The effect of tourist attraction, location and promotion toward local tourist decision visit to Air Manis beach in Padang city in new normal policy

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Abstract. This study aims to analyze the effect of local tourist attraction, location and promotion toward the tourists decision among pandemic covid-19 and usefull for government to make a tourist marketing strategic of local tourist visiting of Air Manis Beach in Padang city which is famous with the legend of the stone Malin Kundang, a rebellious child who was cursed by his mother to became a stone. This legend really makes people curious about the existence and shape of the rock which is located on this beach. Data analysis using Partial Least Square (PLS) with 100 respondents with purposive sampling method shows that 1) Attractiveness does not affect to the decision of tourists to visit the marine tourism object of Air Manis beach 2). Location has a positive effect on tourists decision to visit the marine tourism object of Air Manis beach 3) Promotion does not affect the decision of tourists to visit the tourist object of Air Manis beach. From the results of the research, it can be suggested the manager of tourist objects in this case the regional government pay more attention and improve more on locations such as road access to beach locations and providing sufficient and safe parking locations, so that tourists can park vehicles comfortably and the provide the availability of cleanliness facilities such as toilets.

1.Introduction
The Covid-19 pandemic give boredom many people in the midst of implementing social distancing, but after the implementation of the new normal policy by the government, people could return to enjoying tourism. Before the Covid-19 pandemic hit, the number of international tourists visited Indonesia was 10,406,759 tourists with an income of US $ 10,761,000. The tourism and travel industry GDP is US $ 28,208,900 and as many as 3,468,400 jobs were available in the tourism sector. So that currently tourism represents 6% of the country's exports, the government recognizes the potential of tourism and invests around 9% of the state budget for the tourism sector. (www.CNNIndonesia.com). However, due to the Covid pandemic, the rate of tourist visits to Indonesia has decreased drastically by 30.62% until March 2020 (BPS. 2020). However, the government hopes that after the implementation of the new normal tourism policy it can gradually recover and the community's economy can return to normal.

Base on a survey held by the Alvara Research Center conducted on April 9, 2020 which were followed by 504 respondents came from various regions, regarding activities to be carried out after the pandemic ended, travelling came in the first rank (21.8%) far above visiting families/friends (13.9%)
Most of the participants said that they had a great desire to travel to a new place after 3 months in quarantine, especially millennials. Millennials became the most excited group of people who agree with the new normal term as currently the term new normal is widely touted in many countries that have experienced lockdown because after a few months staying at home people want to go back for a tour and relaxation.

For the city of Padang, the most visited tourist attraction during the new normal period is Air Manis Beach which is famous for the existence of a stone, namely Batu Malin Kundang, a community legend which tells us about a mother's curse on her disobedient child. Along with the increasing need for recreation, this tourist object is increasingly being sought by the public. The ability of a tourist object can provide satisfaction for visitors to create the desire of visitors to visit the tourist attraction again and recommend it to others [6].

Factors that generate possessive interest and how the choice of tourist destinations is important to be known by managers and service providers of tourist attractions, to be able to take steps that must be taken in marketing tourist destinations [10]. One of the steps that can be taken in marketing tourist destinations is the provision of tourist attractions, locations and promotions at these tourist destinations.

The institutions and companies responsible for the development and promotion of tourist destinations need to determine the factors influencing tourists’ destination choices. It is recognised that destination is not only a tourism product, offering an integrated experience to customers, but it is also a perceptual concept, which is interpreted subjectively by the consumers and is dependent on a wide range of factors. Sirakaya and Woodside [7] stated that there are some different type of buying from buying decision. According to Um and Crompton [8] asserts that destination selection is a three-stage process including (1) composition of awareness set, (2) evoked set, and (3) final destination selection, where the latter is a condensed form of the former.

The following is the level of tourist visits Air Manis Beach from 2012 to 2019:

| Year | Number of Tourists |
|------|--------------------|
| 2012 | 20,929             |
| 2013 | 23,565             |
| 2014 | 24,560             |
| 2015 | 14,067             |
| 2016 | 48,400             |
| 2017 | 66,137             |
| 2018 | 95,357             |
| 2019 | 148,955            |

Source: The City of Padang Tourism and Culture Office 2019

From table 1 above we can see that the number of visitors to the Air Manis Beach tourist attraction in the city of Padang in the last 5 years has experienced fluctuations in the number of visitors. But after 2016 there was an increasing trend in the number of ourists. At the time of the implementation of the new normal policy there was high enthusiasm from visitors at Air Manis Beach Padang as evidenced by the number of visitors traveling (survey July 2020)

From the background above it can be suggest he hypoteses below:

H1: Tourism has a positive effect on visiting decisions
H2: Location has a positive effect on visiting decisions
H3: Promotion has a positive effect on visiting decisions
2. Method
The data to be processed from the research results use Partial Least Square (PLS) software as a technique to analyze data, and to determine the frequency SPSS 20.0 was used. The purpose of PLS is to find the optimal predictive linear relationship that exists in the data. Although PLS can also be used to confirm the theory, it can also be used to explain the presence or absence of a relationship between latent variables. Partial Least Square (PLS) is a powerful analysis method. Therefore it is not based on many assumptions, so the data does not have to be normally distributed multivariate, and the sample does not have to be large [2]. The number of samples is 100 local tourists who visit Air Manis Beach after the new normal policy was applied by the Indonesian government with the sampling technique using purposive sampling.

3. Result and Discussion
3.1. Convergent Validity
Convergent validity of the measurement model with reflective indicators can be seen from the correlation between the score of the item or indicator and the construct score. Individual indicators are considered reliable if they have a correlation value above 0.70. However, research on the development stage of a loading scale of 0.50 to 0.60 is still acceptable [2]. Another test is to assess the validity of the construct by looking at the AVE value, a good model is required if the Average Variance Extracted (AVE) of each construct is greater than 0.50 [2].

By looking at the correlation output between indicators and their constructs, the table below will display the loading factor and AVE values in table 2 as follows:

| Table 2. | Output Loading Factor |
|----------|-----------------------|
| Construct | Loading Factor |
| Tourist attraction (X1) | DT1 0.608  |
| | DT2 0.679  |
| | DT3 0.777  |
| | DT4 0.783  |
| | DT5 0.705  |
| Location (X2) | L1 0.308  |
| | L2 0.770  |
| | L3 0.796  |
| | L4 0.715  |
| | L5 0.691  |
| Promotion(X3) | P1 0.789  |
| | P2 0.815  |
| | P3 0.832  |
| | P4 0.694  |
| Visit decision (Y) | KB1 0.524  |
| | KB2 0.741  |
| | KB3 0.725  |
| | KB4 0.786  |
| | KB5 0.773  |

Source: Data processed by SmartPLS, 2020

From the table above, it can be seen that the loading factor value on each indicator of this study found several invalid indicators. The loading factor value is said to be valid if it is more than 0.7 and if the loading factor value is below 0.7 then the indicator is said to be invalid. The invalid indicators are DT1, DT2, L1, L5, P4 and KB1. If the question indicator is invalid, then the question indicator
must be issued and the validity test is repeated until all the question indicators for each variable are valid. The following will display the results of the validity test and the AVE value.

| Construct          | Loading Factor | AVE  |
|--------------------|----------------|------|
| Tourist attraction (X1) | DT3 0,777      |      |
|                    | DT4 0,783      | 0,635|
|                    | DT5 0,705      |      |
| Location (X2)      | L2 0,770       |      |
|                    | L3 0,796       | 0,627|
|                    | L4 0,715       |      |
| Promotion (X3)     | P1 0,789       |      |
|                    | P2 0,815       | 0,697|
|                    | P3 0,832       |      |
| Visit decision (Y) | KB2 0,741      |      |
|                    | KB3 0,725      |      |
|                    | KB4 0,786      | 0,591|
|                    | KB5 0,773      |      |

Source: Data processed by SmartPLS, 2020

Based on table above, it can be seen that the indicators of each variable above are declared valid, because the loading factor value of each indicator is greater than 0.70. Furthermore, the Average Variance Extracted (AVE) value must be greater than 0.50. Table 4.8 shows that the AVE value of all variables is greater than 0.50, which means that it meets the requirements and can be used as a reference for further analysis.

![Figure 1. structural model image of data processing using the following smartPLS](image)
3.2. Discriminant validity

Discriminant validity of the measurement model with reflexive indicators is assessed based on the cross loading measurement with the construct. If the construct correlation with the measurement item is greater than the other construct measures, then this shows that the latent constructs predict the size of their block better than other block sizes [2].

To test discriminant validity with reflective indicators, it can be done by looking at the cross loading comparison of each variable as in the table below:

| Tourist attraction (X1) | Location (X2) | Promotion (X3) | Visit decision (Y) |
|-------------------------|---------------|-----------------|--------------------|
| DT3                     | 0.803         | 0.315           | 0.567              | 0.200              |
| DT4                     | 0.849         | 0.245           | 0.617              | 0.248              |
| DT5                     | 0.735         | 0.339           | 0.491              | 0.172              |
| L2                      | 0.408         | 0.817           | 0.189              | 0.636              |
| L3                      | 0.200         | 0.843           | 0.154              | 0.559              |
| L4                      | 0.241         | 0.709           | 0.288              | 0.428              |
| P1                      | 0.628         | 0.254           | 0.839              | 0.164              |
| P2                      | 0.570         | 0.196           | 0.882              | 0.228              |
| P3                      | 0.583         | 0.200           | 0.781              | 0.183              |
| KB2                     | 0.081         | 0.455           | 0.160              | 0.772              |
| KB3                     | 0.244         | 0.517           | 0.255              | 0.741              |
| KB4                     | 0.244         | 0.559           | 0.181              | 0.809              |
| KB5                     | 0.224         | 0.597           | 0.128              | 0.800              |

Source: Data processed by SmartPLS, 2020

It can be seen in the table above, there is good discriminant validity due to the results of the correlation value of indicators on each variable, namely, attractiveness (X1), location (X2), promotion (X3) and decision to visit (Y) to the construct which is greater when compared to the correlation value of the indicator with other constructs.

This can be seen in the table above, where the attraction indicator (X1) has a loading factor of 0.849, then the location indicator (X2) has a loading factor of 0.843. Furthermore, the promotion indicator (X3) has a loading factor of 0.882 and the visiting decision indicator (Y) has a loading factor of 0.809.

3.3. Reliability Construct

To measure construct reliability, it can be done with two criteria, namely composite reliability and Cronbach alpha from the indicator block that measures the construct. The construct is declared reliable if the composite reliability and Cronbach's alpha value is above 0.70 [2]. In the table below are the results of the composite reliability and cronbach's alpha values as follows:

| Composite Reliability | Cronbach’s Alpha |
|-----------------------|------------------|
| Tourist attraction (X1) | 0.839             | 0.715             |
| Location (X2)         | 0.834             | 0.705             |
| Promotion (X3)        | 0.873             | 0.783             |
| Visit decision (Y)    | 0.852             | 0.769             |

Source: Data processed by SmartPLS, 2020
From the data that has been processed in the table above, it can be seen that, for the composite reliability value for each variable is above 0.70, which means that the construct is declared reliable. Meanwhile for the highest composite reliability value, which is found in the promotional variable which is equal to 0.873. Furthermore, the Cronbach's alpha value on each variable is declared reliable because it has a value above 0.70. For the highest Cronbach's alpha value is the promotion variable which is valued at 0.783.

Testing the Structural Model (Inner Model)
In testing the structural model (inner model), evaluated using the R-Square for the dependent construct and t test and the significance of the structural path parameter coefficients. To assess a model with PLS starts by looking at the R-Square for each dependent latent variable. The interpretation is the same as the regression interpretation. Changes in the R-Square value can be used to see the effect of certain independent latent variables on the dependent latent variable whether it has a substantive effect [2].

| R Square |
|-----------------|
| Visit decision(Y) | 0.489 |

Source: Data processed by SmartPLS, 2020

Based on the R-square table above, it shows that the decision to visit has an R-square value of 0.489. This means that 48.9% of the visiting decision variable is influenced by the attractiveness, location and promotion variables. The other 51.1% is influenced by other variables which do not become the indicators of this study.

3.4. Hypothesis Testing
The estimated parameters provide provides very useful information about the relationship between the research variables. In this study, 3 hypotheses are proposed. Tests were carried out on the effect of attractiveness, location and promotion on the decision of tourists to visit Air Manis Beach tourism object in Padang city. It is conducted to determine whether the hypothesis is accepted or not. The hypothesis will be accepted if the t-statistic value exceeds the t-table value for the 0.05 significance level of 1.96 [2]. The table below display the results of the data path coefficient processing as follows

| Table 7. Path Coefficients |
|----------------------------|
| **Original Sample (O)** | **Sample Mean (M)** | **Standard Deviation (STDEV)** | **T-Statistics (O/STDEV)** | **P-Values** |
| Tourist attraction (X1) -> Visit decision (Y) | 0.061 | 0.048 | 0.115 | 0.529 | 0.597 |
| Location (X2) -> Visit decision (Y) | 0.693 | 0.698 | 0.080 | 8.617 | 0.000 |
| Promotion (X3) -> Visit decision (Y) | 0.100 | 0.102 | 0.105 | 0.952 | 0.342 |

Source: Data processed by SmartPLS, 2020

In table 6, it can be seen that the effect of attractiveness on visiting decisions has no effect. This can be seen from the P value of 0.05, which is 0.597 and the t statistic is small, of 1.96, which is 0.529,
then the original sample value is negative of -0.061. From this explanation, it means that hypothesis 1 (H1) is rejected, while the effect of location on the decision to visit has a significant effect. This can be seen from the P value as small as 0.05 which is equal to 0.000 and the t statistic is large than 1.96 which is 8.617, then the original sample value is positive at 0.693. From this explanation, it means that hypothesis 2 (H2) can be accepted.

Furthermore, the effect of promotion on visiting decisions has no effect. It can be seen from the P value of 0.05 which is equal to 0.342 and the t statistic is small of 1.96 which is 0.952, then the original sample value is positive of 0.100. From this explanation, it means that hypothesis 3 (H3) is rejected.

3.5. The Effect of Attractiveness on Tourist Decisions to Visit Air Manis Beach Tourism Objects in Padang City

From results of testing the first hypothesis can be concluded that attractiveness does not affect tourists to visit Air Manis Beach in the city of Padang. This is likely the lack of tourist interest due to the cleanliness of the beach that is not maintained, causing the tourist to be uncomfortable in that location. In addition, the facilities provided are inadequate for visiting tourists. A resting place such as a hut for tourists who sit and relax and place parking are not well organized, so that when the holidays arrive it is difficult to manage the surge in tourists visiting. As a result, tourists prefer to visit nearby tourist objects as an alternative. This causes a the tourist not to be interested in visiting the location lack of tourist attraction to visit and states that the attraction does not affect tourists to visit Air Manis Beach in the city of Padang. The results of this study are in line with research conducted by (Irma Riantika, 2016) that who contended the effect of electronic word of mouth, attractiveness and location on the decision to visit tourists at Curug Sidoharjo concluded that the attractiveness variable did not have a significant effect.

This study also contradicts previous research, such as research conducted on the effect of tourist attraction on the decision to visit Indonesian tourists (Juwita & Hariyanto, 2016). The results of this study conclude that the attractiveness variable has a significant effect on the decision of tourists to visit. The same thing can be concluded about the effect of advertising and tourist attraction on the decision of tourists to visit Firdaus Beach tourism objects in North Minahasa district (Lapian & et al., 2015). The results of this study concluded that the attractiveness variable has a positive and significant effect on the decision of tourists to visit. Regarding the effect of attractiveness, facilities and accessibility on the decision of foreign tourists to visit Aloita Resort in Kep. Mentawai (Syahrul, 2015), the results of this study concluded that the attractiveness variable had a positive and significant effect on tusun tourists visit.

3.6. The Influence of Location on Tourist Decisions to Visit Air Manis Beach Tourism Objects in Padang City

Based on the results of the second hypothesis testing, it can be concluded that the location affects tourists to visit Air Manis Beach in the city of Padang. Location is an easy access to services for potential customers (Tjiptono, 2011). Location related to where the company should be headquartered and carry out its operations or activities [4]. Research on the effect of location, facilities, and services on purchasing decisions (study on the Guwang Sukawati art market) (Gama & et al., 2016), state that the location variable has a positive and significant effect on the decision of tourists to visit.

Furthermore, research on the effect of price, location, and facilities on the decision to use the services of the Toar Lumimuut (Eman Park) Sonder (Lempoy, 2015) tourism park states that the location variable has a positive and significant effect on the decision of tourists to visit. In previous research which also examined the effect of location, facilities and services on the decision to visit the Taru Jurug Solo Animal Park (Sudawarti, 2017). The results of this study indicate that the location variable has a significant influence on the decision of visiting tourists.

3.7. The Influence of Promotion on Tourist Decisions to Visit Air Manis Beach Tourism Objects in Padang City
The results of testing the third hypothesis can be concluded that promotion does not affect tourists to visit Air Manis Beach in the city of Padang. This could be due to a lack of promotion and various information about the beach so that it does not affect tourists to visit. It can also be seen that destination information about this Air Manis Beach tourist attraction is mostly obtained through information from family and friends. From a lack of tourist attraction to visit To this Air Manis Beach, in the end tourists who visit give the impression that they are not satisfied, so that there is a lack of word of mouth promotion. This states that the promotion does not influence tourists to visit Air Manis Beach in the city of Padang. The results of this study are in line with research conducted by (Debbie Novia & et al., 2013) that the effect of the marketing mix on the decisions of domestic tourists to surf in the Mentawai Islands concludes that the promotion variable does not have a significant effect.

This research also contradicts previous research, which is like previous research that has been conducted on the effect of location, price and promotion on decisions about using laundry services (Case Study on Simply Fresh Laundry Consumers in Tembalang, Semarang) (Hamonangan, 2017). The results of his research concluded that promotional variables also have a significant influence on consumer decisions. Similar to research on the effect of service quality and promotion on decisions to visit new oceanfront tourist attractions (Ramadhan, 2016), the results of this study conclude that promotional variables also have a significant effect against tourist decisions. Similar to research on the effect of marketing mix on the decision process to visit the Ranggawarsita Museum Semarang (Purnama & Murwatiningsih, 2014), the research concluded that promotional variables have a positive and significant effect on the decision to visit the Ranggawarsita Museum Semarang.

4. Conclusions
Based on the results of this study, we can see that the location variables have a positive and significant impact on the decision of tourists to visit Air Manis Beach tourist attractions. Air Manis Beach tourism objects still need assistance to be a better tourist attraction in the future. This research looks at the location. influencing visiting decisions is known from the access to tourist objects and the comfort of the tourist object's environment. This implies that the location has an important role in influencing tourists to visit Air Manis Beach, where the most dominant variable influences the decision of tourists to visit Air Manis Beach tourist objects, namely the location variable and for that the location carried out by Air Manis Beach must be maintained and further improved. It is recommended for agencies to pay more attention and increase again in the location, such as access to beach locations and being able to provide strategic locations to make it easier for tourists to visit Air Manis Beach. The availability of parking spaces is a side that is considered so that managers should make good arrangements, so that tourists can park their vehicles comfortably. And the number of toilets and their cleanliness also need to be considered.

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