



The effect of location and the promotion mix on visitors' interest: The case of Muara Beting beach and the forest of Mangrove Muara Gembong Bekasi

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Abstract

This study aims to determine how much influence the location, and the promotion mix have on visitor interest in the Muara Beting Beach and Muara Gembong Mangrove Forest in Bekasi, Indonesia. The variable of location has three indicators, they are: sales location, distribution coverage, and transportation. Additionally, the variable of the promotion mix has four indicators including advertising, personal selling, sales promotion, and public relations and publicity. The variable of visitor interest has four indicators, which are the transactional interest, referential interest, preferential interest, and explorative interest. This research was quantitative by using T-test and F-test with a significance level of 5%. The population included 12,000 people and by using the sampling technique based on the Slovin formula this led to a sample of 420 respondents in the Muara Beting Beach and Muara Gembong Mangrove Forest in Bekasi. The results of this study were attained using a multiple linear analysis and hypothetical testing using a t-test. It was found that location variables on the interest of visitors have a significant effect so that the hypothesis of the study is accepted. The t-test of the promotion mix variable on the interests of visitors also have a significant influence. The results of the F-test showed that the location and promotion mix have a significant and positive effect on the interests of visitors at Muara Beting Beach and Muara Gembong Mangrove Forest. The managerial relevance and research opportunity of further studies in this area which is linked to marketing strategies is very important.

Keywords: Location, promotion mix, visitor interest, Bekasi, Indonesia.

Introduction

In this era of very rapid globalization, the tourism business world in many fields has caused intense business competition between companies. This competition is very vulnerable because every business activity carried out by a company is never out of the eyes of competitors. Indonesia is one of the archipelagic countries which has very attractive tourism potential to be further developed such as mountain tourism, sea tourism, and even cultural tourism. The world of tourism is currently a sector that the government relies on in order to increase the country's foreign exchange. Now tourism has become a necessity for people in various regions (Ni Wayan Marsha Satyarini, Myrza Rahmanita, & Sakchai Setarnawat, 2018). Currently Indonesia has a theme to increase state revenue from the tourism segment called 'Wonderful Indonesia', which began in 2011 after the country previously used the theme of 'Visit Indonesia'. Wonderful Indonesia is delivered with various mediums / channels of communication, namely the use of digital media through the official website of Indonesia Travel and also social media that aims to promote this theme in order to increase the amount of foreign and local tourists. This will increase income that are needed and beneficial for the Community Economy in an area that has many beautiful tourist attractions and are worth visiting.



Indonesia is a country that has thousands of islands and beautiful beaches. Some of the famous beaches in Indonesia are Kuta beach, Pelabuhan Ratu beach, Parangtritis beach and many more. However, who would have thought that Bekasi which is an industrial area, West Java Bekasi Bekasi district with minimal tourist destinations can be a useful site? However, it turns out that Bekasi has several beautiful beaches, one of which is the Muara Beting beach and the Mangrove Forest in the Muara Gembong district. Muara Beting Beach and Mangrove Forest, which is very far from the hustle and bustle of Bekasi City, is surrounded by a vast area of Javanese sea water that is squeezed between north Jakarta with Karawang Regency. This district is located 64 km from the center of the City / District of Bekasi. Most of the inhabitants of Muara Beting Beach and Mangrove Forests earn a living as fishermen who catch fish, crabs and also shrimp for sale to Jakarta, especially in the Clincing, Ancol and Muara Angke regions.

Muara Beting beach and Mangrove Forest tourism is a tourist area in Kab. Bekasi West Java is an interesting place to visit, especially on weekends to enjoy the sea and forest in a relaxed atmosphere before returning to activities on a Monday. This beach has an attractive natural beauty and is also suitable for those of us who really like the atmosphere of the coast near Jakarta. Not only that, the facilities there are also relatively complete. Moreover, this tourist area also consists of several tourist attractions. Not only Muara Gembong Beach can be visited, but there are still several other interesting beaches to visit as well.

In addition, at the beach one can enjoy the beauty of the Mangrove Forest which is still beautiful, and there are also some local animals that accompany tourists, such as black langur and several species of local birds in the area which avitourists would enjoy seeing. All fauna are protected so that tourists are prohibited from carrying out illegal activities such as poaching. Communities around the area also have many businesses of shrimp, fish and seaweed farming. In addition, the community at Muara Gemong Beach not only supports fishermen but additionally marine aquaculture businesses for their livelihoods. Meanwhile, the Mangrove Forest planted by the Muara Gembong Beach community can result in incoming funds to support the families of the local community. Initially the local residents did not realize that the raw materials could turn out to be processed into various products that make money, after receiving assistance in the form of training by the Tourism Awareness Group (Pokdarwis). Now some mangrove products can be produced into syrup, dodol, juice, and chips.

The planned development of the Muara Beting Coast and Mangrove Forest areas to become one of the tourist destination areas (DTW) in Bekasi district is an effort from the government which is welcomed by the people of Muara Beting in order to improve the quality of the environment and serve the idea of the development of the area which is considered to be very slow. The poor quality of settlements, the lack of infrastructural facilities such as social facilities, worship places, education institutions, health provision, apposite sanitation and even infrastructure, causes this area to be classified as a disadvantaged area, even though the location of this area is not far from downtown Bekasi and Jakarta. The government's plan to develop the Muara Beting area adjacent to the Mangrove Forest to become an area seaport, has not had a significant positive impact on development in the Muara Beting and Mangrove Forest areas yet. Various efforts have been made by the people who are members of the Muara Gembong community to promote this area to be one of the tourist destination areas giving quite encouraging results. Even the Bekasi Regent at the time, Mrs. Neneng Khasanah in her campaign at the time of the regional head election, made this area one of her work programs. Although this is only an attempt to promote the discourse, the realization has not yet been seen. However, after various efforts were made, various media came to the location to cover and research about people's perceptions in visiting the area. Some time ago, 'Abang-None Jakarta' came to the beach of Muara Beting and Mangrove Forest in Muara Gembong district in the context of tourism promotion.



The development of the tourism industry is not only related to the public travel business, but also to the amount of tourist visits to protected areas such as national parks, nature reserves, and others. Along with tourist awareness of the environment and issues about environmentally sound development these have contributed to the view of the importance of the principles of sustainable tourism. The principle of any business enterprise is anticipated to be ready to maintain environmental quality, maintain culture, empower native communities and supply economic incentives and support to the native communities, the region and therefore the government. In any event there must be support for wider stakeholder inclusivity in the dealings of any tourism venture so as to benefit society (Nicolaidis, 2015). According to Ernawati, (2016) determining the location to be used as a tourist attraction is an important task for managers or owners, because the wrong decision can result in the failure of a business to even begin. Frederick Ido Hamonanga et al., (2017) state that location is a strategic place for business in terms of distance, and the level of ease of transportation, and the key to business success is location. This reflects the importance of choosing the right location, and determining the right location as these will provide a picture of the possible success of any type of business.

The location of Muara Gembong Beach is still very difficult to reach by four-wheeler vehicles or other large vehicles. The access is difficult and transportation to get there is limited. Many roads are still potholed, with minimal directions, and even a lack of street lighting - so it is very dangerous if the visitors travel especially at night. To visit Muara Beting Beach and Mangrove Forest one has to use private transportation because public transportation is very scarce coming into the area. So it can be concluded that the location is where a business / business operates or where the company carries out activities to produce goods and services that are economical. Location is the decision made by the company regarding where the operations and staff will be located. The decision to choose the location of a tourist attraction will determine the success of the business.

Increasing competition in the beach tourism business in the modern world, managers or owners must have a marketing concept, one of which is the promotion mix or what we often know about the promotion mix. Promotion mix consists of four interrelated variables according to (Vebriina Putri Risman, 2001). Promotion Mix is also called the Marketing Communication The mix of the company is a specific combination of advertising, sales promotion, public relations, personal selling, and direct marketing tools that companies use to communicate customer value persuasively and build customer relationships. What is important is to remember that consumers are not only guests, but also active word of mouth marketers of a destination brand. A good brand reputation is vital and is advantageous in drives to establish a respectable corporate image and brand image in the minds of existing and potential consumers (Nicolaidis, 2016; 2018).

The promotion used by the manager of the Muara Beting Beach and Mangrove Forest is only to use the Personal Selling promotion method, which is word of mouth between the surrounding community and visitors, so that the Tourism of the Muara Beting Beach and Mangrove Forest is difficult to develop. The lack of attention and seriousness of development from the Central Government and the Regional Government of Bekasi Regency make tourism to Muara Beting Beach and Mangrove Forest an increasingly dirty and unattractive option when compared to other tourist destinations.

In addition to conceptualizing marketing strategies using the promotional mix method, marketing activities are also very necessary and thus considered. Marketing activities are very important in increasing visitor interest. It can be said that marketing is the spearhead of the company, because the company is one of the keys to the company's success in running its business. Marketing really determines the development and survival of the company, therefore the company / manager must have the right marketing strategy in order to enter the market and face various difficulties that will be faced. Marketing activities are a direct form of persuasion. This marketing activity is usually to attract consumers to be interested in what is promoted by the marketer. Based on the background, the researcher was interested in taking



the title of almost as "The Effect of Location and Promotion Mix on Visitor Interest in Muara Beting Beach and Muara Gembong Mangrove Forest".

The research objectives to be carried out are: to analyze the effect of location on visitor interest in Muara Beting Beach and Mangrove Forests, to analyze the effect of promotion mix on visitor interest in Muara Beting Beach and Mangrove Forests, and to analyze the effect of location and promotion mix on visitor interest in Muara Beting Beach and Mangrove Forests. A limitation is that the problems only focused on the location and promotion mix by increasing Visitor Interest in Muara Beting Beach and Muara Gembong Mangrove Forest.

Literature Review

Definition of Marketing

Marketing is a social and managerial process whereby individuals and groups get what they need and want through the creation, supply, and exchange of products and values with other parties (Hidayat & Wirda, 2014). Marketing is all activities aimed at smoothing the flow of goods or services from producers to consumers in the most efficient manner with a view to creating effective demand (Gerald Tambajong, 2013). Marketing may be a whole system of business activities that are shown to set up, verify costs, promote and distribute product, services and ideas to focus on markets so as to realize organizational goals (Hidayat & Wirda, 2014). Based on the theory, the the goal of marketing activities is satisfying the needs and desires of consumers. This is done so that consumers are willing to buy again from a company.

Visitor Interest

Visitor Interest is encouragement to motivate someone to take action (Gagah Bimo Setyo Putra, Srikandi Kumadji & Kadarisman Hidayat, 2015). Interest is an impulse, a strong internal stimulus that motivates action, where this impulse is influenced by stimulus and positive feelings for the product (Fitri Aprillia, Srikandi Kumadji, & Andriani Kusumawati, 2015).

Indicators related to Visitor Interest, interest in buying / visiting can be identified through several indicators as follows:

1. Transactional Interest

Transactional interest is the tendency of consumers to always buy back the products they have consumed

2. Referential Interest

Referential interest is the willingness of consumers to recommend the products they have consumed to others

3. Preferential Interest.

Preferential interest is an interest that describes the behavior of someone who has a primary preference on a product. Preferences can be changed if something happens with the product

4. Explorative Interest

Explorative interest describes the behavior of someone who is always looking for information about a product of interest and looking for information to support the positive properties of the product.

Location

Location is where the company operates or where the company carries out activities to produce goods and services that are concerned with economic aspects (Karim, Altje Tumbel, & Soepeno, 2015). Business location selection is one business decisions that must be made



carefully, and location is a strategic place for business in terms of distance, and the level of ease of transportation (Indarti, 2004).

Indicator of location (according to Kadek Ria Mariska Antari, Ketut Dunia & Luh Indrayani 2014):

a. Sales Location

The location of sales is an important part of the distribution channel. Good location guarantees fast access, and a large number of consumers and is strong enough to change consumer shopping and purchasing patterns.

b. Distribution Coverage:

Reach is meant here as the distance needed by consumers in visiting and shopping in a place. The distance can be a geographical distance caused by differences in the location of a place with the place of consumers.

c. Transportation:

To enable smooth shopping activities the transportation or transportation function is very important for a place and consumers.

Promotion Mix

Promotional Mix is a special ingredient of advertising, sales, personal, sales promotion and public relations that companies use to achieve marketing objectives (Febryan Sandy, Zainul Arifin & Fransisca Yaningwati, 2014). Promotion Mix is the optimal combination for various types of promotional activities or the selection of the most effective types of promotional activities in increasing sales. The understanding of promotional mix as follows, promotional mix is related to efforts to direct someone to get to know the company's products and then understand them, change attitudes, like, sure then finally buy and always remember the product.

Indicators of Promotion Mix (according to Vebriina Putri Risman, 2001):

Advertising

Advertising is non-individual communication, with a number of costs, through the media and it is carried out by companies, non-profit institutions, and individuals. Advertising is one of the most widely used forms of promotion of products. Advertising is a form of indirect communication, which is based on information about the advantages or advantages of a product, arranged in such a way as to cause a sense of fun that will change someone's mind to make a purchase. Advertising is the most widely used promotional media by marketers because it has a quick advantage in spreading information and the ability of advertisements to be remembered in a short amount of time. Forms of advertising that are commonly used include print advertisements, electronics, films, brochures, posters, leaflets, billboards and so on.

Some advertising functions that will be discussed are:

- a. Providing Information Advertising which can provide more information than others, both about the goods, price, or other information that has uses for consumers. Without such information people will be reluctant or will not know much about an item
- b. Persuading / Influencing Advertising is not only informational, but also persuading mainly to potential buyers, by stating that a product is better than another product.
- c. Creating an impression (image) with an ad, people will have a certain impression about what is advertised. In this case the advertiser always tries to create the best advertisement, by using attractive colors, illustrations, shapes, and layouts.



- d. Satisfying desires Before choosing and buying a product, sometimes people want to be told in advance about the goods or services offered or want to be persuaded that a product can do something better for them.
- e. Advertising is a communication tool and open two-way communication between sellers and buyers, so that their desires can be fulfilled in an efficient and effective way. Advertising initiatives do not always come from the seller, but buyers also often use advertising for their interests, for example, looking for work.

Individual Selling (Personal Selling)

Personal selling is an interaction between individuals, meeting each other face-to-face aimed at creating, repairing, controlling, or maintaining a mutually beneficial exchange relationship with other parties. Personal selling (face to face), is then direct communication between sellers and prospective customers to introduce a product. For example sales with sales services, sales through shops, night markets, sales percentage.

Personal selling traits include:

- a. Personal confrontation, which is a lively, direct, and interactive relationship between two or more people.
- b. Cultivation, which is the nature of enabling the development of all kinds of relationships, ranging from mere buying and selling relationships to a more intimate relationships.
- c. Response, which is a situation that seems to require customers to listen, pay attention, and respond. Therefore, these characteristics have advantages and are more flexible because the seller can observe the customer's reaction, knowing consumer desires, motives, and consumer behavior. Personal selling is a way of promotion that uses direct communication. Here the seller actively approaches the consumer and offers the product to make a purchase.

Sales Promotion

Sales promotion is defined as follows: Sales promotion are marketing activities other than personal selling, advertising, and publicity, which encourage the effectiveness of consumer and merchant buying using tools such as demonstrations, exhibitions, demonstrations, and so on (Andri Arman, 2015). Sales promotion is a form of direct persuasion through the use of various incentives that can be arranged to stimulate product purchases immediately to increase the number of items customers buy. Sales promotion is a form of direct persuasion through the use of various incentives that can be arranged to stimulate the purchase of products immediately and / or increase the amount of goods purchased by consumers. For example with a lottery, discounts, product samples, free trials, gifts for customers, refunds and so on.

The purpose of sales promotion:

- a. Attract new buyers.
- b. Give gifts / awards to consumers or customers.
- c. Increases repurchase power from old customers.
- d. Avoid consumers running to other brands.
- e. Popularize the brand or increase loyalty.
- f. Increase short-term sales volume in order to expand long-term "market share".

Public Relations and Publicity

- a. Public Relations Public relations can be defined management functions that provide an assessment of community attitudes, identity policies and procedures of individuals or organizations with community desires, and conduct an action program to gain understanding

and recognition from the public. This PR is a part or a department that is responsible for listening and accommodating all criticism, complaints or suggestions from the public. Public relations is not always a promotional tool, but what is important is that it must be able to adjust the organization to the needs of the community.

b. **Publicity** Publicity is information about a person, item or organization that is disseminated to the public through the media free of charge, or without supervision from the sponsor. Publicity is the use of news values contained in a product to form the image of the product in question. Publicity has better credibility, because justification (whether direct or indirect) and publicity messages included in news, newspaper articles, tabloids, magazines, radio, and television, the public does not view it as promotional communication. Publicity is a form of presentation, promotion, dissemination of ideas, goods and services carried out by parties or other organizations that are not producers of these products (promotion for free). For example a business or product advertised by a magazine or television because of its advantages (such as culinary tours), seminars, speeches and so on.

The publicity benefits are as follows:

- Publicity can reach people who don't want to read an ad.
- Publicity can be placed on the front page of a newspaper or in other prominent positions.
- It is considered to be more trustworthy. Publicity is much cheaper because it is done for free.

Conceptual Framework

This framework is based on a combination of consumer behavior models proposed by several previous researchers, as well as various other supporting theories that are related, as shown in figure 1.

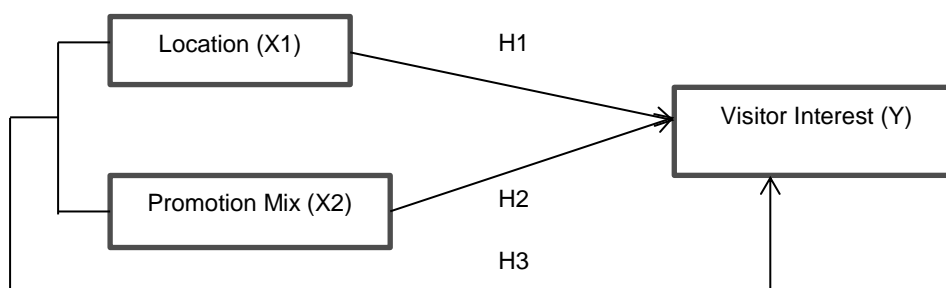


Figure 1

Three hypotheses were therefore created for the analysis as follows:

H1: There is a significant correlation between location and visitor interest

H2: There is a significant correlation between promotion mix and visitor interest

H3: There is a significant correlation location and promotion mix and visitor interest

Research Methods

Quantitative research is research which can be solved by statistical calculation (V.Wiratna Sujarweni, 2018b). This variable can be measured using instruments, so the amount of data can be analyzed using statistical procedures, analysis statistical data and data interpretation statistics. Researchers who use a quantitative approach will test a theory by specifying a hypothesis specific hypothesis, then collecting of data to support or refute hypotheses. The approach to be taken in this study is a quantitative analysis based on information statistics. The research approach in answering research problems requires careful measurements with respect to variables of the object being researched so as to produce conclusions which can be generalized, regardless of context of time, place and situation. Quantitative methods can



be interpreted as a research method based on the philosophy of positivism (Irfan Mahendra, 2015). This method is used for researching on specific populations or samples, and data collection is based on using research instruments. In this study, the population was Muara Beting Beach Visitor and total Mangrove Forests population of 12,000 people. The sample with the expected number of samples that we take can represent the population which exists. This was done according to the Slovin formula:

$$n = N / (1 + N.e^2)$$

$$n = 12,000 / (1 + 12,000 \times 5\% ^ 2)$$

$$n = 420 \text{ samples}$$

Information :

n = sample size (people)

N = Population

e = Percentage of non-binding leeway due to the desired sampling error. (5%)

Results

Based on the calculation of multiple linear regression analysis conducted through statistical tests using SPSS version 24, the following results were obtained:

Table 1. Multiple Linear Regression Analysis Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
1 (Constant)	3.387	1.126		3.008	.003
Location	.470	.057	.355	8.299	.000
Promotion Mix	.330	.041	.347	8.117	.000

a. Dependent Variable: Visitor Interest

Based on table 1 above, the regression equation is obtained as follows:

$$Y = 3.387 + 0.470 X_1 + 0.330 X_2 + e$$

The equation model means that:

1. Constants = 3.387 give the sense that if the Location and Promotion Mix variables are assumed to be absent, the Visitor Interest has a value of 3.387.
2. Location Coefficient (X₁)
Location coefficient value of 0.470. This means that if every 1 location value increases, it will also be followed by an increase in Visitor Interest by 0.470.
3. Promotion Mix Coefficient (X₂)
The coefficient value of Consumer Trust is 0.330. This means that if there is an increase in 1 value of the Promotional Mix, it will also be followed by an increase in the Promotional Mix of 0.330.

Determination Coefficient Test (R²)

In the regression analysis it is also necessary to see what percentage of the variation of the dependent variable can be explained by the variation of the independent variables. For this reason, the coefficient of determination (R²) is used. The coefficient of determination is between zero and one. If the coefficient value approaches zero, then the ability of the independent variable in influencing the dependent variable in the study is very limited. Then,



if the coefficient value approaches number one, the ability of the independent variable provides almost all information about the dependent variable, meaning that the independent variable contributes perfectly to the dependent variable. R Square value of 0.334 or 33.4%. This means that 33.4% variable Visitor Interest can be explained by variations of both independent variables, namely Location and Promotion Mix, while the rest 66.6% explained by other causes which is outside the variable in this research.

T test

This test basically shows how far one variable influences things independently and also individually (partial) in explaining a variation dependent variable. It is used as a hypothesis-testing tool, which allows testing of an assumption applicable to a population. Table 2:

Table 2. Multiple Linear Regression Analysis Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
1 (Constant)	3.387	1.126		3.008	.003
Location	.470	.057	.355	8.299	.000
Promotion Mix	.330	.041	.347	8.117	.000

a. Dependent Variable: Visitor Interest

From the results of the above table 2, it can be known:

The Location variable (X1) obtained sig value 0,000 < 0.05 (α) or value significance is less than 0.05. Then from that H0 is rejected or Ha is accepted, which means that partially Location (X1) influences significance of Visitor Interest (Y). Then for the variable Mix Promotion (X2) obtained sig. 0,000 < 0.05 (α) or more significance value smaller than 0.05. Then H0 is rejected or Ha is accepted which means that it is Partial Promotion Mix (X2) significant effect on Visitor Interest (Y).

Discussion of research results

The results of the various tests that have been conducted on Location and Mix Promotion of Visitor Interests at Muara Beting Beach and Forest Mangroves, can be explained as follows:

1. Effect of Location on Visitor Interest

Based on test results and data analysis, the results of partial test calculations show the sig value. 0,000 < 0.05 (α) or a significance value of less than 0.05. Therefore H0 is rejected or Ha is accepted, which means that Location (X1) partially influences the significance of Visitor Interest (Y). Which means that if the location of the Muara Beting Beach and Mangrove Forest is very affordable to tourists, it will increase the Visitor Interest of tourists.

2. Effect of Promotion Mix on Visitor Interest

Based on test results and data analysis, the results of partial test calculations show the sig value. 0,000 < 0.05 (α) or more significance value smaller than 0.05. Then H0 is rejected or Ha is accepted which means that Partial Promotion Mix (X2) influences the significance of Visitor Interest (Y). Which means that if the Promotion Mix increases it will also increase Visitor Interest to travel to Muara Beting Beach and Mangrove Forest

3. Effect of Location and Promotion Mix on Visitor Interest

Based on the results of simultaneous tests sig. 0.000 < 0.05 (α) or a significance value of less than 0.05. Therefore H0 is rejected or Ha is accepted, which means that simultaneously Location (X1) and Promotion Mix (X2) significantly influence Visitor Interest



(Y). Based on these two things, it indicates that together or simultaneously the location and promotion mix variables have a significant effect on the interest levels of tourists.

Then according to the results and analysis the coefficient of determination that has been done, shows an adjusted value R Square of 0.334 or 33.4%. This means that 33.4% of the variables on Visitor Interest can be explained by variations of both variables independently, namely Location and Mix Promotion. While the remaining 66.6% is explained by other causes which are outside the variables in this study. Each of the Location levels and the Promotion Mix have a role which is very important towards interesting regular visitors.

F test

This test basically shows whether all the variables are independent or included in the model and have a joint influence like the dependent variable or its bounds.

Table 3. Result of F test - Anova^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	1190.505	2	595.253	104.669	.000 ^b
Residual	2371.485	417	5.687		
Total	3561.990	419			

- a. Dependent Variable: Visitor Interest
- b. Predictors: (Constant) Promotion Mix, Location

From the results of the above table it can be known if sig is obtained. $0.000 < 0.05$ (α) or the significance value is less than 0.05. Therefore H_0 is rejected or H_a accepted which means that simultaneous Location (X_1) and Promotion Mix (X_2) influentially significant to Visitor Interest (Y).

Conclusion

Based on the results of research that has been done, then the next can be summed up as follows:

1. Based on the results of the Location study there is a significant influence on Visitor Interest in Muara Beting Beach and Mangrove Forests. The location which is very difficult to reach and is not strategically situated makes it hard for the visitors to reach to Muara Beting Beach and Mangrove Forest, so it is very difficult to increase Visitor Interest.
2. Based on the results of the research the Promotion Mix has a significant influence on Visitor Interest in Muara Beting Beach and Mangrove Forests. That the manager carries out a promotion using the Promotion Mix method will make it far easier for the Community inside the area or outside the area to know that the Muara Beting Beach and Mangrove Forest are suitable as tourist destinations and mainly on weekends.
3. From the F test results it is shown that the Location and Promotion Mix variables have a significant effect on Visitor Interest in Muara Gembong Beach and Muara Gembong Mangrove Forest in Bekasi.

Managerial Implications

This research is expected to be able provide as benefits for various parties including:

1. Local Government

- a. For location based on the research that shows that there is a lack of attention from the local government at the location of Muara Beting Beach and Mangrove Forest and this is difficult to try to obtain. The supporting transportation to these locations



and infrastructure facilities are also still very poor, and this becomes an obstacle for tourists visiting the area. It should be the responsibility of the local government to support and facilitate the attractions of Muara Beting Beach and Mangrove Forests, such as providing public transportation to tourist sites, providing a proper infrastructure, providing hospitals and providing road directions that make it easier for tourists to access these tourist sites.

- b. For the promotional mix based on the research, it shows that there is a lack of cooperation and attention from the local government to the community so that there are still many people outside the area who do not know this area at all. The regional government should develop this regional area in its marketing drives. The area of Muara Beting Beach and Mangrove Forest has much potential as a tourist attraction that can be visited on especially weekends. So that if the government succeeds in promoting and cooperating with the surrounding community, it will increase tourism and thus the economy of the community or the income of the surrounding community will be boosted which in turn also increases regional revenues based on tourism spending as well

- c. For the visitor interest aspect, based on the research it shows that this can be increased if the local government and the surrounding community synergize with each other to succeed in driving a common Location and Promotion Mix strategy. If this succeeds, it will ensure that the Visitor Interest in Muara Beting Beach and Mangrove Forests will increase drastically.

2. Managers

- a. For location considerations, based on this research, there are still many things that need to be considered because the locations of Muara Beting Beach and Mangrove Forest are still quite difficult to find. Due to the lack of suitable road directions, and infrastructure that goes directly to the location of the Muara Beting Beach and Mangrove Forest it remains very difficult to reach the areas. It is very important to correct this since the location has a significant role to play in increasing visitor interest.
- b. Looking at the promotional mix issues, based on research it shows that in terms of this, the lack of promotions carried out in a modern way by the various managers and local government are problematic so that the lack of increase in visitors from year to year continues. Many people do not know about Muara Beting Beach and Mangrove Forest. So that the Regional Government and managers should modernize or improve in terms of how to promote areas. For example, they can be creating a special website that includes Muara Beting Beach and Mangrove Forest.
- c. For visitor interest based on this research it shows that this can be increased if there is very significant support from location and promotion mix considerations. This will likely tend to increase visitor interest in Muara Beting Beach and Mangrove Forest and thus promote location sustainability and development.

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