
The Effect of Marketing Mix 7Ps on Millennial Tourists Satisfaction

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ABSTRACT

This study aims to determine the effect of marketing mix 7Ps on millennial tourist satisfaction in tourism destination Middle Aceh. The tourism destination such as Lake Lut Tawar is the latest destination in Takengon Aceh, Indonesia. This destination currently very in great demand by the tourists. A survey questionnaire is used to conduct this study. A sample of 100 tourists participated in the study. The data were collected by using questionnaires distributed directly to tourists visiting the tourism destinations by using accidental sampling. The multiple regression method was used to analyse data. The findings found that the positive relationship of seven marketing mix elements with millennial tourists satisfaction in Lake Lut Tawar of Aceh. The most dominant Place factor affects the tourists satisfaction.

Keywords: marketing mix 7ps, destination, satisfaction

1 INTRODUCTION

Indonesia has great potential and opportunities in developing the tourism industry. The tourism industry as one of the largest industries in the economy from the aspect of capital and the revenues of foreign currencies. The Middle Aceh, Takengon is one of the districts in the province of Aceh Indonesia. There are many tourism destinations that have been known by tourists local, domestic and foreign. The tourism destination such as Danau Lut Tawar is the latest destination currently very in great demand by the tourists [1].

In service marketing activities, the important thing to do is how a service provider makes attention to the marketing mix of services which can then measure tourist satisfaction.[2][3]. The service marketing mix is used to classify every part of a tourism destination such

as products, prices, places, promotions, physical evidences, people, and processes. This doing to measurement of tourist satisfaction. Tourist satisfaction is the main goal for the tourism industry to do., this is the keys for the success of a business. The service industries must be able to meet the desires, expectations and satisfaction of its tourist, thus its customers will return to use their services. Tourism destinations are creating visitors satisfaction, so that they will make repeat visits in the future [4]. Many studies prove that the higher the level of satisfaction will increase the loyalty of tourists visiting the destination [5]. Customer satisfaction is the customer's perception that their expectations have been met or exceeded [6]. This study aims to identify the effect of service marketing mix 7Ps on the tourist satisfaction especially millennial in tourism destination of Aceh. .

2. Literature Review

2.1 Tourist Satisfaction

Tourist satisfaction can be defined as the level of feeling of a tourist who has visited a tourism destination, then compares the performance of products and services that are perceived. Satisfaction is a feeling that is felt after the comparison between product performance and tourist expectations [7]. The customer satisfaction is an evaluation after purchase with the selected achievement indicators being the same or exceeding customer expectations [8]. Tourist satisfaction is a full evaluation after the product is consumed feels the same or exceeds tourist expectations. Meanwhile, dissatisfaction is a feeling of disappointment that arises if the results obtained do not meet the expectations of tourists [9][10][11][12]

2.2 Marketing Mix 7Ps

In the tourism industry, marketing mix is used to satisfy consumers by focusing on the quality of attractions that can be accessed with seven variables (7P) namely products, prices, promotions, places, people, physical evidence, and processes [13][14][15].

Product: Product is anything that is tangible and intangible that can meet the needs of consumer demand to be satisfied [2][16] tourism products are the overall services obtained, felt and enjoyed by tourists since he left the area and headed to the tourist destination and return to the place of origin [13][17]. **Price:** Price is a very important measure used by consumers to buy or not buy to meet the needs of goods and services. The price is the only element of the marketing mix that provides income for the organization. [15][18][19][2].

Promotion: The company introduces its products and services to the market through promotional strategies. Goods and services produced by companies must be known, needed and requested by consumers, so companies must promote their products through advertising and promotion [20][16] promotion is "an

activity to inform the benefits of the product and persuade customers to buy it [14][21]. **Place:** Place can provide time and distances as well. It also offers some novel ideas for travelling ways and declares some possible customers for tourism service. A prior research also explains about some marketing channels and put marketing mix with best distribution of services for many travel agencies [22][23] Places that are attractive to consumers are the most strategic, fun, and efficient places. **People:** The success of company activities is determined by employees who have the ability and high morale. This is intended so that the work that has been given in accordance with the expertise of each employee. People plays an important role in human resources in the field of tourism marketing and looking for quality sightseeing and personal buying in the hospitality sector [14][17]. **Process:** The process consists of several stages, namely procedures, work schedules, relationships, activities, and routine things that are produced and delivered to consumers [21][19] explains that the tourism marketing includes planning a trip, location, plane tour, maps, tourism attraction, meals, souvenirs and momentous. **Physical evidence:** Physical evidence is something that directly influences the decision of tourists to buy and use the services offered. Intangible characteristics in the service industry make it difficult for tourists to not feel a service before visiting a destination [24] Physical evidence is related to the seller before the customer that the tourism product is nonprofit purpose, place, décor, people and everything else in the tourism office which may relate to the experience [17][19].

2.3 Tourism and Tourists

Tourism is all activities in society related to tourists, while tourists are people who travel from their homes without settling in the places they visit. [18][11][12]. Tourists are people who do tourism [8].

3. Methodology

Data used in this study was collected from distributing questionnaires in the tourism destinations of Danau Lut Tawar in Takengon, Middle Aceh, Indonesia. Data used in this research was distributed to the tourist in tourism destination, respondents are randomly selected. The sample size for the present research is 100 tourist visiting tourism destination[25][26] The observed variables of marketing mix including in the study were product, price, place, promotion, people, processes and physical evidence, to comprehend their impacts towards the tourist satisfaction. The correlation between variables is drawn in Figure 1.

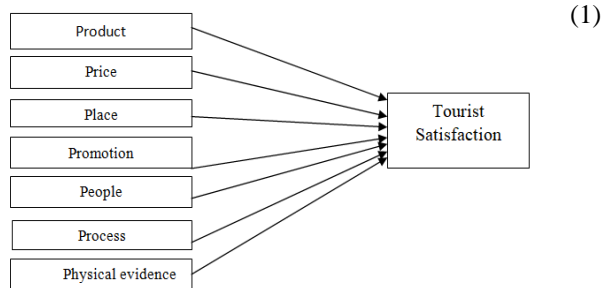


Fig. 1 Research model of correlation between marketing mix 7ps towards the satisfaction

The items of marketing mix were measured on 5 point likert scale, Frequency and percentage were used to examine the demographic profile of the respondents. In addition, regression analysis was used to approximate the variation in satisfaction[34][35]. The model applied in this study as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + e \quad (2)$$

The hypotheses are:

H₁: Product are positively related to Satisfaction

H₂: Price are related to Satisfaction

H₃: Place are positively related Satisfaction

H₄: Promotion are positively related to Satisfaction

H₅: People are positively related to Satisfaction

H₆: Process are positively related to Satisfaction

H₇: Physical Evidence are positively related to Satisfaction

4. Results and Discussion

4.1 Respondents profile

The subjects were categorized into four groups: 1-2 time visitors (40 / 41.7%), 3-5 time (23/24%) and > 5 time (33 / 34%). There were 26 (27.1%) female respondents and 70 (72.9%) male respondents. The respondent age the majority (66%) were aged between ≤ 20 to 30 years old.

Table 1. Respondents profile (N= 100)

	Frequency	Percentage
Man	70	72.9 %
Women	26	27.1 %
≤ 20-30 yrs	88.5	88.5 %
> 30 yrs	11.5	11.5 %
1-2 time	40	41.7 %
3-5time	23	34.0 %

4.2 Reliability

The questionnaire was tested by using Cronbach's alpha. In this study the entire variables Cronbach's alpha is greater than 0.60 (Table-2). So, it is clear that the questionnaire used in this study had strong reliability and it could be used with confidence for the application of next statistical analysis.

Table 2. Reliability Test

Mark eting Mix7 Ps	Pro duc t	Pri ce	Pla ce	Pr om oti on	Pe opl e	Pro ces s	Phys ical Evid ence	Tourist Satisfa ction
Cronb ach Alpha	0.6 87	0. 67	0.7 35	0.6 81	0.7 08	0.7 30	0.72 5	0.773

4.3 Analysis

The seven item of marketing mix using in this study such as product, price, place, promotion, people, process and physical evidence all of them have a positive regression coefficient. This result shows that an increase of the seven marketing mix variabel will increase tourist satisfaction with tourism destinations of danau lut tawar in takengon, Aceh. The multiple

regression equations for each variable can be written as follows:

$$Y = 0,940 + 0,052 X_1 + 0,144 X_2 + 0,568 X_3 + 0,252 X_4 + 0,312 X_5 + 0,130 X_6 + 0,268 X_7$$

To know the effect of marketing mix 7ps as independent variables on tourist satisfaction and linear regression analysis was applied to test the hypothesis developed. The **product** and **price** hasn't a significant effect with a value of (0.522) and (0.135) a positive regression coefficient of (0.052) and (0.144) This shows that the product not significant effect on tourist satisfaction with tourism destinations in Takengon, Aceh. The promotion not have a significant effect. The hypothesis 3,5,6 and 7 the place, people, proses and phisical evidace has a significant effect tourist satisfaction. Results of linear regression analysis are shown in Table 3

Table 3. Regression Analysis

X	B	Std. Error	Beta	Sig.
(Constant)	0.940	0.328		.005
Product	.052	.081	.058	.522
Price	.144	.095	.135	.135
Place	.568	.086	.596	.000
Promotion	.252	.063	.016	.938
People	.312	.082	.203	.003
Proses	.130	.101	.282	.002
Phisical	.268	.046	.287	.005

5. Conclusions

The study aims aim to determine the effect of marketing mix 7Ps on millennial tourist satisfaction in tourism destination Middle Aceh. The finding in this study shows that all of the variable a

significant positive relationship among the marketing mix7Ps on millennial tourist satisfaction. Furthermore the results suggest that the tourism destinations danau lut tawar in Takengon, Aceh should consider the improved of the marketing mix7Ps in marketing services. The finding of the study are helpful for the increase tourist revisit.

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