

# **The Effect of Advertising, Exhibition and Event Marketing to Improve Awareness Awareness and its Impact on Intereststo Visit to Destination Religi Tour in Padang City (Case Study of Muslim Tourists from Malaysia)**

**Elfitra Desy Surya, Megasari Saragih**

Faculty of Social Science, Universitas Pembangunan Panca Budi, Medan, Indonesia  
elfitradesysurya1972@yahoo.co.id, [megasari.saragih@gmail.com](mailto:megasari.saragih@gmail.com)

## **ABSTRACT**

From the data released by the Tourism Office of West Sumatera Province, it is seen that tourist visit to West Sumatera tend to decrease from year to year .. However, this decline has made the industry players and the Tourism Office in West Sumatera both provinci and regency. The city began to think of how efforts should be made to increase the interest of visiting Muslim tourists from Malaysia. Because the achievement of Malaysian tourists visit per year to West Sumatera as many as 60,000 people in 2017, has not been achieved, although it has been pushed by running the event "Visit Padang Halal Year 2017" Not reached the target of tourists visiting Malaysia is because allegedly awareness of tourists from Malaysia to destinations West Sumatera religious tourism has not been fully terpenetrasi. Because the pockets of Malaysian tourists who come to the city of Padang not only exist only in Kuala Lumpur, but also to other areas such as Selangor, Ipoh, Kedah, even to Kelantan and Negeri Sembilan. Problem formulation of this research is Does Advertising, Exhibition and Event have an effect on to Improving Consciousness of Tourists, Do Advertising, Exhibition and Event have an effect on to Improving Tourists Interest, Does Increasing Awareness of Tourists Affect Improvement of Visiting, Does Advertising, Exhibition and Event marketing have an effect on Increased Visiting Interest through Tourist Awareness

**Keywords:** Advertising, Exhibition, Event, Religious Tourism Destination and Interest

## **1. BACKGROUND**

From the data released by the Tourism Office of West Sumatera, visible visits of Malaysian tourists to the city of Padang tends to decline from year to year. The decline of tourist visits that occur this is a serious challenge for industry players and the Department of Tourism in the city of Padang, both at the provincial level and district / city in West Sumatera. Because the achievement of Malaysian tourists visit per year to West Sumatera as many as 60,000 people in 2017 has not been achieved, although it has been pushed by running the event "Visit Padang Toursm Halal Year 2017". Not reached the target of tourists visiting Malaysia is because allegedly awareness of tourists from Malaysia to religious tourism destinations of West Sumatera has not been fully terpenetrasi. Because the pockets of Malaysian tourists who come to the city of Padang not only exist only in Kuala Lumpur, but also to other areas such as Selangor, Ipoh, Kedah, even to Kelantan and Negeri Sembilan. To increase the penetration of awareness among Malaysian tourists who will visit the city of Padang then the activities of Advertising, Exhibition and Event should be not only focused in Kuala Lumpur but

also in the country that has great potential to attract people to come to the city of Padang, such as Langkawi and Alor Star located in the country Kedah which is closest to the city of Padang and allegedly has a strong historical roots with West Sumatera in the past.

## **2. RESEARCH PURPOSES**

The purpose of this research is as follows:

1. To review and analyze the influence of advertising on the awareness of touriststo religious tourism destinations in the city of Padang.
2. To study and analyze the influence of the exhibition on the awareness of
3. tourists to religious tourism destinations in the city of Padang
4. To examine and analyze the influence of event marketing on the awareness of tourists to religious tourism destinations in the city of Padang
5. 4To review and analyze the influence of advertising on the interest of tourists visiting tourist destinations in the city of Padang
6. To examine and analyze the influence of the exhibition on the interest ofvisiting tourists

- to religious tourism destinations in the city of Padang
7. To study and analyze the influence of event marketing on the interest of visiting tourists to religious tourism destinations in the city of Padang
  8. To review and analyze the awareness of tourists on visiting intereststourists to religious tourism destinations in the city of Padang.
  9. To review and analyze the influence of advertising on the interest of visitingtourists to religious tourism destinations in the city of Padang through the awareness of tourists
  10. To examine and analyze the influence of exhibition on the interest of visititourists to religious tourism destinations in Padang City through the awareness of tourists
  11. To examine and analyze the effect of event marketing on interest visiting tourists to religious tourism destinations in the city of Padang through awareness traveler

### 3. LITERATURE REVIEW

#### Religious Tourism

Sidi Gazalba in (Toyib & Sugiyanto, 2002: 4), religion is the belief in and the relationship of man with the Holy, lived as a supernatural essence, a relationship that expresses itself in the form and system of cult and attitude based on certain doctrines. Religious Tourism is one type of tourism products that are closely related to religion or religion that is embraced by humans. Religious tourism is interpreted as a tourist activity to places that have special significance for religious people, usually in the form of places of worship, tombs of ulama or ancient sites that have advantages. These advantages such as viewed from the side of history, the myths and legends about the place, or the uniqueness and architectural benefits built.

#### Visiting Interest

Intention is an attitude statement about how one will behave in the future (Söderlund and Öhman, 2003). Repurchase intention (repurchase intention) is a consumer commitment that is formed after the consumer made a purchase of a product or service. This commitment arises because of the consumer's positive impression of a brand, and the consumer is satisfied with the purchase (Hicks et al, 2005).

#### Brand Awareness

According to Aaker (2000), "Brand awareness is the ability of a potential buyer to recognize or recall that a brand is part of a particular product category". Brand awareness requires continuum ranging from an uncertain feeling that a particular brand is known, a belief that the product is the only one in the product class.

#### Event Marketing

One of the powerful ways to deliver a brand message is to invite customers and potential customers to engage in an event held by the company. This is explained by Tom Duncan in the book "The Principles of Advertising and IMC". In his book Tom Duncan said that "Event Marketing is held to attract and involve a brand's target audience." Event Marketing held must have an impact (impact) and give a deep impression to everyone who attends so that customers and potential customers can be quite a long time considering the fun experience.

#### Conceptual Research Framework

For the framework of research concept used is as follows:

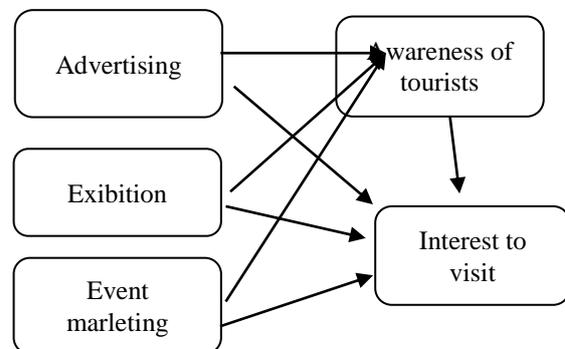


Figure 1. Conceptual Research Framework

The hypothesis of this research is as follows:

1. Whether advertising has a positive and significant impact on the awareness of tourists to religious tourism destinations in Padang City
2. Whether the exhibition has a positive and significant impact on the awareness of tourists to religious tourism destinations in Padang City.
3. Whether event marketing has a positive and significant impact on the awareness of tourists to religious tourism destinations.
4. Whether advertising has a positive and significant impact on the interest of visiting tourists to religious tourism destinations in Padang City.

5. Whether the exhibition has a positive and significant impact on the interest of visiting tourists to religious tourism destinations in the city of Padang
6. Whether event positively and significantly influence the interest of tourists visiting religious tourism destinations in the city of Padang.
7. Is the awareness of tourists have a positive and significant impact on the
4. interest of visiting tourists to religious tourism destinations in the city of Padang
8. Whether advertising has a positive and significant impact on the interest of visiting tourists to religious tourism destinations in the city of Padang through the awareness of tourists
9. Whether the exhibition has a positive and significant impact on the interest of visiting tourists to religious tourism destinations in Padang City through the awareness of tourists
10. Do the event have a positive and significant impact on the interest of visiting tourists to religious tourism destinations in the city of Padang through the awareness of tourists

#### 4. RESEARCH METHOD

##### Location and Object Research

The location of this research is in Padang City. While the object of research is the perception of religious tourists who come to the city of Padang, associated with variables that will be examined are Advertising, Exhibition, Event Marketing, Increasing Tourist Awareness and Visiting Interest

##### Sampling

The population in this study covers all religious tourist segment in Padang City, which according to the data of visit of 2017, tourists from Malaysia amounted to 22,105 people. To get the sample is 5 x indicator. Since the indicator is 20 then the sample is 5 x 20 = 100 respondents.

Data analysis method SEM (Structural Equation Modeling)

Analysis Data analysis techniques in this study using structural equation model analysis or also called PLS Structural Equation Model (SEM). SEM is a set of statistical techniques that enable the testing of a series of relationships simultaneously. Furthermore in the data processing used software assistance Starcol

#### 5. RESULTS AND DISCUSSION

From the research results obtained the value of outer loading for each - each indicator as follows:

px11	x1	0.2595	0.9346	0.8734	0
px12	x1	0.267	0.9479	0.8986	0
px13	x1	0.2695	0.9482	0.8991	0
px14	x1	0.2666	0.9338	0.8719	0
px21	x2	0.2642	0.9668	0.9347	0
px22	x2	0.2643	0.9584	0.9185	0
px23	x2	0.2606	0.9483	0.8993	0
px24	x2	0.2561	0.9535	0.9092	0
px31	x3	0.2657	0.9299	0.8647	0
px32	x3	0.2717	0.9207	0.8476	0

From the above data shows that all indicators produce a value of loading above 0.4 means the validity of the data is met or all indicators in the study valid.

Type	R2	Block_ Comm unality	Mean_ Redund ancy	AVE
Exogenous	0	0.8858	0	0.8858
Exogenous	0	0.9154	0	0.9154
Exogenous	0	0.8656	0	0.8656
Endogenous	0.8953	0.8714	0.7802	0.8714
Endogenous	0.925	0.8805	0.8144	0.8805

From the data seen that the value of AVE is above 0.4 means the data for all indicators are valid.

	C.alpha	DG.rho
x1	0.957	0.9688
x2	0.9692	0.9774
x3	0.9482	0.9626
z	0.9508	0.9644
y	0.9547	0.9672

From the above data shows that the value of C. Alpha and DG.rho above 0.5 means all indicators in this study reliability.

Variabel	paths.Original	paths.Me an.Boot	paths.Std. Error	paths.perc.025	paths.perc.975	Results
x2 -> z	-0.1103	-0.1456	0.1238	-0.3597	0.0851	rejected
z -> y	0.1287	0.1285	0.097	-0.0711	0.301	rejected
x3 -> y	0.2048	0.2045	0.1018	0.0183	0.3742	beaccepte d
x1 -> y	0.2576	0.2569	0.1093	0.0813	0.4881	beaccepte d
x1 -> z	0.3734	0.3764	0.1293	0.163	0.6537	beaccepte d
x2 -> y	0.3938	0.3937	0.0735	0.2587	0.5256	beaccepte d
x3 -> z	0.6891	0.7197	0.1719	0.4174	1.0433	beaccepte d

From Direct Effect data it can be concluded that it can be seen that:

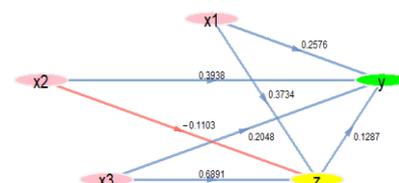
1. Advertising has a positive and significant influence on the awareness of touristin the city of Padang conclusion H0 rejected and H1 accepted.
2. The exhibition had positive and not significant effect on the awareness of
3. tourists in Padang City. H0 conclusion received H1 rejected.
4. Event marketing has a positive and significant influence on the awareness of tourists in Padang City conclusion H0 rejected and H1 accepted.
5. Advertising has a positive and significant impact on the interest of tourists visiting in Padang City conclusion H0 rejected and H1 accepted.
6. The exhibition has a positive and significant impact on the interest of tourists in Padang City Conclusion H0 rejected H1 accepted.
7. Event marketing has a positive and significant effect on the interest of touristsvisiting in Padang City Conclusion H0 rejected and H1 accepted.
8. Awareness of tourists have positive and insignificant effect on visiting tourist interest in Padang City H0 conclusion accepted H1 rejected.

	Relationship	Direct	indi rect	total	Kesimpulan
1	x1 -> x2	0	0	0	
2	x1 -> x3	0	0	0	
3	x1 -> z	0.3734	0	0.3734	Beaccepted
4	x1 -> y	0.2576	0.048	0.3056	Beaccepted
5	x2 -> x3	0	0	0	
6	x2 -> z	-0.1103	0	-0.1103	Rejected
7	x2 -> y	0.3938	-0.0142	0.3796	Rejected
8	x3 -> z	0.6891	0	0.6891	Beaccepted
9	x3 -> y	0.2048	0.0887	0.2935	Beaccepted
10	z -> y	0.1287	0	0.1287	Beaccepted

9. The exhibition was positive and not significant on the interest of visiting through the awareness of tourists in the city of Padang conclusion HO accepted and H1 rejected.

10. Ivent exhibition bepengaruh positive and signifikan against interest visiting through awareness of tourists in the city of Padang conclusion HO rejected and H1 accepted.

From the research results obtained research model with the following results:



The value of Goodness-of-Fit = 0.8968 means very feasible

## 6. CONCLUSION

Advertising has a positive and significant impact on the awareness of tourists in Padang City.

1. The exhibition has positive and not significant impact on the awareness of tourists in Padang City Marketing event has a positive and significant impact on the awareness of tourists in Padang City.
2. Advertising has a positive and significant impact on the interest of tourists visiting in Padang City.
3. The exhibition has a positive and significant impact on the interest of tourists in the city of Padang
4. Event marketing has a positive and significant impact on the interest of tourists visiting in Padang City.
5. Awareness of tourists has positive and not significant effect on the interest of tourists visiting in Padang City.
6. Advertising bepengaruh positive and significant to the interest of visiting through the awareness of tourists in the city of Padang.
7. The exhibition is positive and not significant on the interest of visiting through the awareness of tourists in the city of Padang.
8. Ivent exhibition bepengaruh positive and significant to the interest of visiting through the awareness of tourists in the city of Padang.
9. Ivent exhibition bepengaruh positive and significant to the interest of visiting through the awareness of tourists in the city of Padang.
10. The value of R advertising, exhibition, and exhibition event terhadapawareness of tourists amounted to 85.97%.

## 7. SUGGESTION

To increase the interest of tourists visiting the city of Padang then the promotion must be done with advertising, exhibitions and marketing events. The awareness of tourist attractions will increase interest in tourist visits. Industry and government actors as stakeholders must synergize in increasing the interest of tourists visiting.

## REFERENCES

- Alma, Buchari. 2007. *Manajemen Pemasaran dan Pemasaran Jasa*. Edisi Revisi. Bandung : CV Alfabeta.
- Aaker, Davis AV Kumar, 2000, *Marketing Research 7<sup>th</sup> Edition* John Willey & Sons Inc New York.
- Aguiló, Eugeni; et al. 2007. *Future Insights into Mass Tourism Destinations With Special Reference to Spain*, *Tourism Management in 21st Century*, Nova Science Publishers, Inc. New York p. 323.
- Arikunto, S. (2003), "Prosedur Penelitian : Suatu Pendekatan Praktek", Jakarta, Behaviour.
- Basu Swastha, 2000, *Pengantar Bisnis Modern, Pengantar Ekonomi Perusahaan Modern*, Jakarta : Liberty.
- Bigne, J.E, Sanchez, M.I., Sanchez, J., 2001. *Tourism image, evaluation variables and after purchase behaviour: interrelationship*. *Tourism Management*, 22, 607-616.
- Caruana, Albert dan Noel Fenech. (2005). *The Effect of Perceived Value and Overall Satisfaction on Loyalty: Study Among Dental Patients*, *Journal of Medical Marketing*
- Coulson, Colin J dan Thoma 2006. *Effectiv Public Relations*. Jakarta: Kencana. David W. Cravens; Alihbahasa, Lina Salim.
- Hellier Philip, 2003, *Customer Repurchase Intentions European Journal of Marketing* Vol.37 No.11/12. Pp.1762-1800.
- Hoyle, Leonard H. 2006. *Event Marketing : Cara Membuat Event Kebanjiran. Pengunjung yang Tepat*. Alih Bahasa Kumala Insiwi Suryo. I.M. Toyib dan Sugiyanto, (2002). *Islam dan pranata Sosial Kemasyarakatan*, Remaja Rosdakarya, Bandung.
- Jefkins, Frank. (2004). *Public Relations* (Edisi ke- 5) (Harris Munandar, Pentj.). Jakarta: Penerbit Erlangga.
- Kotler, Philip Dan Kevin Lane Keller. 2007. *Manajemen Pemasaran Edisi Kedua Belas*. Indeks : Jakarta.
- Kuncoro, Mudrajat (2003). *Metode Riset untuk Bisnis dan Ekonomi*, Jakarta : Penerbit Erlangga.
- Montgomery Douglas C. (1995), "Pengantar Pengendalian Kualitas Statistik", Gadjah. Mada University Yogyakarta.
- Marpaung, Happy. (2002). *Pengantar Pariwisata*. Bandung : Alfabeta.
- Noor. J. (2011). *Metodolog Penelitian (Skripsi, Thesis, Disertasi dan Karya Ilmiah)*. Jakarta : Kencana Prenada Media Group.
- Philip Kotler dan Gary Armstrong, (2005), *Dasar-dasar Pemasaran jilid-1*, Erlangga, Jakarta Rineka Cipta, Edisi 5.
- Pendit, S. Nyoman. 2002. *Ilmu Pariwisata, Sebuah Pengantar Perdana*. Jakarta: PT Prandnya Paramita.
- Rossiter, John R, Larry Percy, 1998, *Advertising Communication and Promotion*, Gramedia Pustaka Utama, Jakarta.
- Stanton, William J. 2003. *Prinsip Pemasaran*. Alih Bahasa oleh Sadu Sundaru. Jilid Satu. Edisi Kesepuluh. Jakarta : Erlangga.
- Tjiptono, Fandy, 2005, *Brand management & Strategy*, Penerbit Andi, Yogyakarta
- Butcher, K. (2005), "Differential Impact of Social Influence in the Hospitality Encounter" *International Journal of Contemporary Hospitality Management*, Vol. 17 No. 2/3, pp. 125-135.
- Hicks, J.M., Page Jr, T.J., Behe, B.K. Dennis, J.H., Fernandez, R. and Thomas. (2005), *Delighted Consumers Bu Again*", *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behaviour*, Vol. 18, pp. 94-104.
- Soderlund, M and Ohman 2003: *Behavioral Intentions Satisfactio Research Revised*" *Journal of Consumer Satisfaction, Dissatisfaction and Complaining*. Seebaluck, Vanessa; Perunjodi Naidoo, and Prabha
- Ramseook - Munhurrun. 2013. "Meetings, Incentives, Conferences and Exhibitions as a Tourism Development Strategy in Mauritius". *Jurnal*. (<http://www.theibfr.com>, diakses pada tanggal 19 Agustus 2013).

- Sasaka Peter Situma 2012, The Effectiveness of Trade Shows and Exhibitions as Organizational Marketing Tool Abstract (Analysis of Selected Companies in Mombasa).
- Tanu Jayswal, Events Tourism 2008 : Potential to build a brand destination.
- Yi Youjae and Suna La. (2004). "What Influences the Relationship Between Customer Satisfaction and Repurchase Intention Investigating the Effects of Adjusted Expectations and Customer Loyalty", *Psychology & Marketing*, Vol. 21(5), 351-373.