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Effect Promotion Price and The Quality of Interest to Visit Soekarno Cave Pasongsongan Sumenep During Pandemic Covid 19

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Effect Promotion Price and The Quality of Interest to Visit Soekarno Cave Pasongsongan Sumenep During Pandemic Covid 19

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ABSTRACT

Tourism is one of the contributors to state revenue, since the COVID-19 pandemic, tourism sector income has decreased drastically. Because it aims to prevent the transmission of the covid 19 virus. Soekarno. Since the covid 19 pandemic around the world, visitors who come to Soekarno Cave have decreased. Various efforts have been made with the health protocols that have been set by the government. This study aims to determine and analyze the influence of promotional strategies, prices, and service quality on interest in visiting Soekarno Cave during the covid 19 pandemic. The population in this study were visitors to Soekarno Cave and the sample used in this study was 60 samples with the accidental sampling method. The analysis technique used is multiple linear analysis, taking into account the quality test requirements of the instrument, namely the validity and reliability test, as well as the classical assumption test, namely normality, multicollinearity test, heteroscedasticity test, and autocorrelation test. The results of this study obtained (X1) that the promotion did not significantly affect the interest in visiting, (X2) the price had a significant effect on the interest in visiting, and (X3) the quality of service had a significant effect on the interest in visiting. It is known that the value of R Square is (0.332) which means that the promotion strategy, price, and service quality affect the interest in visiting by 33.2% and the remaining 66.8% is influenced by other variables not examined in this study.

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INTRODUCTION

Indonesia has a variety of ethnicities, cultures, races, religions, and various kinds of natural beauty that can be found. Moreover, Indonesia has various sectors that can boost the country's foreign exchange. One of them is the tourism sector which is the top source of foreign exchange for the country. There are still many natural resources, culture, culinary and natural charm in various regions in Indonesia that is still not managed properly and even unknown to many people with government solutions assisted by residents around the area concerned unite to develop this potential so that income from the tourism sector to raise the country's foreign exchange goes well. The role of the national tourism sector is very important in line with government policies to build a sustainable economy in the future. The tourism sector contributes greatly to the economic growth of a country. The tourism sector

includes recreation areas, restaurants, hotels, and transport and acceleration that support the growth of other tourism industries. Since the beginning of 2020, the number of tourist arrivals has decreased. This is because many countries have stopped flights and implemented a lockdown on their territory. The implementation of social restrictions also has an impact on export and import activities in countries. The impact of the COVID-19 outbreak has caused so much harm to various economic actors.

Table 1. Foreign Tourist Visits

No.	Year of Visit	Total
1	2019	16.106.954
2	2020	4.052.923

Source: Central Statistics Agency (tourism)

With the new normal policy, tourism can again operate. New normal to tourism have been undertaken with health protocols that have been set by the Ministry of number health HK.01.07 / Menkes / 382/2020 of the (protocol for public health and public facilities in place to prevent and control coronavirus disease (covid-19), so that SMEs, tourism and Creative Economy walking and started its activities with the respective health protocols that have been set and applied. In carrying out an interest in visiting tourism, a very appropriate promotion, price, and quality of service are needed to increase the possibility of success for what is done by the tourism sector to restore good image a good to the Sumenep community so that the community can return to visit tourism in the era new normal. During the COVID-19 pandemic, Soekarno Cave tourism experienced a lockdown which had been implemented by the local government to reduce the increase in the spread of the COVID-19 virus, so that the number of visitors experienced a very drastic decline. Judging from June when it opened in 2019 the number of visitors experienced ups and downs can be seen in the table below.

Table 2. Visit Travelers On Caves Soekarno Year First 2019

Month	Travelers archipelago	Travelers Manca Country	Total
June	47.055	0	47.055
July	16.218	2	16.220
August	7.715	2	7.717
September	4.585	2	4.587
October	3.315	0	3.315
November	4.388	0	4.388
December	7.355	6	7.361
Total			90.643

Source: The Department of Tourism, Culture, Youth and Sports Sumenep Regency

Table 3 Visits Travelers On Caves Soekarno In 2020

Month	Travelers archipelago	Travelers overseas	visitors
Januari	6.480	0	6.480
Februari	2.158	6	2.164
Total			8.644

Source: Department of Tourism Culture Youth and Sports Sumenep Regency

Table 4 Tourist Visits at Soekarno Caves in 2021 Foreign tourists

Month	Domestic	tourists	Total
Januari	987	0	987
Februari	722	0	722
Maret	621	0	621
April	544	0	544
Total			2.874

Source: The Department of Tourism, Culture, Youth and Sports Sumenep Regency

Starting from 2020-2021 Soekarno Cave tourism experienced a decline due to the COVID-19 pandemic outbreak, so that some local tourism in Sumenep, including Soekarno Cave, went into lockdown.

7 **LITERATURE REVIEW**

Marketing Management

Marketing management is the activity of analyzing, planning, implementing, and returning programs that are structured in the formation, development, and maintenance of profits from exchanges/transactions through target markets with the hope of achieving organizational or company goals in the long term, (Assauri, 2017).

Promotion

According to (Ronald J. Ebert, 2015), promotion is a series of techniques for communicating information about products. According to (Kotler, 2012) promotion indicators are:

- a. advertising
- b. sales promotion
- c. personal selling
- d. public relations public relations
- e. direct sales

Price

Price is the first amount of money to be paid by the buyer to acquire a service or goods desirable (Kotler dan Armstrong, 2013). The price indicators according to (Kotler dan Keller, 2017), namely:

- a. Affordable price
- b. Price suitability with product quality
- c. Price competitiveness
- d. Price match with product benefits

Quality Of Service

The Quality of service proposed by Lewis and Booms cited by (Tjiptono, 2007) suggests that service quality is a measure of how well the level of service provided can match consumer expectations. The Indicators of Service Quality according to (Kotler dan Keller, 2017) are as follows:

- a. Tangibles
- b. Reliability
- c. Responsiveness
- d. Assurance
- e. Empathy

Visitor Increase

The theory of interest to visit in this case is analogous to a product buying interest. Asdi in (Kurniasari et al., 2019), interest in visiting is a person's desire to visit a tourist attraction. According to Ferdinand in (Sari & Pangestuti, 2018), interest in visiting has psychological stages. Where these stages are then used as benchmarks or indicators of the process of buying interest in every individual. The indicators that are intended areas follows:

- a. Interest Transactional individual or organization that wishes to purchase services
- b. Preferential interest is behavior in which an individual or organization becomes a product as a primary preference
- c. Explorative interest is the behavior of someone who is always looking for information on goods or services of interest.

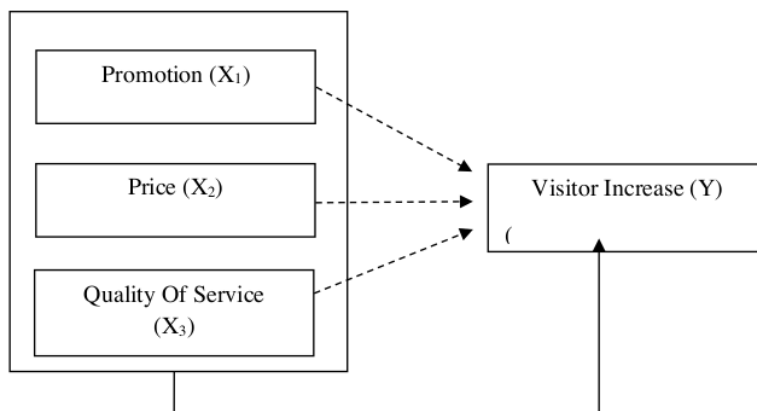


Figure 1. Framework

RESEARCH METHOD

This study uses quantitative research methods. Quantitative methods are interpreted as research in the form of numbers by using certain formulas to obtain valid data. This study will explain the relationship between influencing and being influenced by the variables to be studied.

Soekarno Cave is a natural tourist spot that has a large hole which is located in the highlands and is quite loved by the community and its surroundings. Soekarno Cave operates from 08.00-17.00 WIB Monday to Sunday. Soekarno Cave, which is located in Panaongan village, Pasongsongan District, Soekarno Cave tour began in mid-2019, namely June which has a building area of 7400m.

The Research that is selected by the researchers is the Cave of Time Soekarno Pasongsongan Sumenep used by researchers to obtain data and information starting in April until July 2021. The Population in this study is the overall visitors that perform traveled in Cave Soekarno Pasongsongan during On Pandemic Period. The number of tourist visitors in Soekarno Cave is not known for certain. The sample used is the sampling method, using accidental sampling, namely taking cases or respondents who happen to be or are available who are in the object. Because the number of population in this study is not known with certainty, the authors use the formula from Roscoe, namely where the number of samples is at least $10 \times$ the number of variables studied (independent variable + dependent variable). So in this study, the number of samples is determined by $15 \times$ the number of variables using 4 variables (3 independent variables + 1 dependent variable). Then the sample number is $(15 \times 4 = 60)$ samples.

The Research will be available with a few first statements relating to the promotion, price, quality of service, and interest to visit. The Questionnaire Likert was measured using a scale with a score range of 1-5 (1= Strongly Disagree, 2= Disagree, 3= Doubtful, 4 = Agree, 5 = Strongly Agree).

RESULTS AND DISCUSSION

In the test, the validity is seen where recount and tables are compared using correlation so that the data becomes valid. Data that is said to be valid type r count $>$ table. This study used 60 respondents. To determine the location of the r table using the formula $df = N - 2$ with a significant level of 0.05. This study uses 60 respondents which means $df = 60 - 2 = 58$. It can be seen that the r table is located at the value 58 with the probability of 0.05 is 0.254

1 Table 5. Promotional Data Validity Test Results (X_1)

Item	R Count	R Table	Description
X1.1	0,486	0,254	Valid
X1.2	0,309	0,254	Valid
X1.3	0,499	0,254	Valid
X1.4	0,378	0,254	Valid
X1.5	0,262	0,254	Valid

Source: Primary Data for the 2021 SPSS Output Results

Table 6. Price Data Validity Test Results (X_2)

Item	R Calculate	R Table	Description
X2.1	0,440	0,254	Valid
X2.2	0,582	0,254	Valid
X2.3	0,312	0,254	Valid
X2.4	0,630	0,254	Valid

Source: Primary Data for the 2021 SPSS Output Results

1 Table 7. Test Results of Trust Data Validity (X_3)

Item	R Count	R Table	Description
X3.1	0,373	0,254	Valid
X3.2	0,419	0,254	Valid
X3.3	0,651	0,254	Valid
X3.4	0,307	0,254	Valid
X3.5	387	0,254	Valid

Source: Primary Data SPSS Output Results for 2021

Table 8. Test Results Data Validity Interests Been (Y)

Item	R Calculate	TableR	Description
Y1	0,558	0,254	Valid
Y2	0,358	0,254	Valid
Y3	0,426	0,254	Valid

Source: Primary Data for the 2021 SPSS Output Results

18 Reliability Test

The reliability test was carried out to measure how much the data could be trusted and consistent with the answers given by the respondents. The data can be said to be reliable if the results of Cronbach alpha $>$ 0.60.

Table 9. Test Results Data Validity Reliability

Variable	Value Cronbach Alpha	Reliability Limit	Information
Promotion (X ₁)	0,618	0,60	Reliabel
Price(X ₂)	0,702	0,60	Reliabel
Service Quality (X ₃)	0,661	0,60	Reliabel
Visiting Interest (Y)	0,630	0,60	Reliabel

Source: Primary Data for the 2021 SPSS Output Results

8

Multiple Linear Regression Test

Multiple linear regression analysis is used to determine whether variables independent together influence the variable dependent. Independent together influence the dependent variable. The test is used to see whether the variable-the variable independent influential promotion variable. the dependent

Table 10. Test Results Linear Regression

Variabel X	B	T	Sig
Constant	5,139	2,943	0,05
Promotion	0,038	0,531	0,598
Price	0,208	3,038	0,004
Service Quality	0,173	2,478	0,016

Source: primary data processing (2021)

$$Y = 5,139 + 0.038X_1 + 0.208X_2 + 0.173X_3 + e$$

Description :

Y : Visiting Interest

X₁ : Promotion

X₂ : Price

X₃ : Service Quality

1 : Standard Error

Based on the table above shows that the constant value is 5.139. It can be interpreted that if Promotion, Price, and Service Quality are 0 (zero), then Visiting Interest is still worth 5.139. In other words, although not researching Promotion, Price, and Service Quality, purchasing decisions still have a influence value of 5.139.

The regression coefficient for the Promotion variable is 0.038 which indicates that the promotion has a positive influence on the interest of visiting. It can be interpreted that if Price increases 1 scale it will increase purchasing decisions by 0.038.

The coefficient regression of the price variable is 0.208 of visiting which indicates that the price has a positive influence on the interest. It can be interpreted that if the price increases by 1 scale, it will increase the purchasing decision by 0.208.

Regression Coefficient Variable Quality Of Service i.e. at 0,173 shows that the Quality of service has a positive influence on interests Been. It can be interpreted that if Service Quality increases by 1 scale, it will increase Visiting Interest by 0.173.

T-Test (Partial Test)

The T-test is used to see whether the variable independent has the effect or not on the variable dependent. This research will look at whether the Promotion, Price, and Quality of Service Have an influence partial or not on purchasing decisions. Interest in visiting when the significant value < 0.05 means that it has an effect

Table 11. Test Results (Partial Test)

Coefficients ^a					
Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficient Bet	t	Sig.
1 (Constant)	5.139	1.746		2.943	.005
Promotion	.038	.071	.063	.531	.598
Price	.208	.069	.373	3.038	.004
Service Quality	.173	.070	.292	2.478	.016

a. Dependent Variable: Interested Visit

Source: primary data processed (2021)

The promotion variable has a not significant effect on Visiting interests, which means partial promotion does not affect Visiting Interests. It can be seen that the significant value of the promotion is 0.598 < 0.05 so that the hypothesis H0 is accepted and H1 is rejected.

Variable Price influence significant to the Interests Been, which means partially Price affects the interests Been It can be seen that significant value quality of service i.e. 0.004 < 0.05, so the hypothesis H0 is rejected and H1 accepted.

Variable Quality Services Have Influence significant to the Interests Been, which means the partial effect on the Quality of Service Interests Been. It can be seen that the significant value of Service Quality is 0.014 > 0.05 so that the hypothesis H0 is accepted and H1 is rejected

F Test (Simultaneous Test)

A simultaneous test is used to see whether all the variables independently simultaneously influence the dependent variable. In this study, we will see whether the variables of Promotion, Price, and Quality of Service or not at the same time as Visiting Interest. The decision is taken when the significant value < 0.05 means that it has an effect

Table 12. F Test Results (Simultaneous Test)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	40.116	3	13.372	9.260	.000 ^b
	Residual	80.867	56	1.444		
	Total	120.983	59			

a. Dependent Variable: Interested Visit

b. Predictors: (Constant), Service Quality, Promotion, Price

Source: primary data processed (2021)

Influence Campaign Against Interests Been

This study uses SPSS version 25, which has been distributing questionnaires to visitors who visit the cave Soekarno pandemic period covid 19 generate promotion no influence significant of interest to visit. This means the promotional strategy is not an important factor for visitors to do the visit in Cave Soekarno interest during the pandemic covid 19. And This is the first because the sale first made by travel Soekarno Caves directly down to the public is not yet complete, that is where the public does not know information about Soekarno Cave tourism and so that visitors are less interested in visiting Soekarno Cave tourism.

The Influence of Price on Visiting Interest

This study uses the SPSS version 25 application which has distributed questionnaires/questionnaires to Soekarno Cave visitors who visited during the covid 19 pandemic which resulted in having a significant influence on visiting interest. This means that the price is an important factor for visiting Soekarno Cave, Soekarno Cave entrance ticket price can compete with other tourist attractions so that visitors are interested in visiting.

The Influence of Service Quality on Visiting Interest

This study uses the SPSS version 25 application which has distributed questionnaires/questionnaires to Soekarno Cave visitors who visited during the covid 19 pandemic resulting in that service quality has a significant influence on interest in visiting. This means that the quality of service is an important factor for visitors to have an interest in visiting Soekarno Cave during the Covid 19 period. And this is because Soekarno Cave tourism has strong and comfortable building conditions for visitors.

The Effect of Promotion, Price and Service Quality on Interest in Visiting

Based on the results of research conducted that promotion, price, and service quality simultaneously have effected positive interest in visiting, meaning that if promotion If it goes well, it will get more tourists, the more affordable the tourists will be interested in visiting Soekarno Cave during the COVID-19 pandemic, and if the quality of service provided by Soekarno Cave is getting better, many tourists will be interested in visiting Soekarno Cave on Sunday. during the covid 19 pandemic.

Determination of the More Dominant Variables

Based on the research that has been done, it is found that the value of the price variable is higher than promotion and service quality. So it can be concluded that the interest in visiting is much influenced by the price. The more affordable prices are given by the manager of Soekarno Cave, the more interested visitors are in making an interest in visiting Soekarno Cave.

CONCLUSION

Based On the results obtained the partially promotion variables positive affect and effect significant to employees performance. Based On the results of the study who earned that partial, price positive and significant effect on the interest to visit. Based on the research results obtained that partially the variable quality of service has a positive and significant effect on visit interest. Based on the research results obtained simultaneously variable promotion, price, and Quality Of Service positively affect and significantly to the first interest visit. Among the three variables independent, variable the first price (X2) the most dominant influence on the interest has been the highest coefficient between two variables, promotion and service quality.

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