



The Impact Of The Marketing Content And The Quality Of The Service Of The Historical Heritage Faced The Future Decisions In The Arts And Ceramic Museum West Jakarta

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Abstract: This study aims to find out to what extent the influence of the marketing mix (X1) on the visiting decision (Y) at the West Jakarta Museum of Fine Arts and Ceramics, to know how far the impact of the quality of the service (X2) on the decision of visiting (Y). The type of research used in this research is quantitative. The population in this study was visitors to the Museum of Fine and Ceramic Art in 2019. Sampling technique uses probability sampling with a sample of as many as 100 respondents using purposive samplings. The data collection techniques used are instrumental tests, classical assumption tests, simple and double linear regression analysis, correlation coefficients, determination factors, and hypothesis tests. (uji t dan uji f). The results of the study obtained marketing mix variable significantly influenced the results of visitors with the regression equation $Y = 6,633 + 0,594 X1$, with the t count value $> t$ table ($3,740 > 1,987$). The quality of service significantly affected the outcome of the visitors, with the equation of regression $Y = 8,337 + 0,796 X2$ obtained t count $> t$ Table ($4,650 > 1,987$). Thus it can be stated that Marketing mix and Quality of Service simultaneously have a positive and significant influence on visitors' outcomes with the $Y = 4,5337 + 0,292 X1 + 0,477 X2 + e$. The correlation coefficient value of 0.827 obtains means that it has a very strong relationship, with a determination factor of 68.4% while the remaining 31.6% is affected by other factors. The test of the hypothesis obtained the value of Calculus $> F$ table ($104,969 > 3,09$), it is also reinforced with a significant value of $0,000 < 0,05$.

Keywords: Marketing mix, Quality of Service, and Visiting Decisions.

INTRODUCTION

The tourism sector has many potential that can be exploited, one of them as an effort to increase the Regional Real Income (PAD) by way of collection of tourist objects remuneration. In this case, the reward of tourism objects is included in the category of the object of rewarding business services, services provided by the rewards officers by following the commercial principle of rewards business services are carried out in order to get a profit. In rewards of business services that set the rate is from the local government, so that it can according to the targets that have been determined.

The special district of the capital of Jakarta has many tourist potential, which can be seen from the geographical, historical, and cultural location that remains to this day. Jakarta

itself became famous among tourists, from domestic tourists to foreign tourists. Most of the attractions in Jakarta are historical tours, but besides, Jakarta also has sightseeing attractions, shopping tours and artificial tours.

The mix of marketing and the quality of service provided to visitors is one of the indicators that determine the decision of visiting consumers. In this case, the quality of a museum's service is also a measure of the consumer's visit, because the service quality is one of the most important indicators for a museum. The quality of the service is the primary basis for knowing a level of consumer visiting decision. A museum can be said to be good if it is able to provide services in accordance with the wishes of consumers, as well as the service provided in conformity with consumer expectations. Good service performance will be very influential in improving the return decision.

According to Oktafani and Sigit P. (2014), Quality of service can be understood as the expected level of excellence and control over the level of such excellency to meet the customer's wishes. In this case SERVQUAL can be divided into five dimensions among others, tangible, reliability, responsiveness, Assurance, Empathy. The decision to visit a tourist is influenced by the attraction factor and the driving factor. The driving factor is the internal factor that motivates a person to travel, while the attractive factor is an external factor that comes from a destination that can attract someone to choose the destination.

Based on the above description, it is assumed that there is an influence of the mix of marketing and the quality of the historical tourist services on the decision of visitors to a tourist destination. Then this research was carried out to analyze what makes visitors come to visit the Museum of Fine Arts and Ceramics, as well as how the impact of the marketing mix and quality of services that the Museum has, and how the influence from the mixed marketing and service quality that the museum has on visitors' decision to come. So the author took the title "**The Influence of the Mixture of Marketing and the Quality of Historical Tourism Services on the Decision to Visit the West Jakarta Museum of Fine Arts and Ceramics**".

LITERATURE REVIEW AND DEVELOPMENT HYPOTHESIS

A marketing mix is a sales or promotion strategy and pricing that is unique in nature and designed to produce mutually beneficial exchanges for the target market.

According to Kotler and Armstrong (2014:76), there are several elements in the marketing mix that can be classified into four groups of meanings of each marketing mix variable, among others: a. Products: a combination of goods and services of a company that offers two target markets. b. Prices: the amount to be paid by a customer to acquire a product. c. Locations: locations: companies cover products available to target customers. d. Promotions: refers to activities that communicate the good of the product and persuade the target customer.

The marketing mix is known as the 4P: product, price, place and promotion. According to Rambat Lupiyoadi (2013:92), this marketing mix is increasingly developing mainly in the field of services, not only 4P but also reviews in terms of people, processes, and physical evidence known in the terms of service marketing mix as 7P.

According to Lupiyoadi (2013:92), it differs from the elements of the mix of services marketing, among others:

a. Product: a whole set of concepts of objects or processes that give a certain value to consumers.

b. Price: a number of sacrifices that must be paid by customers to obtain products or services.

c. Place: the relationship with which the company carries out its operations and activities.

d. Promotion: activities carried out by the company to communicate the benefits of products and as a tool to influence consumers in the activities of purchasing or using services according to needs.

e. People: people who are directly involved and influence each other in the process of exchange of products of services.

f. Process: all the combination of activities, generally consisting of schedules, procedures, mechanisms of employment, where things are produced and delivered to the consumer.

g. Physical Evidence: Where a service is created, where service providers and consumers interact, plus any material element used to communicate or support the role of the service.

Quality is either the level of badness or the level or the degree of something. This term is widely used in business, engineering, and manufacturing in relation to techniques and concepts to improve the quality of products or services produced, such as Six Sigma, TQM, Kaizen, and others. Quality can be interpreted ISO 9000 is a combination of properties and characteristics that determine the extent to which the output can meet the requirements of the customer.

According to Mauludin (2013:67), asserting that the quality of service is how far the difference between the reality and expectations of customers on the subscription they receive or obtain.

A visit decision is a decision taken by a person before visiting a place or territory, taking into account several factors. Basically, a visit decision was taken from the theory of a decision to buy a product, so in some categories a visiting decision was applied from a model of a purchase decision. Self-purchase decisions cover how individuals, groups and organizations choose, buy, use and do not use goods or services.

According to Kotler and Keller (2016:240), stated that the decision of purchase is consumer shapes the intention to buy the most preferred. Based on the statements of the experts above can be concluded consumer purchase decision based on consumer behavior to buy a good or service.

Hypothesis Development

Based on the background, the formula of the problem, and the framework of thought previously presented, the authors formulate the research hypothesis as follows:

$H_0 = 0$: There is no partial influence between the marketing mix on the decision of visiting the Museum of Fine Arts and Ceramics

$H_a \neq 0$: The marketing mix has a partial effect on the decisions of the visit to the Art and Ceramic Museum

Ho2 = 0 : There is no partial influence between the quality of service on the decision to visit the Museum of Fine Arts and Ceramics

Ha2 ≠ 0 : There is a partial influence between the quality of service on the decision to visit the Museum of Fine Arts and Ceramics

Ho3 = 0 : There is no simultaneous influence between the Marketing Mix and the Quality of Service on the decision to visit the Museum of Fine Arts and Ceramics

Ha3 ≠ 0 : there is a simultaneu influence on the marketing mix and the quality of service on the decisions of visiting the Museum.

METHODS

The type of research used in this research is quantitative research. Quantitative research methods are one type of research whose specifications are systematic, planned and clearly structured.

According to Sugiyono (2013:13), the method of quantitative research can be understood as a method of research based on the philosophy of positivism, used to research on a particular population or sample, sampling techniques are generally done randomly, data collection using research instruments, data analysis is quantitatively or statistically with the aim of testing the hypothesis that has been established.

Operational Variable Research

No	Variable	Definition	Indicator	No Question	Scale
1	Marketing Mix	Marketing mix is a sales or promotion strategy and pricing that is unique in nature and designed to produce mutually beneficial exchanges for the target market.	1. Product	1,2	<i>Likert</i>
			2. Price	3,4	
			3. Place	5,6	
			4. Promotion	7,8	
			5. People	9,10	
			6. Proses	11,12	
			7. Physical Evidence	13,14	
2	Service quality	Service quality is an economic activity whose output is not a product of consumption, equal to production time and provides added value (such as satisfaction, pleasure, entertainment, relaxation) which is intangible and when the service received by the customer is in accordance with what is expected	1. <i>Tangible</i>	1,2	<i>Likert</i>
			2. <i>Realibility</i>	3,4	
			3. <i>Responsiveness</i>	5,6	
			4. <i>Assurance</i>	7,8	
			5. <i>Emphaty</i>	9,10	
3	Visiting decisions		1. Product selection	1,2	<i>Likert</i>
			2. Brand selection	3,4	
			3. Purchase channel	5,6	

			selection	
			4. Purchase timing	7,8
			5. Purchase amount	9,10
			6. Payment method	11,12

Population and Sample

Population is the total number of subjects of study, so the population is not only people but also objects and other natural objects. Population also is not just the number that exists on the object or subject studied, but includes all the characteristics or properties that a particular subject or object possesses. So the population that the researchers used in writing this thesis was visitors to the Museum of Fine Arts and Ceramics which amounted to 188.030 during 2019.

Based on the above calculations, the sample used was as many as 100 visitors, and all were visitors to the Museum of Fine Arts and Ceramics.

RESULT AND DISCUSSION

The data analysis method used in this study is a statistical analysis method to determine the influence of the mix of marketing (X1) and quality of service (X2) on the visiting (Y) results at the Museum of Fine Arts and Ceramics. Processing data on this research has been collected from various sources. The authors use the help software Ms. Excel and Statistical Product and Service Solutions (SPSS 25).

Data processing activities using Ms. Excels are related to the creation of tables while data processing activity with SPSS is used to perform the significance testing of double regression analysis.

Instrument Testing

Variable	Question Item	Corrected Item – Total Correlation	R Table	Description
Marketing Mix (X1)	Question 1	0.529	0.1966	Valid
	Question 2	0.641	0.1966	Valid
	Question 3	0.460	0.1966	Valid
	Question 4	0.486	0.1966	Valid
	Question 5	0.514	0.1966	Valid
	Question 6	0.637	0.1966	Valid
	Question 7	0.667	0.1966	Valid
	Question 8	0.672	0.1966	Valid
	Question 9	0.649	0.1966	Valid
	Question 10	0.723	0.1966	Valid
	Question 11	0.633	0.1966	Valid
	Question 12	0.544	0.1966	Valid
	Question 13	0.672	0.1966	Valid
	Question 14	0.622	0.1966	Valid
Quality of Service (X2)	Question 1	0.684	0.1966	Valid
	Question 2	0.680	0.1966	Valid
	Question 3	0.681	0.1966	Valid
	Question 4	0.638	0.1966	Valid



	Question 5	0.682	0.1966	Valid
	Question 6	0.743	0.1966	Valid
	Question 7	0.730	0.1966	Valid
	Question 8	0.609	0.1966	Valid
	Question 9	0.621	0.1966	Valid
	Question 10	0.779	0.1966	Valid
Visit Decision (Y)	Question 1	0.531	0.1966	Valid
	Question 2	0.706	0.1966	Valid
	Question 3	0.716	0.1966	Valid
	Question 4	0.639	0.1966	Valid
	Question 5	0.539	0.1966	Valid
	Question 6	0.715	0.1966	Valid
	Question 7	0.566	0.1966	Valid
	Question 8	0.641	0.1966	Valid
	Question 9	0.713	0.1966	Valid
	Question 10	0.682	0.1966	Valid

From the above table it can be seen that each item of the statement has r count $>$ of the table r (0,1966) and a positive value. Thus, the statement element is declared valid.

Visit Reliability Test Results (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.893	10

Test results using SPSS showed that Cronbach's Alpha test result was 0.893. This figure exceeds the significant value of 0.60. Then it can be concluded that the variable of the visiting decision (Y) is reliable.

Double Correlation Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.827 ^a	.684	.677	2.289

a. Predictors: (Constant), Total_X2, Total_X1

Analysis of the correlation coefficient between the marketing mix (X1) and the quality of service (X2) of the visiting results (Y). Based on the results of the test of the double correlations, the value of the Correlation Coefficients R of 0.827, since the results are between 0.80 – 1,000, can be concluded that there is a correlated or very strong relationship between the variable of the marketing combination and the service quality of visiting decisions.

Results of Determination Coefficient Test between Variable X1 and variable X2 versus Variable Y

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.827 ^a	.684	.677	2.289

a. Predictors: (Constant), Total_X2, Total_X1

Based on the calculations in table 4.25 above, there is a determination coefficient value of (R Square) 0.684. It can then be concluded that the mixed variable of marketing and quality of service to the visiting decision was 68.4%. While the remaining 31.6% was influenced by other variables.

F test results (Simultaneous)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1099.586	2	549.793	104.969	.000 ^b
	Residual	508.054	97	5.238		
	Total	1607.640	99			

a. Dependent Variable: Total_Y

b. Predictors: (Constant), Total_X2, Total_X1

Based on the results of the tests in the above table obtained value F count > F table or (104,969 > 3,09) it is also reinforced with a significance value of 0,000 < 0,05. So it can be concluded that there is a mix of marketing and quality of service simultaneously influence on the decision to visit the Museum of Fine Arts and Ceramics.

CONCLUSIONS

Based on the description in the previous chapters, and from the results of the analysis and discussion on the influence of the marketing mix and the quality of service on the visitor's results, as follows:

1. Marketing mix has a positive and significant influence on the visitors' results with a linear regression equation $Y = 6,633 + 0,594 X1$, and a correlation value of 0,783. Meaning that both variables have a strong relationship rate with a determination coefficient of 61.4%. The hypothesis test is obtained t count > t table or table (3,740 > 1,987). Thus H0 is rejected and

H1 is accepted means that there is a significant positive influence between marketing mix on the visitors' results.

2. Quality of service is significantly positive and influences the visitor's outcome with a regression equivalent $Y = 8,337 + 0,7962$, and the correlations value is 0.799. Meaning both variable has a strong level of relationship with determination factor of 63.8%.

3. The mix of marketing and quality has a positive and significant influence on patient customer satisfaction with the regression equation $Y = 4,537 + 0,292 X1 + 0,477 X2$ and the correlation value of 0,827. This means that a free variable with a bound variable has a strong ratio of relationship with a determination coefficient of 68.4%, while the remaining 31.6% is influenced by other factors. The hypothesis test obtained the value of F count > F table or (104,969 > 3,90). H0 is thus rejected and H3 is accepted. That means there is a positive and significant simultaneous influence between the mix of marketing and the quality of service on the decision to visit the Museum of Fine Arts and Ceramics.

ACKNOWLEDGEMENT

Thank you very much to all the parties who have helped in making this article. Specifically to:

1. All the lecturers of the Faculty of Economics and Business Management Studies Program S-1 University of Pamulang
2. All the professors of the postgraduate faculty of Prodi Management S2 University of pamulang
3. A beloved family that has provided support both morally and materially.

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