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## EFFECT OF TOURISM PRODUCT AND TOURISM PROMOTION ON INTEREST IN VISITING TOURIST ATTRACTIONS

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**Abstract:** This study aims to determine and analyze effect of tourism product and tourism promotion on interest in visiting tourist attractions. This research is descriptive research with a quantitative approach. Population is tourists who are or have made tourist visits in Medan City. Sampling method used in this study is a sampling method based on convenience. Sample that will be required is 100 to answer the questionnaire so that the answers obtained are more representative. This study uses multiple linear regression model. The results show that tourism product has a positive and significant effect on interest in visiting tourist attractions. Tourism promotion has a positive and significant effect on interest in visiting tourist attractions.

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## INTRODUCTION

Tourism is a variety of tourism activities that are supported by various facilities and services provided by the community, businessmen, government, and local government (Middleton, 2001). Tourism is a trip undertaken by a person or group of people by visiting certain places for the purpose of recreation, personal development, or studying the tourist attractions they visit in a temporary period. The whole activity related to tourism and is multidimensional and multidisciplinary in nature that emerges as a manifestation of the needs of each person and country as well as interactions between tourists and the local community, fellow tourists, businessmen, government and local government is referred to as tourism. Tourism aims to increase economic growth, improve people's welfare, eradicate poverty, overcome unemployment, preserve nature, the environment and resources, promote culture, elevate the nation's image, foster love for the motherland, strengthen national identity and unity, strengthen friendship between nations.

Regional autonomy places districts and cities as growth centers. Tourism is a sector that can advance the region, namely by increasing local revenue from tourism. Because of that, each region has designed various offers regarding regional potential to potential

investors to invest in their region, and this is expected to increase the tourism potential of districts and cities.

Regional development is one part of national development that cannot be separated from the principle of regional autonomy. Indonesia as we know is a developing country that has various kinds of tourism potential, both natural tourism and cultural tourism because Indonesia has various tribes, customs and culture also because of Indonesia's geographical location as a tropical country that produces natural beauty and animal diversity.

Indonesia as an archipelagic country has abundant natural wealth and various cultures, customs and religions which of course can be utilized in the tourism sector as a commodity sector which is very good for the economy and as the country's second foreign exchange earner after oil and natural gas. The essence of Indonesian tourism rests on the uniqueness and uniqueness of culture and relations between people. Changes have occurred in tourist tastes from conventional tourism to more diverse types of tourism, such as cultural creation tourism, historical heritage and ecotourism, the number of world tourism trips in 2020 is expected to reach 1.6 billion people.

Tourism industry needs enough facilities to support both quality and quantity. The rapid increase in number of foreign visitors should be followed by increase in number of hotels for accommodation. In 2021 there were 318 hotels, comprising 60 star hotels and 258 non-star hotels. In 2021 the number of places of entertainment licensed in Medan City is 361, with the highest number being massage parlors as many as 121.

One of the strategies in responding to these challenges is to develop a marketing mix strategy that is expected to attract tourists and also restore the image of tourism in Medan City which is safe and comfortable. Apart from that, marketing methods carried out through good service distribution methods will certainly provide satisfaction for visitors. The existence of satisfaction with the services provided can be caused by the quality of service, quality of time, quality of price, quality of hospitality, and quality of a good welcome, of course, will make visitors want to use the services that have been produced and from the satisfaction that has been felt, they can recommend other people to try it.

This study aims to determine and analyze effect of tourism product and tourism promotion on interest in visiting tourist attractions.

## LITERATUR REVIEW

### Product

Products are the center of marketing activities. Products can be goods or services. If there is no product, there is no transfer of ownership, there is no marketing. All marketing activities are used to support product movement. One thing to remember is how great the promotion, distribution and price efforts are if they are not followed by a quality product, liked by the customer, then the marketing mix effort will not be successful. So it is necessary to know what products will be marketed, what are the tastes of today's customers, what are their needs and wants. Needs related to customer needs. Customers buy an item because it is needed. But sometimes there are other elements behind the goods, for example beauty when using it, according to taste, smooth, color, sweet, fresh, and so on. According to Burkat and Medlik (1987), tourism products can be an integrated program arrangement, consisting of tourist objects and attractions, transportation, accommodation and entertainment, where each element of the tourism product is prepared by each company and offered separately to

tourists. Based on these two definitions, it can be concluded that there are three elements that make up a tourism product, namely:

1. Attraction of Destination
2. Facilities of Destination
3. Ease of Destination

### **Promotion**

Promotion in today's modern marketing era cannot be ignored. This promotion was very developed during the selling concept period where manufacturers relied heavily, gave high hopes for increasing sales by using promotions. Recently, producers have begun to pay attention to their tastes, by making goods that meet the needs and wants of customers. Between promotions and products cannot be separated and there must be a balance. According to Middleton (2002), promotion is part of communication in marketing that provides information and knowledge to tourists in an informative and persuasive way.

### **Interest**

Interest is something personal and closely related to attitude (Umar, 2014). Interests and attitudes are the basis for prejudice, and interests are also important in making decisions. Interest to revisit is a behavior that appears as a response to objects that indicate a customer's desire to make a repeat visit. From the two definitions above, it can be concluded that intention to return is something personal in the form of behavior that appears in response to an object that results in a customer's desire to make a repeat visit. In this case the theory of intention to revisit is taken from the theory of interest in repurchasing a product, so that in several categories interest in visiting can be applied to purchase intention. Interest is the urge to motivate someone to take action. The desire to travel in the future is influenced by their attitude towards past experiences.

### **RESEARCH METHODS**

This research is descriptive research with a quantitative approach that aims to explain an empirical phenomenon accompanied by statistical data, characteristics, and patterns of relationships between variables (Octiva et al., 2018; Pandiangan, 2018; Pandiangan, 2022; Pandiangan et al., 2023). When viewed from its characteristics, this research is included in correlational research, namely the type of research with problem characteristics in the form of influence between two or more variables. The purpose of correlational research is to find answers fundamentally about influence and influence and investigate the extent of that influence (Asyraini et al., 2022; Octiva, 2018; Pandiangan, 2015; Sutagana et al., 2022).

In this study, population is tourists who are or have made tourist visits in Medan City. Population in this study could not be well defined, and demographic information about the population could not be obtained with precision, so that random sampling could not be carried out. For this reason, sampling method used in this study is a sampling method based on convenience, which is a quick and concise sampling (Jibril et al., 2022; Pandiangan et al., 2018; Pandiangan, 2022; Kurdhi et al., 2023). Sample that will be required is 100 to answer the questionnaire so that the answers obtained are more representative.

This study uses multiple linear regression model, that is, if it involves more than one or a number of independent variables (Octiva et al., 2021; Pandia et al., 2018; Ratnawita et al., 2023). Data analysis model with hypothesis testing that is carried out either simultaneously or partially. The purpose of multiple linear regression model is to find out how much influence some of the independent variables have on the dependent variable and can also predict the value of the dependent variable if all the independent variables have known values (Pandiangan et al., 2022; Tobing et al., 2018; Sudirman et al., 2023; Pandiangan, 2023).

## RESULT AND DISCUSION

### General Description

The tourism sector has a major influence on the economy of a country. This sector has a direct or indirect role. The existence of the tourism sector in an area can create business fields, employment opportunities, state income and equitable development. Indonesia is one of the archipelagic countries that has been given many gifts of tourism potential. This causes the tourism sector to become a leading sector besides petroleum in Indonesia.

Objects of tourist attraction (ODTW) are part of the tourism sector. ODTW is a tourism business destination and needs to develop innovation and creation. ODTW is not only to increase foreign exchange earnings, but also to expand employment and business opportunities. This is able to encourage the activities of other economic sectors such as the transportation sector, home industry, and other moving sectors.

Data on tourist attractions is very important for the tourism satellite account. This data can provide information about the number of tourists who visit tourist attractions and the types of tourists who visit. In addition, tourist object data can also provide information about the types of tourism that tourists are most interested in. This information can assist in making decisions to improve the quality and quantity of these attractions. This data can also be used to measure the performance of the tourism sector and determine appropriate policies for the development of the tourism sector in the future.

Statistics Indonesia has released statistics on tourist attractions which contain data and information about commercial tourist attraction businesses or companies throughout Indonesia. The data presented includes basic information about the business of tourist attraction objects such as business profiles, entrance ticket prices, number of workers, available service facilities, clean water supply, application of environmentally friendly concepts, as well as expenditure patterns and income of tourist attraction businesses.

The statistical data of tourist attraction objects were obtains from survey of tourist attraction objects aims to collect data and information about businesses or companies of commercial tourist attraction objects throughout Indonesia. The data can be used as a basis in decision making and planning for tourism development in Indonesia.

The number of ODTW businesses in Indonesia from 2018 to 2019 has increased, from 2,896 to 2,945 businesses. However, in March 2020 the covid-19 pandemic began to enter Indonesia. The COVID-19 pandemic that has occurred in the world has had a very broad impact, including the tourism sector. ODTW businesses have decreased because

many have closed in 2020. ODTW Business have decreased, in the number of businesses to reach 2,552 businesses or down 13.34 percent from 2019.

At the end of 2021 as the covid-19 pandemic outbreak decreased, tourism sector businesses began to carry out their activities as before, although not yet completely normal. ODTW businesses in Indonesia in 2021 recorded 2,563 businesses, an increase of 0.43 percent from 2020.

### Hypothesis Test

Hypothesis Test

Table 1. Hypothesis Test ResultsCoefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.285	4.432		.084	.933
	Product	1.358	.191	.511	7.118	.000
	Promotion	1.477	1.536	.490	6.822	.000

a. Dependent Variable: Interest

The results show that tourism product has a positive and significant effect on interest in visiting tourist attractions. When a customer believes he is satisfied by a service product, and shows a desire to rely on the service product, then the customer is likely to form a positive purchase intention for the service product. Satisfying service products will bring customers to try or reuse and continue by recommending the service product to others, therefore the product is the most important element (Pandiangan et al., 2021).

Tourism promotion has a positive and significant effect on interest in visiting tourist attractions. Promotion is the key where potential buyers of a service product can find out a particular service product. Promotion that is good, attractive and right on target will attract new customers to come, try or buy a service product and take part in the promotion (Munandar, 2014).

### CONCLUSION

The results show that tourism product has a positive and significant effect on interest in visiting tourist attractions. Tourism promotion has a positive and significant effect on interest in visiting tourist attractions.

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