



## Research Article

# Comparative Study of Service Marketing Mix in Kadidiri Marine Tourism Objects Tojo Una-Una

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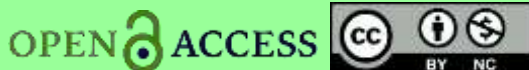
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### Abstract

The purpose of the study is to describe descriptively the assessment of foreign tourists and domestic tourists on the marketing mix of services at the marine tourism object of Tanjung Karang, Tojo Una-Una Regency which consists of product, price, place, promotion, people, process and customer service; To find out the difference between foreign tourists and domestic tourists in assessing each service marketing mix variable consisting of product, price, place, promotion, people, process and customer service at the Kadidiri marine tourism object, Tojo Una-una Regency. This type of research is descriptive. Data analysis is a descriptive and independent t-test. The study concludes that the product average value (mean) of tourist respondents' answers is 4.27; the average price (mean) of tourist respondents' answers is 4.19. the average place (mean) of tourist respondents' answers is 4.24.; the average promotion (mean) of tourist respondents' answers is 4.20; people the average (mean) of tourist respondents' answers is 4.24.; process the average (mean) of tourist respondents' answers is 4.22; customer service average (mean) answers from tourist respondents is 4.26. The results of this study can be used as a reference for further researchers related to the marketing mix and can use a different analysis, namely regression using the satisfaction variable.

**Keywords:** Service marketing mix, marine tourism object, and Kadidiri.

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### Background

Tourist objects are regional assets that can be sold in increasing the flow of tourist visits, thereby increasing national income in general and regional income in particular. In addition, the implementation of tourism is expected to improve people's welfare, create employment opportunities, encourage regional development, introduce and cultivate tourism in Indonesia, foster a sense of love for the homeland and strengthen friendships between nations.

In article 1 of Law no. 27 of 1990, tourism is Everything related to the implementation of tourist objects and attractions as well as related businesses in that field.

Therefore, to obtain optimal benefits, the implementation of tourism activities needs to involve all elements of the community and the private sector as well as the availability of adequate institutions.

The dynamics of tourism in Indonesia require the attention of various parties to review the tourism development program. The government realizes that to increase regional revenues sourced from the tourism sector, a well-targeted program is needed that leads to an increase in the number of tourist visits.

Togean is an archipelago. Therefore, the only connecting access between islands is via *speed boat* or fishing boat and



ferry. Some tourist islands already have resorts. Kadidiri Island is an island located in Tomini Bay, Central Sulawesi, and Kadirdiri Island is also included in the Togean Islands National Park area. Kadidiri Island has clean white sand and blue sea. In this place, there are more than 200 kinds of marine life. That is one of the reasons why this island can be an attraction for foreign tourists who want to dive into the underwater beauty of the Togeans.

On the island of Kadidiri, there are well-known resorts that are also tourist attractions such as Kadidiri Paradise which is the most visited inn. The rate or price *range* for this hotel is around Rp. 200- Rp. 500 thousand according to the type of room selected. Another resort is "Black Marlin and Lestari Cottages" which is located on Kadidiri Island with a long travel time of about 30 minutes from Wakai Harbor. The price of the room varies, from Rp. 200 thousand to Rp. 300 thousand / night. For tourists who want to do diving courses on Kadidiri Island, there are resorts with instructors who come from abroad and are experienced. The tourists who want to dive or dive lessons can rent facilities owned by *Black Marline Dive Resort* and *Kadidiri Paradise Dive Resort*. Tourists who want to visit Kadidiri Island from Wakai can use a motor boat *to get* with a travel time of 25 minutes.

Kadidiri tourist destination is known to be rich in marine life and coral reefs that are rare and protected so many foreign tourists want to enjoy the beauty of marine life. Kadidiri Island is one of the right tourist locations to enjoy the beauty of the sea in Sulawesi. In addition to sunbathing on the beach, sailing, *snorkeling*, fishing, *diving*, and tropical forest *trekking*, tourists can enjoy the natural beauty of the underwater world with the naked eye, because of the seawater on Kadidiri Island is very clear and clear. The sensation of *snorkeling* and *diving* provides the opportunity to visit the wreckage of the B24 aircraft, which is one of the most popular and interesting *diving spots*. The B24 aircraft is a former World War II aircraft, with access that can be done using *speed boats* by sea and motorized vehicles by land as far as 16 km to the northeast of Kadidiri Island. Fishing activities can be done in this place. The most popular fishing spots that can be visited include Kundurang. While fishing, tourists can enjoy the beautiful coral reefs in the sea. This tour is also famous for the beauty of the beautiful color gradations of the seawater. In addition, *trekking* explores the forest that is there.

To increase the number of tourist arrivals at Tanjung Karang Marine Tourism, it is necessary to have an appropriate marketing mix of tourism services, which can generate the interest of domestic and foreign tourists to visit Kadidiri Marine Tourism. According to Lupiyoadi (2008:58), the service marketing mix consists of variables that can be controlled by the organization or company, namely *product* (product), *price* (price), *place* (place), *pro*

*motion* (promotion), *people* (people), *process* (process) and *customer service* (service).

Chairman of the Indonesian Hotel and Restaurant Association (PHRI) Haryadi Sukamdani said that the tourism industry was one of the sectors hardest hit during the Covid-19 pandemic, this is also related to tourist destinations. The chairman of the PHRI said that the most closed tourist destinations were in Java, Bali, and some in Batam and Sulawesi

The existence of different fluctuations in tourist arrivals in the two groups of tourists indicates the acceptance or reaction of foreign and domestic tourists to the offer of the marketing mix of services at the Kadidiri marine tourism object, Tojo Una Una Regency is quite diverse.

Based on the description above, the researcher sees the importance of examining the comparison of the perceived service marketing mix between foreign tourists and domestic tourists to the Kadidiri marine tourism object. The output of this research is to know the tourists' assessment of each variable in the marketing mix of tourism services offered.

The purpose of this study is to describe descriptively the assessment of foreign tourists and domestic tourists on the marketing mix of services at the marine tourism object of Tanjung Karang, Tojo Una- Una Regency which consists of *product, price, place, promotion, people, process and customer service*; To find out the difference between foreign tourists and domestic tourists in assessing each of the service marketing mix variables consisting of *product, price, place, promotion, people, process and customer service* at the Kadidiri marine tourism object, Tojo Una - una Regency.

## Literature Review

### Service Marketing Mix

Opinions from *Zeithaml* and *Bitner* (2006) and Lupiyoadi (2008) regarding the service marketing mix have similarities and differences. The similarity of opinion lies in the *Product, Price, Place, Promotion, People, and Process* variables while the difference is seen in the two service marketing mix variables where *Zeithaml* and *Bitner* propose *physical evidence* but Lupiyoadi proposes *Customer Service*. This study emphasizes more precisely on the *customer service variable* than on the *physical evidence variable* on the grounds that tourism service products are closely related to the level of customer service services to be provided to tourists. In addition, physical facilities can be seen as part of the tourism product variable.

### Product

A product is something that can be offered to the market to be noticed, owned, used, and consumed, to satisfy the wants and needs of consumers. Products in a broad sense include



anything that can be marketed including physical objects. The product according to Lupiyoadi (2008:59) is the whole concept of an object or process that provides some valuable benefits to consumers.

Products or services can be widely distributed in various locations, to make it easier for consumers when they need them. Consumers usually compare products or services with one another by spending considerable time and energy collecting information on the desired product.

### **Price (Pricing)**

Price is an important factor that affects consumers because, according to Lupiyoadi (2008:86), price is also related to *revenue*, image, quality, distribution, and others

In pricing, the company must consider several factors, namely determining the asking price objective, analyzing competitors' prices and offers, choosing a pricing method, and determining the final price. The pricing decision of a company is influenced by the company's internal factors and external environmental factors.

Firms can also set prices using current profit maximization as a pricing objective. The company estimates the demand and costs that arise at different price levels and choose the price that will provide the maximum profit or return on investment.

Companies need to consider the impact that prices will have. According to Kotler -Armstrong (2006:443), price is one of the marketing mix tools used by companies to achieve their marketing goals. Pricing decisions must be linked to product design, distribution, and promotion decisions to form an effective marketing program. Thus, the product price includes all costs expressed in units of money to obtain or have an item or service.

### **Distribution (Place)**

Distribution is the transfer of goods physically or non-physically to achieve company goals in a certain environment. Generally, companies use business entities to store and move products so that they can be reached by consumers at the right time and place.

In general, consumer goods are sold through intermediaries to reduce large distribution costs, producers obtain cost savings by delegating some of their marketing functions to intermediaries. While for industrial goods, most of them do not use intermediaries but are sold directly to industrial buyers because of the desire to establish a relationship between the seller and the buyer through the existing process.

The distribution of services, according to Lupiyoadi (2008:80), depends on the location and distribution channels to provide services to the target market. The location and distribution channels that are conveyed to consumers must be clear so that consumers are easy to get

and easy to access directly. Therefore, service companies need an effective means of communication.

### **Promotion**

Promotion is an attempt to introduce a product to the target market. Every company cannot escape from its role as communicators and promoters, for that promotion is needed. In the promotion strategy, there is a promotion mix consisting of advertising, sales promotion, publicity, personal selling, or *personal selling* (Lupiyoadi, 2008: 108).

Promotion is a very important chain of marketing activities to introduce products to consumers. Therefore, so that the promotion objectives can be achieved, it is necessary to develop an appropriate promotional strategy for the objects and targets to be achieved.

### **People**

According to Zeithaml-Bitner (2006:19), *people* are all actors who play a role in the presentation of services so that they can influence buyer perceptions. The elements of 'people' are company employees, consumers, and other consumers in the service environment. All employee attitudes and behavior to the way employees dress and appearance affect the success of service delivery. Because employees are seen as service salespeople or service organization personnel, the behavior of service employees must be customer oriented

### **Process**

Zeithaml-Bitner (2006:20) defines *process* as all actual procedures, mechanisms, and flow of activities used to deliver services. *Process* describes the company's efforts in carrying out and carrying out its activities to meet the needs and desires of its consumers. For service companies, cooperation between marketing and operations is very important in this element of the process, especially in serving all the needs and desires of consumers. When viewed from the consumer's point of view, the quality of services is seen from how the service produces its function. Thus, the process describes the effectiveness of the service procedures perceived by visiting tourists.

### **Customer Service**

The level of service or service concerns anything that provides excitement and convenience for visiting tourists. The measure of this is: hospitality, sense of security, timely service, and enthusiasm of the local community

### **Tourism (Tourism)**

Indonesian Tourism Law No. 9 of 1990 Article 1 states that tourism is everything related to tourism, including the control of tourist objects and attractions and related businesses in that field. Meanwhile, tourism is a travel activity or part of the activity that is carried out voluntarily and temporarily to enjoy tourist objects and attractions.

Furthermore, the tourism business is an activity that aims to provide tourism services or provide (manage) tourist objects and attractions or everything that is a tourist-target.

### Framework

The *marketing mix* is a set of marketing tools that the company uses to continuously achieve its marketing objectives in the target market. A set of marketing tools influence each other so that if one is not properly organized it can affect the overall marketing strategy (Kotler, 2005:18). Concerning service marketing, according to Lupiyoadi (2008:58), the marketing mix consists of variables that can be controlled by the organization or company, namely *product* (product), *price* (price), *place* (place), *promotion* (promotion), *people* (people), *process* (process) and *customer service* (service).

Seven marketing mix variables, which consist of product, price, place, promotion, people, process, and service are always considered by tourists, both foreign and domestic, in their decision to travel to Kadidiri Marine tourism, Tojo Una Una Regency. The assessment of the two groups of tourists on the marketing mix offered is sometimes the same or may be different. Schematically, this framework can be seen in Fig. 1.

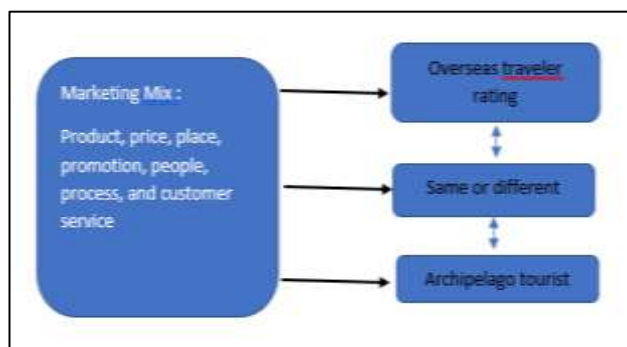


Fig. 1: Schematic framework of the study

### Research Methods

Descriptive research is conducted to describe the characteristics of variables in a situation to reveal relevant aspects of the phenomenon. Testing the hypothesis of the reaction of foreign tourists and domestic tourists to the service marketing mix is directed at a comparative analysis of two groups of independent samples, namely by grouping the research elements according to the category of origin of the respondents. This research was conducted at the Kadidiri marine tourism object in Tojo Una-una Regency.

The population in this study were all tourists who visited the Kadidiri marine tourism object, Tojo Una una Regency. The sample in this study was 90 people.

The sampling technique used in this study is *convenience sampling*. According to Sekaran (2007:277), *convenience sampling* involves gathering information from members of the population who can practically or easily provide the

desired information. Sampling with a technique like this is considered appropriate for tourism research where the population or research respondents are tourists who visit tourist attraction locations, because the sample elements are tourists found at tourist attraction locations. Thus, from the 90 respondents determined through the *Yamane formula* above as the number of samples, using the *convenience sampling technique*, 60 domestic tourists and 30 foreign tourists were found to be eligible as samples.

Primary data and secondary data are used in this study. Primary data is data obtained and collected directly from the results of tourist interviews in the form of questionnaires. This primary data is in the form of data on tourist income and the level of tourist visits. The secondary data is data obtained through the publication data of the central statistical agency in the form of documents and reports that are officially published.

Data collection was carried out in this study through a questionnaire, which is a data collection technique carried out by giving a set of written statements to respondents to answer (Sugiyono, 2012). Questionnaires were given to foreign tourists and domestic tourists about the marketing mix of services at the Kadidiri marine tourism object, Tojo Una una Regency.

The analytical method used in this study is a comparative analysis of the average of two samples, namely the Independent T-test

## Results And Discussion

### Characteristics of Respondents

The general description of respondents describes the characteristics of respondents in this study. The characteristics of the respondents were collected directly from the results of the research included in the questionnaire. Disclosure of respondent characteristics is expected to provide a clear picture of the identity of research respondents, namely the comparison of the marketing mix between foreign tourists and domestic tourists in Kadidiri marine tourism visits.

Table 1: Respondent's gender

| No           | Gender | Frequency | %            |
|--------------|--------|-----------|--------------|
| 1            | Female | 39        | 43.3         |
| 2            | Male   | 51        | 56.7         |
| <b>Total</b> |        | <b>90</b> | <b>100.0</b> |

The characteristics of the respondents, which in this case is the comparison of foreign tourists and domestic tourists who do marine tourism in Kadidiri, Tojo Una una Regency based on gender which is the result of the survey, can be seen in Table 1 shows that the number of female



respondents is 39 people (43.33%) and the total number of female respondents is 39 people (43.33%). male respondents amounted to 51 people (56.67%). This shows that most of the tourists who do Kadidiri marine tourism in Tojo Una Una Regency are men compared to women.

**Table 2:** Respondent's age

| No           | Ages        | Amount    | %            |
|--------------|-------------|-----------|--------------|
| 1            | 20-30 Years | 36        | 40           |
| 2            | 31-40 Years | 40        | 44,4         |
| 3            | 41-50 Years | 9         | 10           |
| 4            | >50 Years   | 5         | 5,6          |
| <b>Total</b> |             | <b>90</b> | <b>100.0</b> |

Characteristics of respondents in this study based on age as shown in Table 2 shows that the majority of tourist respondents were at the age of 31-40 years amounted to 40 people (44.4%), then respondents aged 20 -30 years were 36 people (40%). Respondents aged 41-50 years were 9 people (10%) and respondents aged > 50 years were 5 people (5.6 %)

**Table 3:** tourists by education level

| No           | Level of education | Amount    | %            |
|--------------|--------------------|-----------|--------------|
| 1            | Primary School     | -         | -            |
| 2            | Junior High School | -         | -            |
| 3            | Senior High School | 17        | 18,9         |
| 4            | Bachelor           | 62        | 68,9         |
| 5            | Post Graduate      | 11        | 12,2         |
| <b>Total</b> |                    | <b>90</b> | <b>100.0</b> |

Characteristics of respondents based on the level of education in this study can be seen in Table 3 shows that tourists who have the most dominant level of education are the level of education Bachelor (S1) as many as 62 people or 68.9%. Then the level of high school education is 17 people or 18.9 %. Next, tourists with the least education level are with postgraduate education level (S2/S3) as many as 11 people or 12.2 %.

**Table 4:** characteristics based on the origin of the respondent

| No           | Respondent Origin             | Amount    | %          |
|--------------|-------------------------------|-----------|------------|
| 1            | Outside Tojo Una-Una district | 46        | 51.1       |
| 2            | District Tojo Una-Una         | 14        | 15.6       |
| 3            | Abroad                        | 30        | 33.3       |
| <b>Total</b> |                               | <b>90</b> | <b>100</b> |

The characteristics of respondents based on the origin of the respondents in this study can be seen in Table 4 shows that the respondents of tourists who come from outside the Tojo Una una Regency are 46 people or 51.1%. Then the tourist respondents who came from the Tojo Una una district itself were 14 people or 15.6 %. Furthermore, tourists who come from abroad are 30 people or 33.3 %.

**Table 5:** characteristics of respondents by occupation

| No           | Occupation               | Amount    | %          |
|--------------|--------------------------|-----------|------------|
| 1            | Civil Servant, BUMN/BUMD | 27        | 30         |
| 2            | Self-Employed            | 44        | 48.9       |
| 3            | Other                    | 19        | 21.1       |
| <b>Total</b> |                          | <b>90</b> | <b>100</b> |

Characteristics of respondents based on occupation in this study can be seen as showing that the largest number is respondents who are still entrepreneurs with the status of 44 people (48.9%), then respondents who work as civil servants, BUMN/BUMD is 27 people (30%), while the number the smallest respondent is a profession as other 19 people (21.1%) (Table 5).

***The Results of The Analysis of Tourist Respondents' Responses to The Marketing Mix Variable***

Based on the data shown in Table 6, the results of the frequency distribution test of the marketing mix variable dimensions of the product the average value (mean) of tourist respondents' answers is equal to 4.27 which means that the average product level is represented by indicators of existing facilities/facilities at the location, availability of electricity, water, and telephones, condition of buildings being rented out to tourist objects, and the availability of marine tourism facilities very high. The answer of tourist respondents from the highest indicator is the availability of marine tourism facilities 4.40. This is because service providers located at the location of the Kadidiri marine tourism object prepare and pay attention to the needs of tourism facilities for tourists who come to visit.

Price dimension, the average (mean) of tourist respondents' answers is 4.19 (Table 7). This means that the average price level as reflected by the indicators of the cost of tour packages, payment systems with advances, payment times, and discount prices during holidays is very high. The respondent's answer from the highest indicator is the cost of tour packages at 4.27. This is because of the cost of tour packages that are still affordable for foreign tourists and domestic tourists who come to visit Kadidiri marine tourism.

The dimensions of the place, the average (mean) of tourist respondents' answers is 4.24 This means that the average for the dimensions of the place contained in indicators such as



the availability of transportation facilities, length of travel, local transportation facilities, and tour guides is relatively high. The respondents' answers from the highest indicator are the availability of transportation facilities is 4.33. This indicates that tourists will have no difficulty getting transportation to and from the tourist area even though the

distance of tourist attractions is far from the city of Tojo Una una district, because the service providers, namely the surrounding community and the Tojo Una una district government are very concerned about transportation facilities for tourists. who came to visit (Table 8).

**Table 6:** Tourism facilities dimensions

| S.N.             | Indicator  | Respondent's answer |      |    |      |   |      |    |   |    |   | Amount | Mean |
|------------------|--|---------------------|------|----|------|---|------|----|---|----|---|--------|------|
|                  |  | SB                  |      | B  |      | N |      | KB |   | TB |   |        |      |
|                  |  | F                   | %    | F  | %    | F | %    | F  | % | F  | % |        |      |
| <b>Product</b>   |  |                     |      |    |      |   |      |    |   |    |   |        |      |
| 1                | Facilities/facilities on site                                  | 29                  | 32.2 | 52 | 57.8 | 9 | 10.0 | -  | - | -  | - | 90     | 4.22 |
| 2                | Availability of electricity, clean water and telephone         | 28                  | 31.1 | 54 | 60.1 | 8 | 8.9  | -  | - | -  | - | 90     | 4.23 |
| 3                | The condition of the building for rent at a tourist attraction | 28                  | 31.3 | 55 | 61.1 | 7 | 7.8  | -  | - | -  | - | 90     | 4.21 |
| 4.               | Availability of marine tourism facilities                      | 36                  | 40.0 | 54 | 60.0 | - | -    | -  | - | -  | - | 90     | 4.40 |
| Total of average |  |                     |      |    |      |   |      |    |   |    |   | 4.19   |      |

**Table 7:** Price dimensions

| S.N.             | Indicator                       | Respondent's answer |      |    |      |    |      |    |   |    |   | Amount | Mean |
|------------------|---------------------------------|---------------------|------|----|------|----|------|----|---|----|---|--------|------|
|                  |                                 | SB                  |      | B  |      | N  |      | KB |   | TB |   |        |      |
|                  |                                 | F                   | %    | F  | %    | F  | %    | F  | % | F  | % |        |      |
| <b>Product</b>   |                                 |                     |      |    |      |    |      |    |   |    |   |        |      |
| 1                | Discount prices during holidays | 20                  | 13.3 | 58 | 64.4 | 12 | 13.3 | -  | - | -  | - | 90     | 4.09 |
| 2                | advance payment system          | 29                  | 32.2 | 55 | 61.1 | 6  | 6.7  | -  | - | -  | - | 90     | 4.26 |
| 3                | Time of the payment             | 26                  | 28.9 | 51 | 56.7 | 13 | 14.4 | -  | - | -  | - | 90     | 4.14 |
| 4.               | Tour Package Fee                | 31                  | 34.4 | 52 | 57.8 | 7  | 7.8  | -  | - | -  | - | 90     | 4.27 |
| Total of average |                                 |                     |      |    |      |    |      |    |   |    |   | 4.19   |      |

**Table 8:** The dimensions of the place

| S. N.            | Indicator                                 | Respondent's answer |      |    |      |    |      |    |   |    |   | Amount | Mean |
|------------------|---|---------------------|------|----|------|----|------|----|---|----|---|--------|------|
|                  |   | SB                  |      | B  |      | N  |      | KB |   | TB |   |        |      |
|                  |   | F                   | %    | F  | %    | F  | %    | F  | % | F  | % |        |      |
| <b>Product</b>   |   |                     |      |    |      |    |      |    |   |    |   |        |      |
| 1                | length of work                            | 31                  | 34.4 | 52 | 57.8 | 7  | 7.8  | -  | - | -  | - | 90     | 4.27 |
| 2                | Availability of transportation facilities | 31                  | 40.0 | 48 | 53.3 | 6  | 6.7  | -  | - | -  | - | 90     | 4.33 |
| 3                | Guide                                     | 19                  | 21.1 | 58 | 60.4 | 13 | 14.4 | -  | - | -  | - | 90     | 4.07 |
| Total of average |   |                     |      |    |      |    |      |    |   |    |   | 4.24   |      |



Then for the promotion dimension, the average (mean) answer of tourist respondents is 4.20. This means that the average for the promotion dimension as reflected in the indicators of the tourism market exhibition, promotion of tourism objects through print and electronic media, and sales of tour packages during holidays is relatively high. The respondent's answer from the highest indicator is the promotion of tourism objects through print and electronic media with a value of 4.32. Tourists give the perception that they almost all know the Kadidiri marine tourism area through print and electronic media promotions carried out by related parties and assess that the promotions that have been carried out have been very good (Table 9).

Furthermore, Table 10 shows the dimensions of people, the average (mean) of tourist respondents' answers is 4.24. This means that the average for the dimensions of people represented by indicators of employee competence and employee appearance is classified as high. The respondent's

answer from the highest indicator is employee competence with a value of 4.36. This indicates that the competence of employees (guides) in Tanjung Karang marine tourism has done their job well, such as collaborating with colleagues and customers, preparing and presenting tourism information, and developing and maintaining the required general knowledge.

In the dimension of the process, the average (mean) of tourist respondents' answers is 4.22. This means that the average for the process dimensions which are represented by indicators of quick administration procedures, and providing information is relatively high. The respondent's answer from the highest indicator is a fast administrative process with a value of 4.31. This means that the administrative process in Kadidiri marine tourism does not take long, so tourists who come to visit do not need to wait long in the administrative process such as checking in inn rooms, using tourist facilities, and so on (Table 11).

**Table 9:** Promotion dimension.

| S.N.             | Indicator   | Respondent's answer |      |    |      |    |      |    |   |    |   | Amount | Mean |  |
|------------------|---|---------------------|------|----|------|----|------|----|---|----|---|--------|------|--|
|                  |   | SB                  |      | B  |      | N  |      | KB |   | TB |   |        |      |  |
|                  |   | F                   | %    | F  | %    | F  | %    | F  | % | F  | % |        |      |  |
| <b>Product</b>   |   |                     |      |    |      |    |      |    |   |    |   |        |      |  |
| 1                | Promotion of tourist attractions through print and electronic media | 33                  | 36.7 | 53 | 58.9 | 4  | 4.4  | -  | - | -  | - | 90     | 4.32 |  |
| 2                | Tourist market exhibition   | 27                  | 30.0 | 55 | 61.1 | 7  | 7.8  | -  | - | -  | - | 90     | 4.20 |  |
| 3                | Sales of holiday packages   | 21                  | 23.3 | 58 | 64.4 | 11 | 12.2 | -  | - | -  | - | 90     | 4.15 |  |
| Total of average |   |                     |      |    |      |    |      |    |   |    |   |        | 4.22 |  |

**Table 10:** Dimensions of people.

| S.N.             | Indicator           | Respondent's answer |      |    |      |   |     |    |   |    |   | Amount | Mean |  |
|------------------|---------------------|---------------------|------|----|------|---|-----|----|---|----|---|--------|------|--|
|                  |                     | SB                  |      | B  |      | N |     | KB |   | TB |   |        |      |  |
|                  |                     | F                   | %    | F  | %    | F | %   | F  | % | F  | % |        |      |  |
| <b>Product</b>   |                     |                     |      |    |      |   |     |    |   |    |   |        |      |  |
| 1                | Employee appearance | 25                  | 27.8 | 61 | 67.8 | 4 | 4.4 | -  | - | -  | - | 90     | 4.23 |  |
| 2                | Employee competence | 39                  | 43.3 | 44 | 48.9 | 7 | 7.8 | -  | - | -  | - | 90     | 4.36 |  |
| Total of average |                     |                     |      |    |      |   |     |    |   |    |   |        | 4.24 |  |

**Table 11:** Dimension of the process.

| S.N.             | Indicator                      | Respondent's answer |      |    |      |    |      |    |   |    |   | Amount | Mean |  |
|------------------|--------------------------------|---------------------|------|----|------|----|------|----|---|----|---|--------|------|--|
|                  |                                | SB                  |      | B  |      | N  |      | KB |   | TB |   |        |      |  |
|                  |                                | F                   | %    | F  | %    | F  | %    | F  | % | F  | % |        |      |  |
| <b>Product</b>   |                                |                     |      |    |      |    |      |    |   |    |   |        |      |  |
| 1                | Giving information             | 21                  | 23.3 | 59 | 65.6 | 10 | 11.1 | -  | - | -  | - | 90     | 4.42 |  |
| 2                | Quick administration procedure | 3                   | 3.5  | 54 | 60   | 4  | 4.4  | -  | - | -  | - | 90     | 4.31 |  |
|                  |                                | 2                   | 6    |    | 0    |    |      |    |   |    |   |        |      |  |
| Total of average |                                |                     |      |    |      |    |      |    |   |    |   |        | 4.22 |  |



For the service dimension, the average (mean) answer from tourist respondents is 4.26. This means that the average service dimensions represented by indicators of hospitality, fostering a sense of security, timely service, and community welcome are relatively high. The respondent's answer from the highest indicator is timely service with a value of 4.30.

Kadidiri marine tourism service providers provide appropriate and maximum services so that tourists who come both foreign tourists and domestic tourists are satisfied with the services provided by these service providers (Table 12).

**Table 12:** hospitality and promptness

| S.N.             | Indicator                     | Respondent's answer |      |      |      |     |     |    |   |    |   | Amount | Mean |
|------------------|-------------------------------|---------------------|------|------|------|-----|-----|----|---|----|---|--------|------|
|                  |                               | SB                  |      | B    |      | N   |     | KB |   | TB |   |        |      |
|                  |                               | F                   | %    | F    | %    | F   | %   | F  | % | F  | % |        |      |
| <b>Product</b>   |                               |                     |      |      |      |     |     |    |   |    |   |        |      |
| 1                | Timely lessons                | 33                  | 36.7 | 51   | 56.7 | 6   | 6.7 | -  | - | -  | - | 90     | 4.30 |
| 2                | Cultivate a sense of security | 28                  | 31.1 | 55   | 61.4 | 6   | 6.7 | -  | - | -  | - | 90     | 4.22 |
| 3                | Community welcome             | 26                  | 28.9 | 64.4 | 6    | 6.7 | -   | -  | - | -  | - | 90     | 2.29 |
| 4                | Hospitality                   | 32                  | 35.6 | 52   | 6    | 6.7 | 6.7 | -  | - | -  | - | 90     | 4.29 |
| Total of average |                               |                     |      |      |      |     |     |    |   |    |   |        | 4.26 |

**Analysis of Independent T Test**

The results of the study of differences in the assessments of foreign tourists and domestic tourists on each of the service marketing mix variables at the Kadidiri marine tourism object, Tojo Una- Una Regency are given below.

Independent samples Test

|  | Product                 |                             |
|--|-------------------------|-----------------------------|
|  | Equal variances assumed | Equal Variances Not assumed |
| Levene's Test for Equality of F            | 7.547                   |                             |
| Variences sig                              | .007                    |                             |
| T  | -1.167                  | -1.322                      |
| df   | 88                      | 79.789                      |
| Sig.(2-talled)                             | .246                    | .190                        |
| Most for Equality of Means Mean difference | -.09167                 | -.09167                     |
| Std. Error Difference                      | 0.7855                  | 0.6939                      |
| 95% confidence interval of lower           | -.24778                 | -.22970                     |
| The difference Upper                       | .0644                   | 0.4637                      |

|  | Product                 |                             |
|--|-------------------------|-----------------------------|
|  | Equal variances assumed | Equal Variances Not assumed |
| Levene's Test for Equality of F            | 2.728                   |                             |
| Variences sig                              | .102                    |                             |
| T  | -9.929                  | -2.058                      |
| df   | 88                      | 69.100                      |
| Sig.(2-talled)                             | .057                    | 0.43                        |
| Most for Equality of Means Mean difference | -.09167                 | -.09167                     |
| Std. Error Difference                      | .09937                  | 0.9313                      |
| 95% confidence interval of lower           | -.38914                 | -.37745                     |
| The difference Upper                       | .00581                  | -.00588                     |

Independent sample test

|  | Product                 |                             |
|--|-------------------------|-----------------------------|
|  | Equal variances assumed | Equal Variances Not assumed |





|                                 |                                  |         |         |
|---------------------------------|----------------------------------|---------|---------|
| Levene's Test for Equality of F |                                  | 1.534   |         |
| Variences                       | sig                              | -.219   | .000    |
|                                 | T                                | .000    | .000    |
|                                 | df                               | 88      | 68.125  |
|                                 | Sig.(2-talled)                   | 1.000   | 1.000   |
| Most for Equality of Means      | Mean difference                  | .0000   | .00000  |
|                                 | Std. Error Difference            | .09263  | .08728  |
|                                 | 95% confidence interval of lower | -.18407 | -.17416 |
|                                 | The difference Upper             | -.18407 | -.17416 |

Independent sample test

|                                 | Product                          |                             |
|---------------------------------|----------------------------------|-----------------------------|
|                                 | Equal variances assumed          | Equal Variances Not assumed |
| Levene's Test for Equality of F | 12.313                           |                             |
| Variences                       | sig                              | .001                        |
|                                 | T                                | -3.883                      |
|                                 | df                               | 88                          |
|                                 | Sig.(2-talled)                   | .000                        |
| Most for Equality of Means      | Mean difference                  | -.31250                     |
|                                 | Std. Error Difference            | 0.8047                      |
|                                 | 95% confidence interval of lower | -.47242                     |
|                                 | The difference Upper             | -.152528                    |
|                                 |                                  | -.45464                     |
|                                 |                                  | -.17036                     |

**Research Discussion**

From the results of the two-sample comparison test (independent sample t-test) it can be explained as follows:

Product, the results of the F test (Levene's Test) showed Sig. F 0.007 smaller than 0.05 indicates there is a different variance (not homogeneous). Therefore, to find out the significance of the difference, it must use the assumption of equal variances not assumed. It can be seen that the sig.t value of 0.190 is greater than 0.05, indicating that the difference in assessment between foreign tourists and domestic tourists on the product is not significant. *Price*, the results of the F test (Levene's Test) show Sig. F 0.591 greater than 0.05 indicates there is the same variance (homogeneous). Therefore, to find out its significance, it must use the assumption of equal variances assumed. It can be seen that the sig.t value of 0.015 is smaller than 0.05, indicating that the difference in assessment between foreign tourists and domestic tourists on price is significant.

*Place*, the results of the F test (Levene's Test) show Sig. F 0.038 smaller than 0.05 indicates there is a different variance (not homogeneous). Therefore, to find out its significance, it must use the assumption of equal variances not assumed. It can be seen that the sig.t value of 0.023 is smaller than 0.05, indicating that the difference in assessment between foreign tourists and domestic tourists towards the place is significant. *Promotion*, the results of the F test (Levene's Test) show Sig. F 0.110 greater than 0.05 indicates there is the same variance (homogeneous). Therefore, to find out its significance, it must use the

assumption of equal variances assumed. It can be seen that the sig.t value of 0.019 is smaller than 0.05 indicating that the difference in assessment between foreign tourists and domestic tourists on promotion is significant.

*People*, the results of the F test (Levene's Test) show Sig. F 0.219 is greater than 0.05 indicating there is the same variance (homogeneous). Therefore, to find out its significance, it must use the assumption of equal variances assumed. It can be seen that the value of sig.t 1,000 is greater than 0.05 indicating that the difference in the assessment between foreign tourists and domestic tourists towards people is not significant. *Process*, the results of the F test (Levene's Test) show Sig. F 0.001 smaller than 0.05 indicates there is a different variance (not homogeneous). Therefore, to find out its significance, it must use the assumption of equal variances not assumed. It can be seen that the sig.t value of 0.000 is smaller than 0.05, indicating that the difference in assessment between foreign tourists and domestic tourists towards the process is significant. *Customer Service*, the results of the F test (Levene's Test) show Sig. F

0.102 greater than 0.05 indicates there is the same variance (homogeneous). Therefore, to find out its significance, it must use the assumption of equal variances assumed. It can be seen that the sig.t value of 0.057 is greater than 0.05 indicating that the difference in assessment between foreign tourists and domestic tourists on customer service is not significant.



## Conclusion

From the results of the study, it can be concluded as follows:

1. Assessment of foreign tourists and domestic tourists on the service marketing mix, which consists of:
  - a. The average *product* value (mean) of tourist respondents' answers is 4.27 which means that the average product level is represented by indicators of facilities/facilities at the location, availability of electricity, water, and telephone, and condition of the building being leased on the object. tourism and the availability of marine tourism facilities is very high.
  - b. The average *price* (mean) of tourist respondents' answers is 4.19. This means that the average price level reflected by the indicators of the cost of tour packages, payment systems with advances, payment times, and discount prices during holidays is classified as very high.
  - c. The average *place* (mean) of tourist respondents' answers is 4.24. This means that the average for the dimensions of the place contained in indicators such as the availability of transportation facilities, duration of travel, local transportation facilities, and tour guides is relatively high.
  - d. The average *promotion* (mean) of tourist respondents' answers is 4.20. This means that the average for the promotion dimension as reflected in the indicators of the tourism market exhibition, promotion of tourist objects through print and electronic media, and sales of tour packages during holidays is relatively high.
  - e. *People* the average (mean) of tourist respondents' answers is 4.24. This means that the average for the dimensions of people represented by indicators of employee competence and employee appearance is classified
  - f. *Process* the average (mean) of the tourist respondents' answers is 4.22. This means that the average for the process dimensions, which are represented by indicators of fast administrative procedures, providing the information is relatively high.
  - g. *Customer service* average (mean) answers from tourist respondents is 4.26. This means that the average service dimensions represented by indicators of hospitality, fostering a sense of security, timely service, and community welcome are relatively high.

2. The difference between foreign tourists and domestic tourists in assessing the service marketing mix variable which consists of:

- a. *The product*: it shows that the sig.t value of 0.190 is greater than 0.05, indicating that the difference in assessment between foreign tourists and domestic tourists on the product is not significant.
- b. *Price*: it can be seen that the sig.t value of 0.015 is smaller than 0.05 indicating that the difference in assessment between foreign tourists and domestic tourists on price is significant.
- c. *Place*: it can be seen that the sig.t value of 0.023 is smaller than 0.05, indicating that the difference in assessment between foreign tourists and domestic tourists towards the place is significant.
- d. *Promotion*: it can be seen that the sig.t value of 0.019 is smaller than 0.05 indicating that the difference in assessment between foreign tourists and domestic tourists on promotion is significant.
- e. *People*: it can be seen that the value of sig.t 1,000 is greater than 0.05, indicating that the difference in assessment between foreign tourists and domestic tourists towards people is not significant.
- f. *The process*: it shows that the sig.t value of 0.000 is smaller than 0.05, indicating that the difference in assessment between foreign tourists and domestic tourists towards the process is significant.
- g. *Customer service*: it can be seen that the sig.t value of 0.057 is greater than 0.05, indicating that the difference in assessment between foreign tourists and domestic tourists on customer service is not significant.

## Suggestion

From the results and discussion of the research, several things are suggested as follows:

1. The results of this study can be used as a reference for future researchers related to the marketing mix.
2. The results of further research can use a different analysis, namely regression using the satisfaction variable.

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