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Research Paper

Analysis of Promotion, Price, and Quality of Service to Interest in Visiting Tourists at The State Museum of Banten

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Abstract

The quality of service provided by the management of the Banten State Museum to visitors is an important factor in increasing satisfaction. The management of the Banten State Museum should be able to carry out appropriate promotion, marketing, and service strategies to attract more tourists in visiting. The goal of this study was to determine and identify promotion strategies, prices, and services that can influence tourist interest in Serang City, Banten. Population of this study are tourists who visit the tourist attractions of Serang City. This research method is the non-Probability sampling method, where not all populations have the same opportunity to become samples (prospective respondents). This study uses primary data obtained from questionnaires with a sample of 75 tourists visiting the tourist attractions of Serang City. Two kinds of data analysis are used in this research, namely descriptive analysis and PLS (Partial Least Square) analysis. The results showed that the magnitude of R Square (R2) Visiting Interest was 0.646. It means that promotion, price, and service quality factors contribute 64.6% of the influence on the interest of returning tourists. At the same time, the remaining 35.4% is influenced by other factors. This research concludes that the promotion factor, price factor, and service quality factor have a significant and significant effect on the interest of returning tourists to the Banten State Museum.

Keywords: *Promotion, Price, Service Quality, Tourist Visiting Interest*

INTRODUCTION

Nowadays, traveling has become a trend and has become an essential need in human life. Although not a primary need, this activity helps people get rid of boredom and refresh their mind so that they are enthusiastic to face daily routines that require high concentration. Law Number 10 of 2009 concerning Tourism stated that tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, business people, government, and local governments. Based on this statement, tourism is supported by all the components in it. Tourism is one sector that contributes a large income to the region. Regional levies mostly come from the tourism sector. Therefore, the development of the tourism sector needs to be carried out to increase the regional economy's pace and improve citizens' welfare. Each region seeks to develop its regional potential. Competition in the world of tourism is now getting more challenging, given the high public interest in this field. So that the managers of each tourist destination also try to innovate, have new ideas, and provide a good output for every visitor who comes so that the visitor is able to generate a repeat visit or return.

In tourism, making a buyback means making a return visit. Visitors certainly make a return visit after they are satisfied with what they got when visiting a tourist spot on their first or previous visit. Visitor satisfaction with tourist destinations is very important for them in determining plans for whether or not to make a repeat visit or return visit to a tourist destination they visit. The ability of tourist attractions to provide output to visitors is very influential on the satisfaction of the visitors themselves, which will later affect the decision to visit the visitor again.

Judging from the number of tourists visiting Serang City, there was a significant increase (BPS City Serang 2018 data). In 2016, the number of domestic and international tourists was around 309.905 people. Then in 2017, this number increased sharply to 862,323 people. Serang

City has a variety of natural, cultural, industrial, and tourism wealth. It is able to attract tourists, especially in Serang City.

One of the tourist attractions is the State Museum of Banten. The State Museum of Banten Province is a public museum that occupies the old Banten Governor's Hall building in Serang City. The State Museum of Banten building is the former Banten Resident Office which was founded on January 26, 1821. This museum was inaugurated on October 29, 2015, by the Governor of Banten, Rano Karno. The management of the Banten Province State Museum is currently given to the Regional Technical Service Unit for the Cultural Park and Museum of the Banten Province Education and Culture Office.

The Banten Province State Museum occupies the Banten Governor's Hall, previously used as the Banten Governor's office. Previously, this building was used as the Banten Residency. The formation of the Banten Province on October 4, 2000, resulted in this building being converted into a government office for the Banten Province. The State Museum of Banten Province was established at the site of the former Banten Resident Office, which was vacated after the construction of the new Banten Governor's Office was completed and began functioning in November 2013. The new Banten Governor's Office is located in the Banten Provincial Government Headquarters Area. The choice of the Banten Resident Office as the location for the Banten Province State Museum was based on the fact that the Banten Resident Office is a cultural heritage building. In addition, its location in the center of Serang City is very strategic for building a museum. It is also supported by a large yard and shady trees accompanied by a series of historic buildings, which have increased the interest of the Serang City and its surroundings to visit this location after establishing a museum.

The State Museum of Banten Province is designed to be a museum of Banten regional identity. The collection consists of relics from Banten in the past as well as objects in the Banten area today. The museum collection will focus on various historical and cultural heritages of Banten. The exhibition layout is arranged so as to convey the identity of the present and past Banten Province. This museum was also established with the awareness of the need for the community to be able to understand the differences between old and new identities. The State Museum of Banten Province was built so that people could review old views about the identity of the Banten people. The next goal to be achieved by procuring the State Museum of Banten Province is to increase the main attention to the exhibition system of the museum, which displays the identity of the Banten people who have been considered no longer part of the identity of the Banten people themselves. In addition, the procurement of this museum is intended to expand access to the museum physically and through information to the very diverse community in Banten Province. The final objective of the establishment of the State Museum of Banten Province is to establish and strengthen the cultural identity of the people of Banten.

Based on the 2008 Banten Province State Museum Management Planning Study Document (IV-9), the periodization of Banten's history comes from the prehistoric period to the modern era. During the period of more than two millennia, there were six major periods, namely the Prehistoric period (6000 BC - V century BC). The protohistoric period was mentioned as a transition from prehistory to historical times, which lasted from the 5th century BC to the IX century. AD followed by the classical period (Hindu-Buddhist era) between the IX to XVI centuries, the XVI-XIX centuries, the colonial period (XIX centuries - 1945), and the independence period (1945 - 2000). The collections of the Banten State Museum are on display in the front hall, ranging from ancient ceramics, heirloom kerises, and various types of statues to a fossil of a one-horned rhinoceros stored in a glass case. The Banten State Museum has utilized digital technology in the form of a hologram that can display various historical information in audiovisual. Through this system, visitors can view and listen to multiple history-related information.

The quality of service provided by the management of the Banten State Museum to visitors is also an essential factor in increasing satisfaction. American Marketing Association defines service as an intangible action taken by one party to another party to give benefits and satisfaction.

Nowadays, the ability to choose the right marketing strategy in marketing tourist objects is critical because many new tourist attractions are emerging as competitors. Using appropriate marketing strategies can attract more new or even previous tourists to revisit. Promotion serves to display the impression and description of the product. The better the promotion, the more it will attract consumers to use it, in this case, attracting visitors to return.

The management of the Banten State Museum should be able to carry out appropriate promotion and service strategies to increase tourists' interest in visiting. The Banten State Museum has great tourism potential because the museum is a type of educational tour that can provide information for visitors about the history and culture of the Banten area itself.

From the description of the background of the research above, the author will conduct a study titled "Analysis of Promotion, Price, and Quality of Service on the Interest of Returning Tourists at the Banten State Museum". The goal of this study was to determine and identify promotion strategies, prices, and services that can influence tourist interest in Serang City, Banten

LITERATURE REVIEW

According to (Tjiptono 2006:6), service activities are the needs and desires of consumers as well as the accuracy of conveying them or how to serve, the act to fill the necessity of consumer by obtaining money in return, and the ease and comfort in related with the purchase of goods and services. In general, service is an invisible activity or activity that involves human effort and uses equipment and occurs as a result of interactions to help, prepare and manage, whether in the form of goods or services from one party to another.

Promotional activities (Kotler 2013: 42) are various actions and activities carried out by the company to showcase the product's superior features and persuade consumers to buy the product. Promotion is any form of communication used to inform, persuade, or remind people about products produced by organizations, individuals, or households (Simamora 2013: 285). In essence, promotion is a form of marketing communication. These marketing activities seek to disseminate information, influence or persuade, and remind the target market of its products so that they are willing to accept, buy, and be loyal to the products offered by the company concerned (Tjiptono, 2001: 219).

In addition to promotion and service quality, the price also needs attention because it is a monetary form consumers sacrifice to obtain, possess, and utilize several combinations of goods and services from a product. Affordable prices will be an attraction for consumers. According to Effendi M. Guntur (2010: 281), price is the amount of money billed for a product and service or the amount of value exchanged by customers to obtain benefits from owning or using a product for services. Price is the only element of the marketing mix that provides income or income for the company and is flexible.

Philip Kotler et al. (2006: 198) in Marketing for Hospitality and Tourism assumes that consumers' purchase intention can be equated with the interest of visiting tourists. It can be seen in the same behavior. There is no related theory regarding visiting intentions and decisions. Still, according to the theory of Kotler et al., visiting intentions are equated with purchasing intentions as measured by the same indicators. Consumers or tourists, in deciding to visit, have various considerations as well as before making a purchase.

Interest in visiting again has the meaning to behave in a directed manner toward certain objects of activity or experience. Or someone's encouragement to carry out activities to return to destinations that have been visited (Nuraini 2014:4). Factors that can influence tourists to return

are a tourist attraction, price, promotion, service quality, and destination image.

Several previous studies are relevant to the issues discussed in this study. Istikhomah and Nugraha (2019) explain that price is one of the factors that has a significant influence on visitor satisfaction at the Indonesian Water Park Ecotourism up to 32.2%. Based on visitors' experience, they feel that the Indonesian Water Park Ecotourism management policy in setting entry prices for visitors is appropriate and in accordance with visitor expectations. Research by Lubis and Martin (2009) also shows that the price factor positively and significantly influences inpatient satisfaction at Deli Medan General Hospital. It means that the price factor is one of the main factors that can determine consumer satisfaction, not only in the tourism sector but also in other sectors.

Istikhomah and Nugraha (2019) explain that the service quality factor is a factor that influences visitor satisfaction for Indonesian Water Park Ecotourism, up to 16.3%. Some examples of service aspects that are of concern to visitors include the level of cleanliness at tourist sites, the appearance and service of employees, the level of ease and speed when making payment transactions, the alertness of employees in responding to questions and complaints from visitors, to supporting factors such as the availability of parking lots for visitor vehicles, availability, and cleanliness of public facilities (toilets, souvenir shops, prayer rooms).

Setiawan and Hamid (2014) explain that a promotion strategy is essential in developing local tourism in Jelekong Tourism Village, West Java. The elements of the promotion strategy in Jelekong Tourism Village are divided into eight elements: promotion mix, target visitors, promotion objectives, promotion budget, message design, media used, message sources, and feedback. The promotion aims to build awareness, increase knowledge and remind the general public of the existence of the Jelekong tourist village and its tourism potential, especially local arts, and culture, such as wayang golek and painting centers.

RESEARCH METHOD

The type of data in this study is a type of quantitative data. The source of data is primary data obtained from respondents through the distribution of questionnaires to respondents. The sample size used was 75 tourists referring to Rosqoe in Ferdinand (2011: 217), who stated that sample sizes greater than 30 and less than 500 were sufficient for many studies. Determination of the sample using the Non-Probability sampling method, according to (Sugiono 2014:154) where not all populations have the same opportunity to be selected as samples (prospective respondents), namely tourists who visit the Banten State Museum. The criteria for the sample selected for this study are:

1. Male and female, over 17 years old.
2. Have visited Banten State Museum more than one time.

The data analysis technique used in this research is descriptive analysis and inferential analysis. According to Ferdinand (2018, p. 229), descriptive analysis provides a descriptive empirical description of data collected in the study. The form of descriptive analysis is the index number. According to Ferdinand (2018, p. 231), index number analysis is used to determine the general perception of respondents about a variable. Inferential analysis, or probability statistics, is a data analysis technique used to analyze sample data. The results to be obtained are generalized or concluded from the origin of the sample taken (Sugiono 2011, p. 148). Inferential analysis used in this study is a data analysis technique using Partial Least Square (PLS). Partial Least Square (PLS) is an alternative to Ordinal Least Square (OLS) regression, canonical correlation, or structural equation modeling. PLS is very useful when several independent variables or predictors are highly correlated with each other or when the number of predictors exceeds the number of cases (Jonathan Sarwono & Umi Narimawati, 2015, p. 2).

FINDINGS AND DISCUSSION
Consumer Identity Analysis
Based on Table 1, respondents are dominated by visitors aged 17-25 years, namely 65%. It illustrates that most visitors to the Banten State Museum are still at a young age. They are interested in visiting the museum because apart from being a tourist place, it is also a good educational place for young people.

Table 1. Age Profile of Respondent

Respondent Age	Quantity	Percentage (%)
17 - 25 years old	49	65
26 - 45 years old	17	23
> 46 years old	9	12

Based on Table 2, most of the respondents are women, namely 58%.

Table 2. Respondent Gender

Respondent Gender	Quantity	Percentage (%)
Men	32	42
Women	43	58

PLS Validity and Reliability Test
This study checks the validity and reliability of the processed data using two models, namely the inner model and outer model.

Outer Model
The initial step is to check whether the model has reached convergent validity. The results of the initial path diagram validity test can be seen in Figure 1.
The minimum value of 0.7 must be reached by each indicator to be considered valid. However, according to Ghozali, a loading scale of 0.5 – 0.6 is still acceptable in the research development stage. From Figure 1, it can be concluded that all variables of promotion factor (X1), price factor (X2), service quality factor (X3), and visiting interest (Y) have valid criteria for all statement items with loading factor value > 0.5 which can be used to measure this research model.
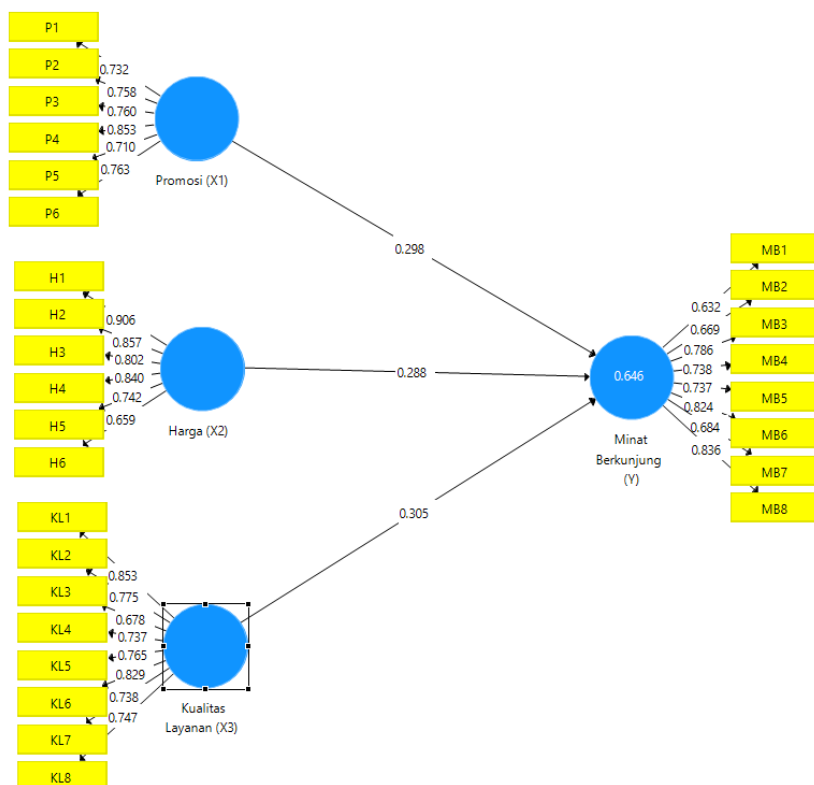
Figure 1. Value of Loading Factor using PLS Path Diagram

Convergent Validity Test

The loading factor value for each indicator of each construct as follows:

Table 3. Outer Loading Factor

	Tourist Visiting Interest (Y)	Promotion (X1)	Price (X2)	Service Quality (X3)
MB1	0.632			
MB2	0.669			
MB3	0.786			
MB4	0.738			
MB5	0.737			
MB6	0.824			
MB7	0.684			
MB8	0.836			
P1		0.732		
P2		0.758		
P3		0.760		
P4		0.853		
P5		0.710		
P6		0.763		
H1			0.906	
H2			0.857	
H3			0.802	
H4			0.840	
H5			0.742	
H6			0.659	
KL1				0.853

	Tourist Visiting Interest (Y)	Promotion (X1)	Price (X2)	Service Quality (X3)
KL2				0.775
KL3				0.678
KL4				0.737
KL5				0.765
KL6				0.829
KL7				0.738
KL8				0.747

The result shows that each loading factor has a value greater than 0.5, with the smallest value being the the MB1 indicator with 0.632. It can be concluded that each indicator has met convergent validity.

Discriminant Validity Test

The purpose of performing discriminant validity is to obtain the value of the square root of the average variance extracted (AVE). The minimum value is 0.5. Table 4 shows the AVE value in this study:

Table 4. Average Variance Extracted

Variable	Average Variance Extracted (AVE)
Tourist Visiting Interest (Y)	0.550
Promotion (X1)	0.584
Price (X2)	0.648
Service Quality (X3)	0.588

Each variable gives AVE value above 0.5, with Tourist Visiting Interest having the smallest AVE value at 0.550. Therefore, the constructs of promotion, price, service quality, and visiting interest factors are valid.

PLS Reliability Test

The value of Composite Reliability and Cronbach's Alpha for each construct variable is as follows:

Table 5. Composite Reliability

Variable	Composite Reliability
Tourist Visiting Interest (Y)	0.906
Promotion (X1)	0.893
Price (X2)	0.916
Service Quality (X3)	0.919

Each construct has a composite reliability value above the minimum criteria of 0.7. The Promotion construct (X1) has the smallest composite reliability value of 0.893. All variables have good reliability on their respective constructs.

The reliability test can also be strengthened with Cronbach's Alpha, where the output gives the following results:

Table 6. Cronbach's Alpha

Variable	Cronbach's Alpha
Tourist Visiting Interest (Y)	0.882
Promotion (X1)	0.858

Variable	*Cronbach's Alpha*
Price (X2)	0.888
Service Quality (X3)	0.900

The Cronbach's Alpha value for all constructs is above the minimum criteria of 0.6. The Promotion construct (X1) has the lowest Cronbach's Alpha value of 0.858.

Structural Model
R-Squared
The result of R-Square from the Smart-PLS 3.0 software is as follows:

Table 7. R-Square Value

Variable	R-Square	R-Square Adjusted
Tourist Visitting Interest (Y)	0.646	0.631

Based on the table above, the amount of R Square (R2) Visiting Interest is 0.646. Thus, it shows the influence of promotion factors, price, and service quality on visiting interest by 64.6%, and the remaining 35.4% is influenced by other factors.

Based on the table above, the R Square Adjusted Interest in Visiting is 0.631, thus showing the influence of promotion, price, and service quality factors on Visiting Interest by 63.1% and the remaining 36.9% is influenced by other factors.

Path Coefficient
Based on the results of data processing for the structural model of the path analysis coefficient section, the following results are obtained:

Table 8. Value of Path Coefficient Analysis

	Original Sampel (O)	Sampel Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Promotion (X1) → Tourist Visiting Interest (Y)	0.298	0.327	0.134	2.224	0.027
Price (X2) → Tourist Visiting Interest (Y)	0.288	0.261	0.129	2.227	0.026
Service Quality (X3) → Tourist Visiting Interest (Y)	0.305	0.310	0.153	1.993	0.047

Based on the table above, it can be seen in the Original Sample (O) column that the results of the path analysis coefficient values, it can be concluded that all tests between the variables of the promotion factor on interest in visiting show the results of 0.298, the criteria for the price factor on the interest in visiting show the results of 0.288, the criteria for the service quality factor on interest visited showed the result 0.305. Thus, all variables show a positive influence on interest in visiting.

T-Statistic Test
The t-test or partial test is used to determine any significant influence between promotion, price, and service quality on the tourist visiting interest.
T-table = 1.99394 earned from the formula df = N-K or 75-4 = 71, with a degree of confidence of 0.05. The following results were obtained:

Table 9. Result of T-Statistic Test

	T Statistics (|O/STERR|)	P Values
Promotion (X1) → Tourist Visitting Interest (Y)	2.303	0.024
Price (X2) → Tourist Visitting Interest (Y)	2.398	0.019
Service Quality (X3) → Tourist Visitting Interest (Y)	2.06	0.04

Based on the table above, the results of testing the promotion factor variable on interest in visiting give a value of t-count 2.303 > t-table 1.993 and a significant value of 0.024 <0.05. It indicates that promotional factors have a significant effect on visiting interest. Furthermore, based on the table above, the results of testing the price factor variable on interest in visiting show a value of t-count 2.398 > t-table 1.993 and a significant value of 0.019 < 0.05. It indicates that the price factor has a significant effect on visiting interest. Then based on the table above, the results of testing the service quality factor variable on interest in visiting show a value of t-count 2.06> t-table 1.993 and a significant value of 0.04 <0.05. It indicates that the service quality factor has a significant effect on interest in visiting. The following is a summary of the calculation and testing of the path coefficients:

Table 10. Path Coefficients Testing Result

	Coefficient	Direct Influence	Total
Promotion (X1) → Tourist Visiting Interest (Y)	2.303	2.303	2.303
Price (X2) → Tourist Visiting Interest (Y)	2.398	2.398	2.398
Service Quality (X3) → Tourist Visiting Interest (Y)	2.06	2.06	2.06

Based on the table above, it can be concluded:
1. The path coefficient of the promotion factor variable on the interest in visiting is 2.303.
2. The path coefficient of the price factor variable on the interest in visiting is 2.398.
3. The path coefficient of the service quality factor variable on interest in visiting is 2.06.

The results of this study indicate that there is a significant influence between promotional factors on visiting interest. One of the promotional strategies used by museum managers is to use social media, namely the Youtube channel. This channel contains a brief profile and interesting things in the Banten State Museum. In addition, there is content about artistic and cultural activities held at the Banten State Museum. Several private television stations also produce content for tourism events in this museum. This marketing strategy aims to introduce museum tourism to the public using technology and social media, especially young people who are usually more interested in gadgets and technology. The importance of promotional strategies for visiting interest is following research conducted by Suliyanto, et al (2018), which emphasizes intensifying promotional efforts by utilizing advertising media and through word-of-mouth marketing activities to increase public interest in visiting the Banten State Museum.

Furthermore, the price factor also affects the interest in visiting the Banten State Museum. As one of the educational tourist attractions under the auspices of the Banten Cultural Center, the

Banten State Museum does not charge an entrance fee for its visitors. It is certainly very interesting for students and families because they can enjoy museum tours while studying the history and culture of the Banten people free of charge. Although free of charge, this museum is still equipped with various facilities and comforts that are not inferior to other museums. The importance of price on interest in visiting is in accordance with previous research conducted by Istikhomah, et al (2019) which stated that price is a factor that has a significant effect on visitor satisfaction, especially if the price is set in accordance with the facilities and visiting experience provided.

This study also shows a significant influence between service quality factors on interest in visiting. One of the supporting facilities that support the convenience of museum visitors is museum equipment facilities that already use digital technology and are equipped with a touch screen. This facility makes it easier for visitors to get information related to historical objects that are a collection of the Banten State Museum. This museum is also equipped with a digital map that contains the spread of cultural and historical tourism in Banten, complete with various information. In addition, there are Virtual Reality (VR) audiovisual facilities. Visitors can experience virtually visiting various historical places in Banten through this facility. The museum is also equipped with a tour guide who can accompany visitors while in the museum area and provide information related to historical objects and events in the Banten State Museum. The cleanliness and comfort factor of the museum is also an added value owned by the Banten State Museum so that visitors still feel comfortable in the museum area. The influence of service quality on interest in visiting is also in line with previous research conducted by Handayani (2017), which states that service quality has a very strong relationship to the increase in the number of tourist visits.

Data processing for the structural model of the path analysis coefficient section, it can be concluded that all variables show a positive influence on interest in visiting the Banten State Museum. Based on the calculation results, the amount of R Square (R2) Visiting Interest is 0.646. This means that the promotion factor, price, and service quality contribute 64.6% of the influence on visiting interest. In comparison, the remaining 35.4% is influenced by other factors.

CONCLUSIONS

Promotion, price and service quality variables show a positive influence on interest in visiting the Banten State Museum. Based on the calculation results, it can be seen that the amount of R Square (R2) Visiting Interest is 0.646. It means that the promotion factor, price, and service quality contribute 64.6% of the influence on visiting interest. In contrast, the remaining 35.4% is influenced by other factors. The management of the Banten State Museum should further improve their efforts, especially on these three factors, because they directly affect the interest of tourist visits..

LIMITATION & FURTHER RESEARCH

Limitations in this study were found in the research respondents, where the respondents who were to be sampled had to have special requirements, namely having visited the Banten Museum more than once. Meanwhile, currently, the public's interest in visiting museums is not as big as other tourist objects. In addition, the factors studied are limited to 3 elements, namely promotion, price, and service quality, as factors that can determine whether consumers will return to the Banten Museum.

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