

CONSUMER ANALYSIS IN THE USE OF TOURISM TRANSPORTATION FACILITIES THROUGH PROMOTIONAL BY TOURIST FACTORS AT PT. KISWAH MULYA SEJAHTERA CIREBON

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Abstract: This study aims to expose the promotion implementation and consumer development in using tourism transportation facilities and determine the relationship between promotion and consumer behavior in using tourism transportation facilities. This research's novelty lies in reviewing the use of tourism transportation facilities associated with promotional aspects from the consumer's perspective. The research method used was descriptive verification. The descriptive method itself is a research method to make an overview of existing situations or events so that this method is held for data accumulation. Meanwhile, the basis of verification is to assess the correctness of data collection in the field. The sample employed was Slovin's formula. Then, the data collection techniques utilized were literature and field research to obtain primary data through interviews and questionnaires and secondary data in the form of existing documents. Based on the results of processing the questionnaire data, which were then analyzed using the Pearson Correlation Product Moment formula, it was obtained that the correlation coefficient between promotion and consumer behavior in the use of tourism transportation facilities was 0.720 and belonged to the category of solid relationship level. The coefficient of determination of 51.8% also indicates that promotions influenced consumers by 51.8%, while other factors affected consumer behavior by $100\% - 51.8\% = 49.2\%$. From the study results, $t\text{-count} = 10.06$ was higher than $t\text{-table} = 1.986$, with an error rate of 5%, rejecting the null hypothesis (H_0) and accepting the alternative hypothesis (H_a). It suggests that the correlation coefficient obtained from the analysis could be applied to the population. Moreover, linear regression produced the equation $Y = 10.84 + 0.74 X$, implying that if the X value is increased by one unit, the Y value will increase by 0.74 at a constant level of 10.84.

Keywords: *Tourism Transportation, Promotion, Consumer*

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1. Introduction

Owing to its rich culture and breathtaking natural surroundings, Indonesia has many tourist destinations, which are inextricably linked by its easy access to transportation facilities (Kartika et al., 2022; Syabibi et al., 2021). Transportation is the primary means of tourism.

To transport or bring (something) to another side or from one place to another, transportation is utilized. It signifies that transportation is a service offered to assist in moving people and things from one location to another (Santoso, 2017). Additionally, transportation services are used in different business activities and social relations to gain economic benefits (Kardiyati & Karim, 2020c, 2020a). The gap is that the attitude of consumers in determining their attitude to using tourism infrastructure is caused by the role of promotion or their own tastes even though there is no promotion. This study focuses on the side that consumer attitudes and tastes in using infrastructure in the form of tourism transportation are determined by promotional factors.

With so many tourist attractions, companies engaged in tourism transportation services are mushrooming. Every company competes with each other in influencing consumers to get the target market, which certainly spurs the company itself to try to continue to develop in running its business (Miller, 1987). Companies intending to survive must also have added value, making them different from other companies (Kisdarto, 2012). The added value will further satisfy consumers and encourage them to return (Kardiyati & Karim, 2020).

In marketing activities, the promotion element plays a vital role in the marketing chain since promotion is a direct part of efforts to introduce products to consumers by captivating them by giving good impressions that they can remember and feel (Kitiarsa, 2007; Rinto et al., 2020). Fundamentally, according to Alma (2014 & Putz-plecko (2008), the promotion provides explanations that convince potential consumers about goods and services. One of the objectives of promotional activities is to influence consumers to be willing to buy company goods and services when they need them. To communicate this product, it is necessary to formulate a strategy, often called the promotion mix, consisting of five main components: advertising, sales promotion, public relations, personal selling, and direct marketing.

Consequently, consumers are essential for companies since they have needs and wants. To meet these needs, consumers make purchases, make choices, and make purchasing decisions. Consumers are also the continuity of a company because, without consumers, the company will lose its income, resulting in the collapse of the business (Alma, 2014).

Further, a consumer is defined as a person or group that carries out a series of consumption activities of goods or services. Therefore, in attracting consumer interest, companies must understand consumer behavior. Consumer behavior is an activity in which a person is involved in selecting, buying, and using goods and services to satisfy his needs and desires; some activities involve mental and emotional processes aside from physical reactions (Sukari, larasati, 2017). The problem is that the promotions currently being carried out are still as they are, have not been able to touch consumer tastes and attitudes, and have not touched standardized aspects, media and promotion principles.

Promotion, therefore, needs serious attention; with promotions, companies can introduce products and convince and influence consumers to create demand for the products offered (Yuliati, 2019). Hence, a company that can optimize its promotional activities well will have a broader target market, and consumers will easily recognize its brand image.

To increase consumers in using PT Kiswah Mulya Sejahtera Cirebon's tourism transportation facilities, there must be efforts from the company, one of which is through promotion. As stated above, promotion needs serious attention because promotion allows companies to introduce products and convince and influence consumers to create demand for the products offered. Therefore, a business that effectively optimizes its promotional

activities will have a larger target market and a more recognizable brand name among customers.

From the problems above, the formulation of the problems raised in this study are 1) How is the promotion carried out at PT Kiswah Mulya Sejahtera Cirebon? 2) How is consumer behavior using tourism transportation facilities at PT Kiswah Mulya Sejahtera Cirebon? 3) How significant is the influence of promotion on consumer behavior in using tourism transportation facilities at PT Kiswah Mulya Sejahtera Cirebon?

To find out how promotions are implemented at PT Kiswah Mulya Sejahtera Cirebon, this study aims to 1) find out how consumer behavior is in using tourism transportation facilities at PT Kiswah Mulya Sejahtera Cirebon; 2) determine how much influence promotion has on consumer behavior in using tourism transportation facilities at PT Kiswah Mulya Sejahtera Cirebon; 3) know how much influence promotion has on consumer behavior in using tourism transportation facilities at PT Kiswah Mulya Sejahtera Cirebon.

2. Literature Review

Promotion

Promotion is an information dissemination activity to persuade, influence, or remind the target market of the products offered by the company and is one of the determining factors for the success of a marketing program (Putz-plecko, 2008). Regardless of the quality of a product, if consumers have never heard of it and are not convinced that the product is helpful for them, they will not buy it (Sari & Rosalina, 2021; Sukari, larasati, 2017). Some definitions of promotion, according to experts, are as follows:

According to Kotler & Lee (2005), "promotion is a means that companies use to inform, persuade, and remind consumers, either directly or indirectly, about the brands and products being sold." Sebayang et al. (2017) defined "promotion as an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers of the company's brands and products." As Notoatmodjo (2014) stated, "promotion is a one-way flow of information or persuasion made to direct a person or organization to actions, creating exchanges in marketing."

According to Buchari (Alma, 2014), the purpose of promotion is to provide information, attract attention, and then influence the increase in product sales. Meanwhile, Putz-plecko (2008) mentioned that promotion objectives include behavior modification, informing, persuading, and reminding.

Consumer

Consumers are people or groups who buy, use and utilize goods or services being marketed. According to Assauri (2015), consumers are those who use or consume products produced or sold. Handoko (1995) also asserted that final consumers have the meaning as individuals who make purchases to meet their needs or personal consumption.

Meanwhile, Tjiptono (2014) mentioned two types of consumers: 1) Final consumers or household consumers, i.e., consumers who make purchases for their interests, the interests of their families, or the need for gifts for friends or relatives, without intending to buy and sell them. 2) Business consumers are those who make purchases for further processing purposes to be sold or rented to other parties, used for social service and public interests (Das & Nayyar, 2020; Williams, 2006).

Based on the experts' opinions above, it can be concluded that a consumer is an individual or organization that purchases or uses the products sold to meet their needs and interests.

Research Hypothesis

The research hypothesis, according to Karim et al. (2019) & Sugiyono (2016), is a temporary answer to the proposed research problem formulation, so the starting point for formulating a hypothesis is the problem statement and a framework for thinking. It is said temporarily because the new answers given are only based on relevant theory, not yet on empirical facts obtained through data collection (Oberhuber & Maurer, 2015).

Based on the description of this research's framework, the authors made an assumption outlined in a hypothesis, proposing that "there is a positive and significant influence between promotions and consumers in using tourism transportation facilities at PT Kiswah Mulya Sejahtera Cirebon."

The hypothesis will be accepted if the test results justify the statement and vice versa; it will be rejected if there is a denial of the statement:

Ho: $\mu = 0$: There is no influence on consumers using tourism transportation facilities through promotional factors at PT Kiswah Mulya Sejahtera Cirebon.

Ha: $\mu \neq 0$: There is an influence on consumers using tourism transportation facilities through promotional factors at PT Kiswah Mulya Sejahtera Cirebon.

3. Research Method

The research method is a way of finding, obtaining, collecting, or recording data, both primary data and secondary data, used in research. According to Flick (2013) & Sugiyono (2019), a research method is a scientific way to obtain data with specific purposes and uses.

In this study, the authors used a descriptive verification method, which revealed the problems' description during this research; it also tested mathematically the conjecture regarding the relationship between variables of the problem being investigated in the hypothesis (Lane, 2009). In other words, the research assesses the truth of the hypothesis, where in this study, the consumers using tourism transportation facilities through promotion factors at PT Kiswah Mulya Sejahtera Cirebon were tested.

Population and Sample

According to Perumal (2014) & Sugiyono (2016), a population is a generalized area consisting of objects or subjects with specific qualities and characteristics applied by researchers to study and then draw conclusions. In this study, the population was young entrepreneurs under the guidance of the Department of Youth, Sports, Culture, and Tourism (DKOKP), totaling 58 entrepreneurs.

The sample, as Swamy (2003) defined it, is part of the number and characteristics possessed by the population. In this study, the sample was taken using a simple random sampling technique, demonstrating that the sample was determined randomly and in such a way that each unit in the sample had the same chance of being selected.

The size of the sample from the customer population was calculated using the Slovin formula:

$$n = \frac{N}{1 + Ne^2}$$

The number of samples involved in this study was 96 respondents from 2404 consumers who used tourism transportation at PT Kiswah Mulya Sejahtera Cirebon.

Types of Data and Data Processing

Primary data are those obtained from research and direct observation of the object where the author conducted the research (Guthrie, 2014). This study's primary data sources were

obtained from questionnaires distributed to consumers who used tourism transportation at PT Kiswah Mulya Sejahtera Cirebon.

On the other hand, secondary data are those sourced from official documents by looking at records or archives, which are then read and studied by the authors (Guthrie, 2014).

Data Analysis Test

According to Suharsimi Arikunto (2006) & Qu & Dumay (2011), an instrument is a tool or facility used in collecting data. This study had two variables: the independent and the dependent variables. The independent variable (X) was a promotion at PT Kiswah Mulya Sejahtera Cirebon, while the dependent variable (Y) was the consumer at PT Kiswah Mulya Sejahtera Cirebon. Instrument analysis was carried out with two tests, namely the validity and reliability tests, while the data analysis used was the normality test, homogeneity test, and hypothesis testing with significant and t test (Oberhuber & Maurer, 2015).

Validity Test

The validity test was carried out on the research instrument, i.e., several questionnaire items, to find or determine valid questionnaire items. It is stated by Sugiyono (2016); Karim et al. (2020); Kultsum et al. (2022); & Widiyanti et al. (2022) that this validity testing technique correlates the values of each statement item with a total score measured by testing the item validity using the product moment correlation technique, with the following formula:

$$r_{xy} = \frac{n(\sum xy) - (\sum x)(\sum y)}{\sqrt{\{n \cdot \sum x^2 - (\sum x)^2\} \{n \cdot \sum y^2 - (\sum y)^2\}}}$$

Description:

r_{xy} = The formula for the correlation coefficient between X and Y variables

n = The number of individuals in the sample

X = X variable value

Y = Y variable value

The trial was performed on 15 people/respondents, resulting in an r-count for each questionnaire number. Then, r-count was compared with r-table (at n=15, it produces r-table = 0.514), with the following conditions:

- If r-count > r-table, it is declared valid.
- If r-count ≤ r-table, it is declared invalid.

Reliability Test

The reliability test was conducted on the research instrument, namely some questionnaire items, to find or determine reliable questionnaire items (Creswell, 2012). This reliability testing technique correlated the values of each statement item with the total score, measured using the item reliability test with Spearman-Brown analysis, with the following formula:

$$r_j = \frac{2rb}{1+rb}$$

Description:

r_j = Internal reliability of all instruments

n = Odd and even group correlation coefficients

Significance Test/t-test (Hypothesis)

It was to calculate the value of the t-statistic with the formula:

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

Description: t = Probability
 r = Correlation coefficient
 n = The number of samples
If $t\text{-count} < t\text{-a}$, H_0 is accepted.
If $t\text{-count} > t\text{-a}$, H_0 is rejected.

4. Results and Discussion

Based on the steps of method and its verification, this research yielded some data as bellow:

Promotional (X) Variable Research Results

Table 1 Promotional variable results

Table 1 Promotional variable results						
No	Statement	Assessment				
		SS	S	RG	TS	STS
I. Advertising Dimensions						
1	PT Kiswah advertises through social media, such as Instagram, Facebook, and YouTube.	22	67	5	2	0
2	PT The Kiswah advertises through billboards or banners.	14	60	20	1	1
	Average	18	63.5	12.5	1.5	0.5
II. Sales Promotion Dimensions						
3	Promotions offered by PT Kiswah can attract consumers' attention.	18	58	18	2	0
4	PT Kiswah provides special offers (discounts) for consumers at certain events.	50	39	7	1	0
	Average	34	48.5	12.5	1	0
III. Dimensions of Public Relations						
5	PT Kiswah contributes to providing service facilities and assistance to the community.	34	51	9	2	0
6	PT Kiswah maintains the company's good name in the eyes of the public.	35	52	9	0	0
	Average	34.5	51.5	9	1	0
IV. Direct Selling Dimension						
7	PT Kiswah's marketers have good and polite communication.	26	53	16	0	1
8	PT Kiswah's marketers interact directly with consumers.	12	61	21	2	0
	Average	19	57	18.5	1	0.5
V. Direct Marketing Dimension						
9	PT Kiswah conducts direct marketing through website media.	22	54	18	2	0
	Average	22	54	18	2	0

Based on the data analysis results above, it can be concluded that, on average, 84.90% of respondents agreed that PT Kiswah Mulya Sejahtera Cirebon advertised through social media and information media, such as billboards or banners. Meanwhile, 13.02% of respondents expressed doubt that PT Kiswah Mulya Sejahtera Cirebon advertised through social media and information media, such as billboards or banners. The rest, 2.08% on average, admitted they disagreed.

Then, on average, 85.94% of respondents agreed that PT Kiswah Mulya Sejahtera Cirebon, in promotional activities, could attract attention and provide special offers, such as discounts to consumers in certain events. However, 13.02% of respondents stated they were doubtful that PT Kiswah Mulya Sejahtera Cirebon, in its promotional activities, could attract attention and provide special offers, such as discounts to consumers at certain events. The remaining 1.04%, on average, said that they disagreed.

In addition, on average, 89.58% of respondents agreed that PT Kiswah Mulya Sejahtera Cirebon contributed to providing services and assistance and maintaining the company's good name in the eyes of the public. On the other hand, 9.38% of respondents doubted that PT Kiswah Mulya Sejahtera Cirebon contributed to providing service and assistance facilities and maintaining the company's good name in the eyes of the public. The rest, on average, 1.04%, said they disagreed.

Moreover, on average, 79.17% of respondents agreed that PT Kiswah Mulya Sejahtera Cirebon's marketers interacted directly with consumers and had good and polite communication. Nevertheless, 19.27% of respondents doubted that PT Kiswah Mulya Sejahtera Cirebon's marketing staff interacted directly with consumers and had good and polite communication. The remaining 1.56%, on average, stated they disagreed.

Finally, on average, 79.17% of respondents agreed that PT Kiswah Mulya Sejahtera Cirebon's marketing activities were directly through the media website. Meanwhile, 18.75% of respondents expressed doubts about PT Kiswah Mulya Sejahtera Cirebon in direct marketing activities through the media website. Also, the remaining 2.08% admitted they disagreed.

The data above corresponds to what was found by Rusdi et al. (2020) that advertising marketing strategies on social media influence in determining purchasing decisions. Determination of strategy in marketing related to purchasing decisions explained that technology brought major changes that previously worked manually and had begun to be developed digitally. Hidayat et al. (2021) argue that through promotional activities, advertising is one of the strategies in marketing communications, to introduce or explain the product is marketed. Strategy that is often used in the shooting target market is the grouping of market/segment as an area prospective buyers/users. Selection of a specific market group will be easier to communicate through media advertising products. Strengthened by Alexandrescu & Milandru (2018) that the marketing communication system is the general framework in which promotion takes the form of the promotional mix, based on the four promotional tools: advertising, personal sales, promotion sales and public relations, aimed at presenting the organization, its products and services, at raising awareness of potential customers, and of course, at increasing sales to get more profit..

Consumer (Y) Variable Research Results

Table 2 Consumer variable results

Table 2 Consumer Variable Results						
No	Statement	Assessment				
		SS	S	RG	TS	STS
I. Cultural Dimension						
1	The culture of my environment influences me in using PT Kiswah's transportation services.	8	61	18	7	2
2	Various social class groups can use PT Kiswah's transportation services.	18	63	11	4	0
3	Various social class groups can use PT	17	57	21	1	0

Kiswah's transportation services.

		Average	14.3	60.3	16.7	4	0.67
II. Social Dimension							
4	I was recommended by an organization friend to use PT Kiswah's transportation services.	11	70	13	2	0	
5	My family advised me to use PT Kiswah's transportation services.	6	65	21	3	1	
6	The leader or chairperson suggested that I use PT Kiswah's transportation for recreational trips.	6	60	24	6	0	
	Average	7.67	65	19.3	3.67	0.33	
III. Personal Dimension							
7	Age affects consumer thinking patterns to decide to use the service transportation PT Kiswah.	10	65	14	5	2	
	Average	10	65	14	5	2	
IV. Psychological Dimensions							
8	Motivating consumers will increase trust.	9	63	22	2	0	
9	Perception influences the use of PT Kiswah's transportation services.	11	66	19	0	0	
10	Trust and attitude are crucial to consumers.	19	54	23	0	0	
	Average	13	61	21.3	0.67	0	

Based on the data analysis results above, it can be concluded that, on average, 77.78% of respondents agreed that the culture of the living environment, sub-cultures, such as religion, race, ethnicity, and social class groups could influence consumers in using tourism transportation facilities at PT Kiswah Mulya Sejahtera Cirebon. Meanwhile, 17.36% of respondents expressed doubt that the culture of the living environment and sub-cultures, such as religion, race, ethnicity, and social class groups, could influence consumers in using tourism transportation facilities at PT Kiswah Mulya Sejahtera Cirebon. The rest, 4.86%, on average, said they disagreed.

On average, 75.69% of respondents also agreed that it was recommended by members of the organization, family, and the chairperson or leadership to use tourism transportation facilities at PT Kiswah Mulya Sejahtera Cirebon. However, 19.33% of respondents were hesitant to be recommended by members of the organization, family, and the chairperson or leadership to use tourism transportation facilities at PT Kiswah Mulya Sejahtera Cirebon. The remaining 4.17%, on average, stated they disagreed.

Then, an average of 78.13% of respondents agreed that age influenced consumer thinking patterns to decide on using tourism transportation facilities at PT Kiswah Mulya Sejahtera Cirebon. In addition, 14.58% of respondents expressed doubt that age influenced consumer decision-making in choosing to use tourism transportation facilities at PT Kiswah Mulya Sejahtera Cirebon. Meanwhile, the rest, on average, agreed.

Moreover, an average of 77.08% of respondents agreed that providing motivation, perceptions, beliefs, and attitudes was crucial for consumers in using tourism transportation facilities at PT Kiswah Mulya Sejahtera Cirebon. Meanwhile, 21.33% of respondents admitted they doubted that providing motivation, perceptions, beliefs, and attitudes was

crucial for consumers in using tourism transportation facilities at PT Kiswah Mulya Sejahtera Cirebon. However, the remaining average of 0.69% stated they disagreed.

The above data is in line with the data from Indrayani (2021) who concluded that the digital age makes all parties deal with delivery services, both e-commerce, and consumers. Not a few confused consumers choose a delivery service that is able to fulfill their desires. Based on the results of the his study, the order of criteria used by consumers is the time of collection and delivery of goods amounting of loss and damage of goods and accuracy of information. A line with Ayaviri-nina et al. (2022) concluded that demographic and cultural factors that determine, to a lesser extent, consumer purchase behaviour in regard to organic products. The study determined that motivation, emotions, and feelings are significantly related to the consumer's attitude and purchase of organic products. Strengthened by Smith & Eroglu (2014) that developed with consumer evaluation delineated on usability and experiential dimensions. The usability dimension consists of items capturing ease of use, error recovery, security, and customization constructs. The experiential dimension consists of items capturing satisfaction, socialization, empathy, and privacy sensitivity constructs. A discrete choice model shows that the scale performs equally well for both website and telephone contact methods. The

The Effect of Promotion on Consumers

A correlation value (r) of 0.720 was obtained, so promotions with consumers at PT Kiswah Mulya Sejahtera Cirebon had a positive influence. Therefore, implementing the promotion appropriately will increase consumers at PT Kiswah Mulya Sejahtera Cirebon.

Based on the interpretation guidelines, since the correlation coefficient was 0.600-0.799, the correlation (r) of 0.720 was in a strong category. In other words, there was a strong influence between promotions on consumer behavior in using tourism transportation facilities at PT. Kiswah Mulya Sejahtera Cirebon. Agree with these data that the influence of sales promotion on consumer purchasing decision obtained regression coefficient value in the study of Rohman (2018). Besides that, that promotion of company has a strong relations and significance with consumer buying behavior. This was emphasized by Zulfikar (2017) that there is a significant influence of promotion on consumer purchasing decisions in the use of services and infrastructure.

5. Conclusion

Based on the research results and discussion, this study this study negates that promotions in total, namely both online and offline, can be effectively captured by consumers so that they become aware of and want to use the services offered with the following conclusions can be drawn:

1. Promotion at PT Kiswah Mulya Sejahtera Cirebon was carried out quite well based on research results on 96 respondents, which were measured through the advertising, sales promotion, public relations, direct selling, and direct marketing dimensions. On average, 26.96% of the respondents stated that they strongly agreed, 57.29% agreed, 14.23% said they were unsure, and 1.5% said they did not agree.
2. The development of consumers in using tourism transportation facilities at PT Kiswah Mulya Sejahtera Cirebon was quite good based on the research results on 96 respondents, which were measured through cultural, social, personal, and psychological dimensions. On average, 11.97% of respondents stated that they strongly agreed, 65% agreed, 19.37% said they were unsure, and 3.64% said they did not agree.

3. Based on the data processing results, promotions affected consumers using tourism transportation facilities at PT Kiswah Mulya Sejahtera Cirebon.

Based on these three conclusions, the authors provide suggestions, namely: suggestions in terms of promotion should pay attention to the following four dimensions, namely the dimensions of advertising, sales promotion, public relations, direct selling, direct marketing, culture, social, personal, and psychology. In addition, future researchers should pay attention to the breadth of the population and sample and use quite a variety of methods, especially aspects of quality.

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