

## **ANALYSIS OF MARKETING TOURISM FACTORS IN BANDUNG CITY'S LEADING TOURISM OBJECTS**

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### **ABSTRACT**

Based on measurements made by Frontier Consulting Group and Tempo Media Group, the tourism index of Bandung City is one of the highest in Indonesia, reaching 95.30 or higher than Denpasar City with Tourism Index 87.65 and City of Yogyakarta with Tourism Index 85.68. Bandung has many excellent tourist objects that have their attraction. Bandung, as a creative city, always tries to create a different tourism concept. It is done as a marketing tourism strategy to increase the number of tourists who come to visit the city of Bandung. This research examines how much these factors influence marketing tourism, and which factors are the most dominant in affecting marketing tourism. Based on the result of the six tourism marketing factors, namely economic factors, social factors, cultural factors, tourist attraction factors, perceptions of information technology, and environmental perception factors, which were previously formed by 31 manifest variables. The dominant new factor found in representing the factors of tourism marketing, namely the environmental attractiveness factor.

Keywords: tourism marketing, factors, environmental attractiveness factor, influenced

## **Introduction**

One of an industry that has enormous potential and tends to be friendly to the environment is tourism. According to the Law of the Republic of Indonesia Number 10 of 2009 concerning tourism, it is stated that tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government and local government. The existence of good tourism potential, supported by accessibility and good promotion, then it will optimize marketing done (Gerungan, 2002: 197).

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Bandung has many excellent tourist objects that have their attraction. Bandung, as a creative city, always tries to create a different tourism concept. It is done as a marketing tourism strategy to increase the number of tourists who come to visit the city of Bandung.

Marketing tourism is influenced by several factors, namely Economy, Social, Culture, Information Technology, Environment (Yoon, 2002; Jamrozy, 2007; Tsiotsou & Ratten, 2010). This research examines how much these factors influence marketing tourism, and which factors are the most dominant in affecting marketing tourism.

## **Literature Review**

### **Tourism**

Hunziker and Kraft (in Muljadi, 2009) reveal that tourism is the overall relationship and the symptoms that arise from the presence of strangers and that the journey is not to live permanently and there is no connection with activities to earn a living.

Tourism is a service-based industry, and the main products provided by the tourism business are hospitality and recreation, such as staying in a hotel, traveling an airplane, train, car, truck, bus, or touring a tourist site. Knowledge of the potential for tourism in Indonesia is provided for tourists through different marketing strategies. According to Okpoko (2006), tourism is an effort made in creating and promoting tourism products that satisfy tourists' needs or desires and that are available at the desired price and destination. It also means the application of marketing principles and concepts in tourism delivery. However, the primary purpose of marketing is to create customers and innovation through products or service offerings that satisfy customer expectations (Drucker, 1965). To Formulate and develop tourism products and services that are consistent with the needs and desires of tourists.

### **Marketing**

Kotler & Keller (2012: 5) suggests that marketing is anything that identifies and meets human and social needs. According to AMA (2007) quoted from Hunt, D (2015: 61) "*Marketing is the activity, set of an institution, and process for creating, communicating, delivering, and exchanging offers that have value for customers, client, and society at large*". Marketing is "the process of planning and implementing the conception, price, promotion, and distribution of ideas, goods, and services to be made exchanges that satisfy the goals of individuals and organizations" (American Marketing Organization, official definition before summer 2004). While the definition of marketing, according to Keefe is as follows "*Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the*

*organization and its stakeholders” (Keefe, 2004).*

Marketing Management is the science and art of choosing target markets, acquiring, maintaining, and developing customers through the creation, delivery, and communication of superior customer values (Kotler and Keller, 2012).

### **Tourism Marketing**

Tourism development based on Law No.10 of 2009 concerning Tourism covers four aspects. One of them is the Development of Tourism Destinations. It is in accordance with Article 7 Letter b and is reaffirmed in Article 9 paragraph 5, which states that Tourism Development includes: a. Tourism Industry, b. Tourism Destinations, c. Marketing, and d. Tourism Institution.

In the Explanation of Law No. 10 of 2009, article 7 letter c, explained the provisions concerning the development of tourism, which includes the 4 aspects mentioned above. Particularly for the Marketing aspect, among others, is joint, integrated, and sustainable tourism marketing by involving all stakeholders and marketing who are responsible for building the image of Indonesia as a competitive tourism destination.

Meanwhile, a more scientific understanding of marketing in the context of tourism is to understand customer needs well, develop products that have superior value; distribute; promote products effectively. So marketing is not just selling; it is an activity that starts with analyzing consumer needs, developing products to sell them.

Bojanic and Reid (2010); Kotler, Bowen and Makens, (2014); Pitana and Diarta, (2009); Tsotsou and Goldsmith, (2012) do not clearly and separately define the definition of tourism marketing, but explain how the core marketing concept generally applies to both profit and non-profit organizations, so that it can be used in the tourism sector even though this sector is serviceable, intangible, very varied, inseparable, and cannot be saved. Especially in the tourism sector, there are additional characteristics of services, namely, seasonal, globalization, low loyalty, and complexity (covering many sub-sectors such as food and beverage, accommodation, transportation, recreation, and travel), demand elasticity for example income if income decreases. Tourism will decline significantly. Good tourism marketing will affect the interest of returning to visit tourists to come to the same place in the future.

The dimensions that will be used to measure tourism marketing refer to several aspects that have been used in previous studies.

Dimensions of tourism marketing:

1. Economy
2. Social
3. Culture
4. InformationTechnology
5. Environment (Yoon, 2002; Jamrozy 2007; Tsotsou & Ratten, 2010).

The importance of tourism marketing as reported by Hannam (2004) is the recognition of the emerging challenges posed by the increasing number of tourist destinations that have been placed at the disposal of tourists, various tourist attractions in abundant quantities from large numbers of competing countries. This increase in the competitive tourism market has made marketing of tourism products a crucial factor in obtaining better protection goals and attracting more related economic activities and services that can generate income and royalties (Yuju-

Wang 2007). Theoretically, tourism marketing implies the development of a product to meet consumer needs and then use techniques for direct sales.

It involves creating products and services with the sole purpose of satisfying market needs and demands through planning and coordinating all marketing mix elements (product, place, price, and promotion), and most importantly, formulating the right strategy (Kotler 1988). According to Esu and Ebitu (2010), this strategy serves as a connection between the tourists and the experience they are looking for. It is the framework of the resources needed and the program of activities intended to achieve the objectives. Dore and Crouch (2003) point to the fact that marketing strategies are useful in targeting and developing new market segments and also help improve poor people's relations that occur as a result of several incidents.

## Methodology

The research locations of this study are Asia Afrika street, Dago Dream Park, and Puncut Tourism Area. Three of these sites were chosen because of their similarity in popularity among tourist visits; they provide selfie tourism, culinary, and nature tourism. In this study, a quantitative approach was adopted with a research questionnaire as an instrument for data collection. The target respondents of this study were foreign and domestic tourists who visited the research location. For the analysis test using confirmatory factor analysis where this study tests the factors of marketing tourism.

## Result and Discussion

### Factor Analysis

In this study, there are six latent variables or factors that each of these latent variables is measured by several manifest variables/indicators, which amount to 31 of them as follows:

Table 1: Latent / Factors Variables and Manifest / Indicator Variables

No.	<b>F1 : Economy</b>	No.	<b>F4 : Tourist attraction</b>
P1	Increasing Community Income	P15	Has Nature Tourism Destinations
P2	Meeting Community Needs	P16	A city with Historical Tourism
P3	Giving Job Opportunities for the Community	P17	Having Heritage Travel Destinations
P4	Increase PAD	P18	Has Cultural Travel Destinations
P5	Economical ticket	P19	Having Culinary Tourism Destinations
P6	Costs are clear and not too expensive	P20	Has Shopping Travel Destinations
P7	Cheap Food Prices	P21	Convenient for MICE
	<b>F2 : Social</b>		<b>F5 : TI Perception</b>
P8	Friendliness	P22	Effective Website
P9	Courtesy	P23	Tourism Communication Easily accessible
P10	Interesting Culture	P24	Language is easy to understand
P11	Community involvement		
	<b>F3 : Culture</b>		<b>F6 : Environmental Perception</b>
P12	Cultural Tourism Available	P25	Cleanliness is maintained
P13	Art shows are often held	P26	Awake Security
P14	Availability of Cultural Information	P27	Good City Governance
		P28	Adequate Trash Can
		P29	Good Security Guarantee
		P30	Interesting natural scenery

		P31	Cool air
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Source: SPSS V23 Processed Data (2019)

To analyze this factor, researchers used IBM SPSS Statistics V.23 software, which in the software has provided an application to perform factor analysis. Following exposure to the results of factor analysis:

The first step in factor analysis is testing the variable by carrying out the KMO Test and Bartlett's test.

Table 2: Kaiser-Meyer-Olkin Measure of Sampling Adequacy

<b>KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,775
Bartlett's Test of Sphericity	Approx. Chi-Square	1774,493
	Df	465
	Sig.	,000

Source: SPSS V23 Processed Data (2019)

In table 3 above the calculation results of KMO and Barlett's Test, the results of the Kaiser Meyer Olkin Measure of Sampling for 31 variables, with a value of 0.775 (greater than 0.5), show that the sample is sufficient. The significance value is 0,000 <0,05, and this means that each existing variable can be analyzed further.

Table 3: MSA Value Anti-Image Correlation Table

No	Variable	MSA Score
1	Increasing Community Income	,716
2	Meeting Community Needs	,639
3	Giving Job Opportunities for the Community	,639
4	Increase PAD	,703
5	Economical ticket	,706
6	Costs are clear and not too expensive	,699
7	Cheap Food Prices	,694
8	Friendliness	,818
9	Courtesy	,798
10	Interesting Culture	,847
11	Community involvement	,810
12	Cultural Tourism Available	,745
13	Art shows are often held	,868
14	Availability of Cultural Information	,849
15	Has Nature Tourism Destinations	,709
16	A city with Historical Tourism	,876
17	Memiliki Destinasi Wisata Heritage	,834
18	Has Cultural Travel Destinations	,850
19	Having Culinary Tourism Destinations	,679
20	Has Shopping Travel Destinations	,692
21	Convenient for MICE	,819
22	Effective Website	,684
23	Tourism Communication Easily accessible	,833
24	Language is easy to understand	,815
25	Cleanliness is maintained	,788
26	Awake Security	,756
27	Good City Governance	,840

28	Adequate Trash Can	,823
29	Good Security Guarantee	,762
30	Interesting natural scenery	,786
31	Cool air	,700

Source: SPSS V23 Processed Data (2019)

The results from table 4 above, show that all factors analyzed have MSA values  $> 0.5$  so that all manifest variables/indicators can be analyzed further. Communalities analysis shows the value of the factor and explains the variant of the indicator to show how much of the available factors can be explained. From these results, it can be seen that all variables can be explained by factors formed with the provision of more significant commonalities, the greater the characteristics of the original variable which can be represented by the factors that will be formed. Giving a similar picture that can be explained in this study, that in the Communalities table obtained clear and not too high indicators giving the highest contribution of 79.90% to the components of marketing tourism factors in the superior objects of Bandung and Soppeng cities. Meanwhile, the Website indicator is effective for the elements of marketing tourism in the leading objects in Bandung and Soppeng, which only contribute 61.60%.

Referring to the results, it provides information that the dimensions of the components of marketing tourism with precise and not-too-expensive costs, which have the understanding that someone made a decision to visit a tourist attraction beforehand, saw the costs incurred by them when they decided to visit a tourist destinations, and it is felt that the expenses incurred are not too expensive so they will need to visit a tourist destination. Therefore a marketer must pay attention to the costs that will be incurred by tourists, not to make tourists object to the costs they incur.

**The analysis of Total Variance Explained** in this study is the manifest variable studied totaling 31, showing the results that eight factors can be formed which can represent 31 manifest variables in the decision to visit tourists in the superior objects of Bandung and Soppeng. The eight new factors can be formed because they have an eigenvalue of  $\geq 1,000$ .

Scree plots are graphs that show the relationship between factors and eigenvalue values. The form of a scree plot is used to determine the number of factors formed, how to look at the value of the component point that has an eigenvalue  $> 1$ . Next is a picture 1 that illustrates screen plots:

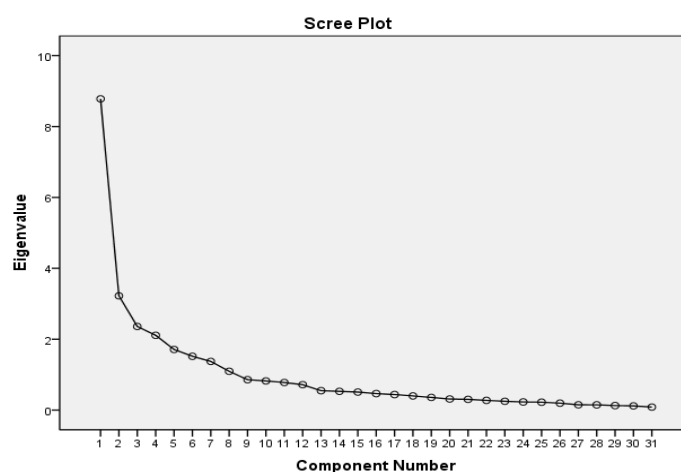


Figure 3 Screen Plots

Source: SPSS V18 Processed Data (2019)

In the picture of the screen of plots above, it can be seen that there are eight result points of the new factor formed so that it can be said that there are eight new factors formed. The results of this new factor can be seen from the number of component numbers that have an eigenvalue above 1. From the scree plots above, it can be seen that factor one to factor two (the line from the axis of component number 1 to 2), the line drops sharply. It is shown that factor one is the most influential (dominant) factor in summarizing the 31 variables seen in the component number.

From the component matrix to 31 variables with grouping 8 new factors formed. It can be seen that the correlation value of all these factors is formed, there are still many that have ambiguous values, seen from all variables only included in the 1st factor and it requires a rotation method to solve this vague problem.

Factor rotation is useful to ensure that a variable is included in which group of factors, it can be determined by looking at the most substantial correlation value between the variables with the formed factor (component).

The results of the rotation model factor analysis produced 8 factors formed, which can be seen in table 8 grouping 31 variables or indicators into eight factors below:

Table 4: Grouping 31 Variables Into 8 Factors

Factor	Variable
1	Clean Maintenance, Maintain Security, Good Governance, Adequate Trash, Good Security Guarantee, Cool Air
2	Often Performed Art Performances, Cities with Historical Tourism, Having Heritage Travel Destinations, Having Cultural Travel Destinations, Convenient for MICE
3	Having Nature Tourism Destinations, Having Culinary Tourism Destinations, Having Shopping Destinations
4	Hospitality, Courtesy, Attractive Culture, Community Engagement, Cultural Tourism Available
5	Increasing Community Revenues, Meeting Community Needs, Giving Job Opportunities to Communities, Increasing PAD
6	Availability of Cultural Information, Effective Website, Communication of Tourism Easily Accessible, Language Easy to Understand
7	Economical Tickets, Clear Costs and Not Too Expensive, Cheap Food Prices
8	Interesting natural scenery

Source: Data processed by the Author (2019)

### Giving Name Factors and Discussion

The eight new factors formed are the six initial factors which, after analyzing the results merge into new factors. The difference that arises after the new factor is stated turns out to have represented several previous factors. That is, new factors found by researchers can be used for further research which has to do with the analysis of marketing tourism factors in tourism objects. In essence, new factors that have been found are more efficient to be used as aspects of assessing marketing tourism factors in tourism objects.

The manifest variable that forms the first factor, and the researcher gives the name for this factor 1 is that the environmental attractiveness factors include the Cleanliness Cleanliness

variable, Maintain Security, Good Governance, Adequate Trash, Good Security Guarantee, Cool Air.

Tourists who visit are influenced by six environmental conditions contained in this new factor. Demonstrate that, the environment becomes the main focus of tourists in visiting an object/tourist destination, the cleaner, more comfortable and more beautiful a tourist destination, the more tourists visiting will even recommend these tourist destinations to others. It means that a marketer must pay attention and maintain the environment of their tourist destinations so that tourists feel comfortable when visiting.

Then for the manifest variables that form the second factor, which is named the Wista Attractiveness factor. Consisting of variables Often Held Art Performances, Cities with Historical Tourism, Having Heritage Travel Destinations, Having Cultural Travel Destinations, Convenient for MICE. Moreover, this second factor has an eigenvalue of 3.222 can be seen in table 6.

The more tourist attractions available in a destination or city, the more curious tourists want to enjoy the possible tourist attraction especially if a tourist destination has facilities that genuinely support the diverse needs of tourists, the more preferred the tourist destination by tourists.

From this research, it can be seen that tourist attraction is included in the factor that has the highest eigenvalue value of 2, this means that tourists pay attention to what tourist attractions are available in the tourist destinations they will visit. So, a marketer should provide a diverse tourist attraction to be able to attract visiting tourists.

The third factor that became the factor of marketing tourism in the superior objects of the City of Bandung and Soppeng was formed by the variable Having Nature Tourism Destinations, Having Culinary Tourism Destinations, Having Shopping Destinations, Shopping. The new factor formed is called the Supporting Attractor factor with an eigenvalue of 2.358.

A tourist who will visit the City of Tourism will look for what types of tours are available and exciting to visit in the City. According to tourists, the City of Bandung already has a suitable Travel Destination component ranging from natural tourism to shopping tours that can be enjoyed by every tourist who visits the city of Bandung.

The 4th factor, which is the factor of tourist visiting decisions in the superior objects of Bandung and Soppeng cities, is formed by variables Hospitality, Courtesy, Attractive Culture, Community Involvement, Cultural Tourism Available. By having an eigenvalue of 2.111, the name is socio-cultural factors.

Not only about the attractions/tourist attractions available in a tourist destination. However, the need for education for communities around tourist destinations to maintain good value customs is essential. Because people around tourist destinations can become one of the indicators, a tourist feels satisfied visiting a tourist destination. With good manners from the community that is given to tourists, it can help a tourist destination run well.

Then the fifth factor formed has an eigenvalue of 1.711, which is named an economic factor consisting of variables Increasing Community Revenue, Meeting Community Needs, Giving Job Opportunities to Communities, Increasing PAD (locally-generated revenue).



It is not only the government or related institutions that benefit from a tourist destination, but the community around tourist destinations must feel the benefits, by allocating the efforts of the surrounding community to places of trade around or within tourist destinations. Not only the manager and the community who benefit but tourists also feel benefited when they need something, and it is sold/provided by the community, so tourists don't have to bother looking for something they need when they are traveling in tourist destinations.

For the 6th factor called the Information Technology factor has an eigenvalue value of 1.517 which consists of the variable Availability of Cultural Information, Effective Website, Communication of Tourism Easily Accessible, Language is Easy to Understand.

This factor can be said as a medium for marketers to market products contained in a tourist destination, by using technology that is qualified and adjusts to the development/change of attitude of a tourist, the information provided by marketers must be clear and easily understood by tourists, and pay attention to the wishes of tourists, such as; what information they are looking for, what media they always use, what material/media can attract their attention.

The 7th factor will be called the price factor, which consists of Ticket manifest variables which are Economical, Clear Cost and Not Too Expensive, Cheap Food Prices, this factor has an eigenvalue of 1,372.

Tourists visiting the city of Bandung assume that the price spent on traveling in the city of Bandung is distinct and affordable so that tourists do not hesitate to come back and recommend the city of Bandung to the people he/she knows.

A price indeed becomes one of the most critical indicators for a tourist to visit a tourist destination, at present most tourists are willing to pay anything as long as the services provided are by the price they spend so that a marketer is required to adjust and deliver prices according to the facilities and services received by tourists.

Furthermore, the 8th factor only has one manifest variable, namely Attractive Natural Scenery, has an eigenvalues value of 1.095 which will be named the luring factor. Fascinating natural scenery can be said as a bonus for tourists visiting the city of Bandung because, in addition to the modern tourist destinations available here, the city of Bandung is still famous for its beautiful natural scenery and is the main attraction for tourists visiting Bandung city.

## **Conclusion**

Based on the results of the research and discussion that has been carried out on the factors of tourism marketing in the superior objects of Bandung and Soppeng cities, the following conclusions can be drawn:

1. Of the six tourism marketing factors, namely economic factors, social factors, cultural factors, tourist attraction factors, perceptions of information technology, and environmental perception factors, which were previously formed by 31 manifest variables. After factor analysis, eight new factors were obtained with the 31 manifest variables that are the same, namely: environmental attractiveness factors, tourist attraction factors, supporting attraction factors, socio-cultural factors, economic factors, information technology factors, price factors, attractiveness factors. New factors that

are more efficient are used as aspects of assessment in knowing marketing tourism in the leading objects of a city.

2. The dominant new factor found in representing the factors of tourism marketing, namely the environmental attractiveness factor which has the highest eigenvalue value is 8.781, which consists of the Maintainable Hygiene variable, Maintain Welfare, Good Governance, Adequate Trash, Good Security Guarantee, Cool Air. These factors can be formed into 1 factor because of the similarity of the answers given by tourists when they visit superior objects in the City of Bandung. Tourists assume that superior objects in the city of Bandung are very concerned about the environment that can make them comfortable when visiting. It means that a marketer / related institution must be able to provide comfort for every visitor who comes so that tourists feel that the place they are visiting is appropriate for them to visit in the future and they recommend to their close relatives.
3. Bandung government can take advantage of the result of this research by making strategies to develop tourism further. Thus it will further increase the number of tourists coming to the city of Bandung.

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