<br>145 | .391 **<br>.000<br>145 | .877 **<br>.000<br>145 |
| Means of Correlation | Selling Pearson<br><br>Sig. (2-tailed) N | .715 **<br>.000<br>145 | 1<br><br>145 | .661 **<br>.000<br>145 | .625 **<br>.000<br>145 | .417 **<br>.000<br>145 | .838 **<br>.000<br>145 |
| Parking Facilities Correlation | Pearson<br>Sig. (2-tailed) N | .729 **<br>.000<br>145 | .661 **<br>.000<br>145 | 1<br><br>145 | .689 **<br>.000<br>145 | .382 **<br>.000<br>145 | .866 **<br>.000<br>145 |
| Facilities Correlation | Fasum Pearson<br><br>Sig. (2-tailed) N | .677 **<br>.000<br>145 | .625 **<br>.000<br>145 | .689 **<br>.000<br>145 | 1<br><br>145 | .459 **<br>.000<br>145 | .861 **<br>.000<br>145 |
| Spalilet | Pearson Correlation Sig. (2-tailed) N | .391 **<br>.000<br>145 | .417 **<br>.000<br>145 | .382 **<br>.000<br>145 | .459 **<br>.000<br>145 | 1<br><br>150 | .613 **<br>.000<br>145 |
| Evidence Pearson Correlation Sig. (2-tailed) N | | .877 **<br>.000<br>145 | .838 **<br>.000<br>145 | .866 **<br>.000<br>145 | .861 **<br>.000<br>145 | .613 **<br>.000<br>145 | 1<br><br>145 |

**. Correlation is significant at the 0.01 level (2-tailed).

With the Pearson Correlation value above, when associated with the validity standard of 0.1603 at a significance level of 0.05, it can be said that all statements used in this study are valid.

### 4.2.5   Analysis of variance of relatedness (R test)

**Model Summary<sup>b</sup>**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|---|---|---|---|---|---|
| 1 | .803ᵃ | .645 | .627 | .40082 | 1.848 |

a. Predictors: (Constant), Physical Evidence, Promotion, People, Product, Price, Process, Place

b. Dependent Variable: Tourist Satisfaction

From the results of calculations carried out using SPSS version 15.0, where the Adjusted R Square value of 0.645 was obtained, it shows that the independent variables have a relationship or are able to answer the dependent variable by 64.5%. While the remaining 35.5% is another factor not used in this study.

### 4.2.6 Implication of Marketing Mix Analysis Results on Tourist Satisfaction

The results of the analysis show that tourist satisfaction is influenced by each marketing mix variable. Among the existing variables, it turns out that the service product variable has a high and significant influence on tourist satisfaction. This means that the tourism service products presented in the bay festival with the type of race form vary from year to year are of high quality and interesting for tourists to enjoy in the Maluku cultural arts attractions with beautiful natural panoramas of the sea, so the price variable has a significant influence on tourists in consuming souviner and culinary but has no effect on tourists as race participants because it is related to transportation and accommodation costs which are not comparable to the value of the prize award.

T h e two variables above turned out to be more influential and significant when compared to five other variables, namely: place, promotion, people, process and physical evidence do not have an influence and are significant because the place variable is close to the city center and community activities and transportation have an impact on congestion and often occur unsafe situations there are fights between supporters, promotion variables are still limited in advertising and public relations activities in fishing communities in villages, the people variable is a concern because it is not very influential where the value obtained by mines is due to the organizer's human resources being less friendly and polite in providing services, the process variable has no effect because the organizer in making decisions in assessing and determining the winner of the striped boat race which is the icon of the bay party festival, as well as physical evidence has no effect because the coastal environment of the Ambon bay beach has not been organized, limited parking facilities and public facilities are available.

The overall analysis of the marketing mix variables on the satisfaction variable is influential and significant, meaning that all marketing mix variables and statement items give tourists a sense of satisfaction with the bay party festival.

In detail, the implications of the marketing mix analysis results for the Maluku Tourism Office in organizing the bay festival can be explained as follows:

1. Service products

   The tourism service product policy that will be presented should be carefully planned to involve the city district office with competitive tourism human resources (marketing) considering the beauty of natural tourism, local wisdom culture, historical value as educational value and economic selling value that is designed differently and uniquely supported by the atmosphere of the Ambassador of the World Music city to be displayed in cultural arts performances in the form of dances or interesting value performances watchedby quality and give an impression value.

2. Price

   The pricing policy in this paper focuses on financing transportation and accommodation for festival participants who come from districts outside Ambon Island. This is a concern for the direction of measurable policies that inventory participants who routinely participate or new ones considering the concept of price in economics of expenditures that occur there are benefits and satisfaction obtained by buyers (participants) as part of the race both prizes and services.

3. Place

   The distribution policy concerns the ease of access to services (competition activities) for tourists to witness the decision of the location of the bay of Ambon and the strategic red and white bridge on the one hand, on the other hand near the city center in office activities, the distribution of people and goods is often disrupted and often unsafe and comfortable because of frequent commotion. For this reason, the coordination of the implementation of the provincial and municipal central governments in a structured manner planned by related parties and security should be a special day to be a moment of implementation that is socialized asking for public support and carried out in an extraordinary manner to be an explosion of Maluku tourism promotion parties.

4. Promotion

   Promotional policies that have been carried out are intensified according to the targeted market segment with more intensity in the form of face-to-face relationships, maintaining customer (participant) and village government relationships to convey persuasive messages about events and the benefits of activities as activities to encourage the creative economy to have a multiflair effect with the involvement of small and medium enterprises.

5. People

The policy of people or human resources in the tourism business is very dominant in relation to human interaction and affects the perception of tourists in service, considering that in this writing the results obtained have no effect and mines, for that in the future it is hoped that the employee recruitment process will get pure tourism people or a training program t o provide services and overcome complaints with a smile, greeting, polite and friendly combined with understanding to motivate employees or organizers and people as culinary sellers and souviner to get the best results.

6. Process

Process policies related to producing services in the bay party festival event are more focused on the assessment process and determining the winner, for the future organizers or committees can use technological devices what is cctv horizontally from the beach point or camera coverage from the red and white jempatan to cover the finish process. This was clearly conveyed to the thenic cal-meeting and also conveyed the agreed complaint procedure mechanism to maintain the honor value of the event which has been made 100 Indonesian national calendars.

7. Physical evidence

The physical evidence policy of the bay festival is expected to pay attention to the coastal environment of the bay beach arranged as well as public facilities and as stated in the place policy, then the arrangement of the celebration environment is arranged by paying attention to the layout of the event with the arrangement of the stage and music area, audience area, culinary SME area and souviner, parking area.

## CHAPTER V

## CONCLUSIONS AND SUGGESTIONS

Based on the results of the analysis and discussion that has been carried out in theprevious chapter, the following conclusions and suggestions can be drawn:

### 1.1 Conclusion

1. The Ambon Bay Festival event is one of the national tourist destinations included in the 100 wonderfull Indonesia calender which is used by the Maluku Provincial Government as an event to promote Maluku Tourism.

2. The results of validity and reliability testing explained that the calculated t value was 0.000 compared to the value of t table 1.977, then the calculated t value was smaller than t table, thus all statement items from all indicators of this study were said to be valid. And the value of the Cronbach's Alpha value is 0.881, then compared to the classic assumption test reliability standard of 0.5, it can be said that all statements used in this study have high reliability or are very suitable for use in answering research problems.

3. The results of multiple linear regression analysis of each of the seven independent variables of the service marketing mix on the dependent variable of satisfaction obtained the following results:

    a. The product obtained the t value of 4.027 with Sig. 0.000; and compared with the t table value of 1.97591 and the Significance Level used in this study which is 5% (0.05), it turns out that the t value is greater than the t table with a Sig. level below 0.05, then the product variable indicates that tourists are satisfied.

    b. The price obtained a t value of 2.979 with Sig. 0.003; and compared with the t table value of 1.97591 and the Significance Level used in this study is 5% (0.05), it can be seen that the t value is greater than the t table with the Sig. level below 0.05, then the product variable shows that the Tourists are satisfied.

    c. Place obtained t value 0.987 and Sig. 0.325; and compared with the t table value of 1.97591 and the confidence level used in this study is 5% (0.05), it can be seen that the calculated t value is smaller than the t table value with a level of 0.05.

Significance above 0.05, then the place variable shows that tourists tend not to feel that they are in the right place.

   d.  Promotion with a t value of 1.276 and Sig. 0.204; and compared with the t table value of 1.97591 and the Trust Level used in this study which is 5% (0.05), it can be seen that the calculated t value is smaller than the t table value with a significance level above 0.05, then the promotion variable shows that tourists tend not to feel that they have been promoted.

   e.  People with a calculated t value of -1.461 and Sig. 0.146; and compared with the t table value of 1.97591 and the Trust Level used in this study which is 5% (0.05), it can be seen that the calculated t value is smaller than the t table value with a significance level above 0.05, then the people variable shows that Tourists tend not to feel that they are a tourist.

   f.  Process with a calculated t value of 1.713 and Sig. 0.089; and compared with the t table value of 1.97591 and the Trust Level used in this study which is 5% (0.05), it can be seen that the calculated t value is smaller than the t table value with a significance level above 0.05, then the process variable shows that Tourists tend not to feel that they are in the right place.

   g.  Physical Evidence with a t value of 1.811 and Sig. 0.010. and compared with the t table value of 1.97591 and the Trust Level used in this study which is 5% (0.05), it can be seen that the calculated t value is smaller than the t table value with a significance level above 0.05, then the physical evidence variable shows that tourists tend not to feel satisfied.

4.  The results of multiple liner analysis as a whole all marketing mix variables on satisfaction with the F test obtained the calculated F value of 35.585 and Sig. 0.000[a] . When this value is compared with the F table of 2.00 and Sig. 0.05, it can be stated that the value of F count is greater than the value of F table at the level of significance below the degree of freedom of 0.05, then overall the Tourists have been satisfied with the Gulf Party Festival Event.

## 1.2 Advice

From the above conclusions, suggestions can be made to the organizers, namely the Maluku Province Tourism Office as follows:

1. The Maluku Provincial Government through the Tourism Office is expected to maintain the trust of the Ministry of Tourism and Creative Economy which includes the bay festival event as a 100 wonderfful Indonesian calendar for planning and coordination with the central government and city districts is needed to set 1 special day to be used as an explosive moment for a festive Maluku tourism party that has economic selling value as a national and international promotional event.

2. It is necessary to improve the organization in terms of service marketing in the implementation of the marketing mix strategy which partially variables have not given satisfaction to tourists, namely: place variables, promotion variables, people variables, process variables and physical evidence variables. (can be seen in the details of the implications)

3. The provincial tourism office needs to coordinate with the Ambon city tourism office and the Maluku Protestant Church Youth Force of Ambon City to schedule the Ambon-Darwinevent, Lombah Baris Indah and the bay party in synergy.

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