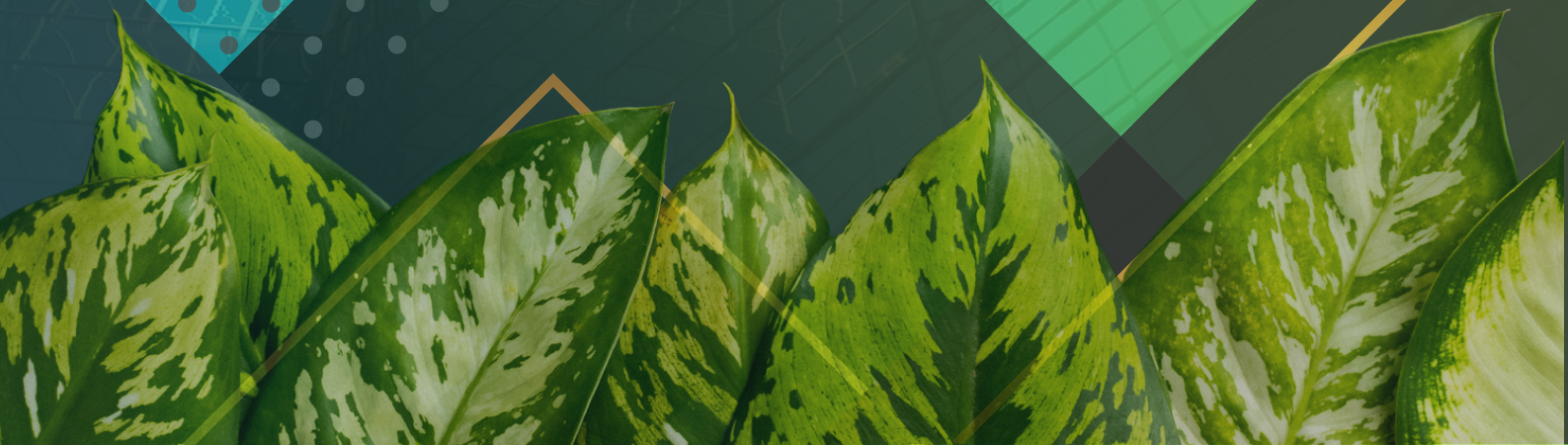




E-PROCEEDING HOTWEC 7.0

**SUSTAINABLY NURTURING
TOURISM,
HOSPITALITY AND WELLNESS INDUSTRY
FOR A BRIGHTER TOMORROW**





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Understanding The Effectiveness of Marketing Communication Towards Tourist Decision-Making to Visit Min House Camp

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ABSTRACT

The purpose of this study is to find out the effects of communication marketing on a tourist attraction. The practice of communication marketing is very common today among businesspeople. Understanding how marketing communication works and how successful marketing communication may improve interactions between consumers and brands is essential. Understanding the marketing promotion mix, as well as integrating marketing communication in the settings of brand building and consumer contact, are critical components of modern marketing communication. A quantitative study was conducted to identify The Impact of Communication Marketing Promoting Tourist Destinations in Min House Camp, Kota Bharu, Kelantan. Data were collected from 103 respondents using convenience sampling and analyzed using the BMI SPSS 27 version. The study's conclusions demonstrate that the majority of visitors are familiar with the destination because of its social media communication marketing plan.

Keywords: Sales Promotion, Advertising, Interactive Marketing, Tourist Decision Making, Min House Camp

INTRODUCTION

Marketing communication plays a crucial role in achieving company objectives, particularly in driving sales growth, which has a significant influence on the overall profitability and sustainability of the organization (Martin, Javalgi, & Ciravegna, 2020; Porcu, del Barrio-Garca, Kitchen, & Tourky, 2019). Effective communication, coupled with a well-designed management plan, is essential in promoting tourism sites and engaging prospective tourists (Wu, 2018; Kozak & Buhalis, 2019; Yousaf & Xiucheng, 2018). To educate, convincingly convince, and remind prospective tourists, both domestic and foreign, about the advantages and benefits of a tourist destination, whether directly or indirectly (Lee & Syah, 2018; Mustafa, 2019), a decent, helpful, and deep interaction pattern is required. In theory, communication marketing methods can help businesses target and grow new market segments while also correcting negative public relations caused by bad events (Dore and Crouch, 2015). Contrary to popular belief, requires a long battle and represents a difficulty in merging a variety of diverse perceptions that attempt to gather interests in resolving conflicts of interest between

each stakeholder (Dorn, 2015). As a result, for destinations to profit from a larger portion of global tourism, as witnessed today, the development and promotion of local products must be accelerated. This product, also known as a tourist product, is critical for destination marketing since it shapes people's impressions of a region, as well as their decisions and behavior towards it. The tourism product, according to Bhaita (2016), is not the tourist destination, but rather the experience of the area and what happens there. The tourism industry contributes 56.5 billion in national income while also becoming Malaysia's second biggest industry, therefore this study is considered significant to promote Malaysian tourism destinations more efficiently and effectively using elements in marketing communication. Therefore, the main focus of this study is to find out the effectiveness of marketing communication towards tourist decision-making in choosing Min House Camp as their preference. There were three objectives of this research:

RO1: To determine the relationship between sales promotion towards decision-making in choosing Min House Camp as their preferred destination.

RO2: To examine the relationship between advertising towards decision-making in choosing Min House Camp as their preferred destination.

RO3: To examine the relationship between interactive marketing and decision-making in choosing Min House Camp as their preferred destination.

SIGNIFICANCE OF THE STUDY

Researchers have investigated the connections between various factors, such as sales promotion, advertising, and interactive marketing, within marketing communication. These variables have been found to influence the decision-making process of tourists. The findings of this study are expected to provide a valuable solution for marketing communication consumption. Not only will this benefit future researchers, but it will also be advantageous for students at Universiti Malaysia Kelantan, City Campus, and other individuals interested in this field of study.

LITERATURE REVIEW

Sales Promotion

The extremely competitive economy encourages sellers to constantly employ various marketing tactics and strategies to acquire new customers and boost an enterprise's profitability. One of the most effective approaches to attracting new customers and retaining existing ones is through the implementation of sales promotions. These marketing initiatives aim to temporarily enhance the value of products, encouraging consumer purchases and improving the effectiveness of intermediaries. A questionnaire was used in the study, which involved 60 men and women between the ages of 18 and 64. The study confirms that sales promotion is an effective tool that has a positive effect on consumer purchasing behavior. According to the study's findings, all methods and means of consumer sales promotion are effective because 21% of respondents are more likely to purchase 59% of respondents would gain from a product's promotion. The Internet, which is utilized by 82.5% of consumers, and promotional brochures provided by sellers, which are used by 77.2% of customers, are the two most popular communication channels used by consumers to learn about various promotional activities. (Evgheni Genchev, Gergana Torova, 2017).

Advertising

Advertising is seen to function as one of the special branches which is through an object and places the importance of learning social communication in advertising. In these few decades, the study of advertising is not very widespread and only limited to the field of marketing. In the limited area of advertising-related writing, the focus is more on consumer misrepresentation that may be justified but rather unfounded. In this literature review, this aspect proves that the most irrelevant and interesting thing that we can ask the question of advertising is whether it moves the product. Aspects in this chapter summarize that advertising must be achieved as a body of social institutions and intermediaries in which social correction (William Leiss, Stephen Kline, Sut Jhally, Jacqueline Botterill, Kyle Asquith, 2018).

Interactive Marketing

Interactive online media is a form of structure that consumers and advertisers are increasingly interested in. In addition, interactive marketing can improve online video ads that can skip more widely and it is something normal in social media networks such as YouTube. The specific elements and consequences of this interactive marketing tool require further evaluation and advice. By focusing on methods that have an interesting effect, this journal examines the consequences of high stimulation and low stimulation on an advertisement, namely advertisement attitude, brand, and interference with advertisements, with the ability to moderate the coherence of aspects and products. Consumer products determine that ad interruptions can skip high and low stimulation. This invention, along with its practical implications for the novel, provides a subsequent guide for research as well (Daniel Blanche, Carlos Flavián, Alfredo Pérez-Rueda, 2017).

Research Hypothesis

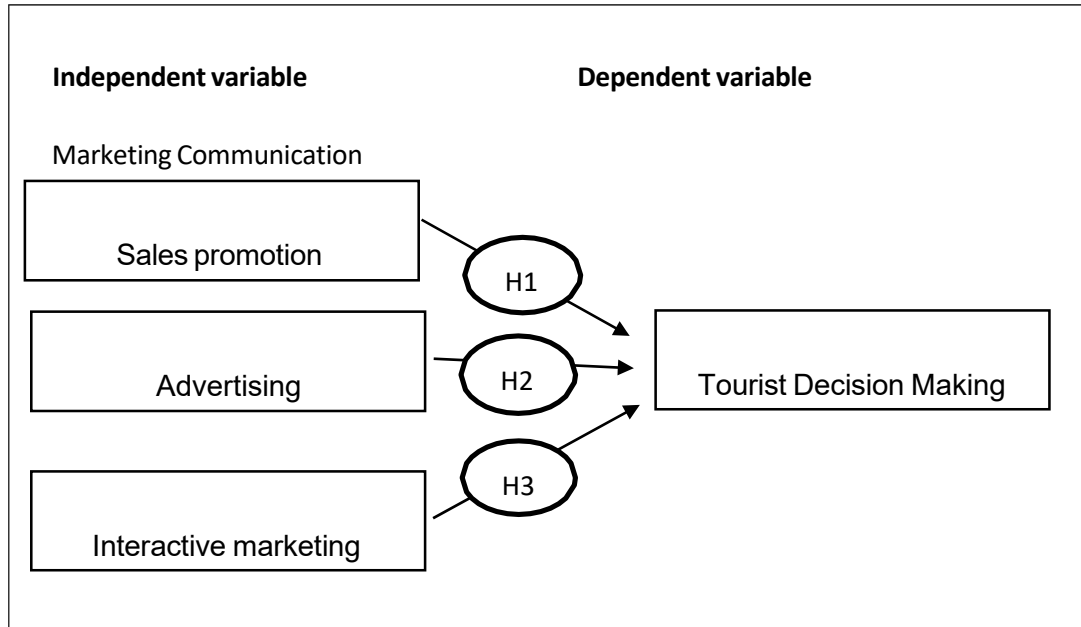
Based on the discussion above, the hypothesis of the study is proposed below:

- H₁**: There is a positive relationship between sales promotion and tourist decision-making.
- H₂**: There is a positive relationship between advertising and tourist decision-making.
- H₃**: There is a positive relationship between interactive marketing and tourist decision-making.

Research Framework

Figure 1 below shows the research framework used for this study:

Figure 1: Framework



METHODOLOGY

Research Design

The research discusses the importance of study design in research methodology. A well-planned study design ensures that the chosen research methodologies align with the research objectives and facilitate effective data collection and analysis. The three types of research designs mentioned are exploratory, descriptive, and causal. The research in question follows a quantitative approach and utilizes a survey conducted through questionnaires. Specifically, it employs a descriptive research methodology, which focuses on describing the characteristics of the population or phenomenon being studied. The quantitative research design is deemed essential for organizational growth, and the questionnaire is designed to gather information related to the research objectives. The demographic section of the questionnaire offers multiple options for respondents to choose from. The quantitative data acquired by the survey is used in this assessment technique. The survey includes age, gender, ethnicity, and other factors. 103 students who visited Min House Camp from Universiti Malaysia Kelantan, City Campus will be among the approximately 103 respondents whose responses will be chosen for this study.

Data Collection

In this study, researchers utilized primary data as a form of data-gathering approach. Primary data refers to raw data that is collected specifically for the study. It is considered a secure data collection method as researchers have control over the source and compilation of the information. To collect data for this study, researchers employed the questionnaire approach. Questionnaires were chosen because they offer a faster response rate

from a larger number of respondents compared to other methods. This approach ensures more accurate and reliable results for the entire research project. The questionnaire was administered online, providing convenience to respondents and enabling them to answer without any strain. This method also facilitates the provision of honest and accurate information.

Additionally, secondary data analysis, which involves utilizing existing data, was employed as a quick and cost-effective means to gather information from various sources. Secondary data, often referred to as data analysis, can be a valuable tool in research projects. In this study, secondary data was obtained from academic journals, handbooks, and databases like Google Scholar. These sources of secondary data contributed to the research design and complemented the primary data collected through questionnaires.

Sampling

Researchers will use convenience sampling in this study. Convenience sampling is a non-probability sampling method where units are selected for inclusion in the sample because they are the easiest for the researcher to access. Since each respondent has an equal chance of being chosen, researchers will utilize convenience sampling to choose several respondents. Students from the Universiti Malaysia Kelantan, City Campus, were chosen as respondents. The total number of respondents is 103 students who were chosen to answer the questions to help researchers collect data regarding the research topic being researched. The reason why researchers chose students in Universiti Malaysia Kelantan, City Campus as respondents is that they usually visit or are familiar with Min House Camp.

Data Analysis

This section provides an overview of the key information utilized in the research and aims to discuss the research hypotheses and objectives. It includes tables, charts, and graphs that present the data analysis, statistical findings, and conclusions of the research study. The main analyses employed in this study are reliability testing, Pearson correlation, and descriptive statistics.

The data collected from the questionnaire was structured, edited, categorized, and coded by the researcher using computer tools such as the Statistical Package for the Social Sciences (SPSS). This software facilitates quick data calculations and enables faster and less demanding quantitative investigations. Various statistical techniques, including descriptive analysis, reliability analysis, and Pearson's correlation coefficient, were employed in this study. These analyses helped evaluate the relationship between variables and explore the respondents' demographic information.

Reliability statistics were utilized to assess the significance of the relationship between variables in the study, while Pearson's correlation coefficient was employed to analyze the independent variable and examine the data (Bewick et al., 2003). By utilizing data sources, researchers were able to assess the logical conclusions derived from the use of this computer program.

FINDINGS

Results of Frequency Analysis

Table 1 shows the result of the frequency analysis of respondents. Most of the respondents were female 68 respondents (66%) while the male is 35 respondents (34%).

The majority of the respondents are females which consists of 66% more than male 34%. After that, the respondents age, most of them are at the age of 21-29 years old which is 74.1% of the total sample and followed by the ages 30-39 years old (11.5%), 40-49 years old (10.7%) and 60 years and above (2.9%). The lowest frequency of respondents' age is below 20 years old with 1.9%.

In terms of race, the highest number of respondents is Malay with 77.9%. Chinese and Indian share the same percentage which is both 9.6%. The race of others race gives the lowest frequency which is 2.9%.

The religion that got the majority of the respondents is Muslim with 79.8%. Christian and Buddha share the same percentage which is 9.6%. The religion of the respondent that shows the lowest frequency is other religions which are 1%.

As for the level of education, 68.9% of Bachelor of Degrees are the majority of the total respondents out of 103. Level of education for a Master is (12.6%), Siil Pelajaran Malaysia (10.7%). 0.5% is the lowest frequency of the respondents that are for others' level of education.

For occupation, most of the respondents are students with 72.8% and followed by the private sector (10.7%), government employees (8.7%). However, the lowest frequency of the respondents for other occupations is 7.8%.

The country of origin that shows the highest is local people which is 75.5% and the lowest is the tourist which is 24.5%. Thus, the data accurately reflect the real demographic compilation of the effectiveness of marketing communication towards tourist decision-making to visit min house camp.

Table 1: Frequency Analysis

DEMOGRAPHIC

Demographic	Category	Frequency (N)	Percentage (%)
Gender	Female	68	66
	Male	35	34
Age	Below 20 years	2	1.9
	21-29 years	77	74.1
	30-39 years	12	11.5
	40-49 years	10	9.6
	60 years and above	3	2.9
Race	Malay	81	77.9
	Chinese	10	9.6
	Indian	10	9.6
	Others	3	2.9
Religion	Muslim	83	79.8
	Christian	10	9.6
	Buddha	10	9.6
	Others	1	1
Education Level	Sijil Pelajaran Malaysia	11	10.7
	Bachelor of Degree	71	68.9
	Master	13	12.6
	Others	8	7.8
Occupation	Student	75	72.8
	Government Employee	9	8.7
	Private Sector	11	10.7
	Others	8	7.8
Country of Origin	Local People	77	75.5
	Tourist	25	24.5

Result of Descriptive Analysis

Table 2 shows the result of the descriptive analysis of the variable.

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Sales Promotion	Sales promotion further strengthens the decision of tourists to Min House Camp	4.38	0.756
	Sales promotion gives satisfaction to the decision of tourists to Min House Camp	4.37	0.741
	Sales promotions make it easier for tourists to go to Min House Camp.	4.35	0.750
	Sales promotion attracts more tourists to Min House Camp	4.45	0.696
	Sales promotions bring excitement to tourists to Min House Camp	4.40	0.662
	Sales promotion further increases tourist visits from abroad to Min House Camp.	4.42	0.761
Advertising	Do you believe that advertising influences how people make decisions?	4.45	0.737
	Did the advertisement change your opinion and prejudices about Min House Camp?	4.44	0.696
	Do you think there are benefits from the advertisement about Min House Camp?	4.38	0.742
	Is the advertisement for Min House Camp believable?	4.33	0.733
	Advertisements on social media for Min House Camp are annoying/irritating?	3.47	1.533
	The product information provided about Min House Camp in the advertisement is relevant?	4.31	0.728

	The design of the advertisement attracts me while I am searching for information about Min House Camp on the Internet.	4.39	0.717
Interactive Marketing	Have you been interested in interactive marketing materials released by Min House Camp for example on social media ads?	4.31	0.741
	In your opinion, Min House Camp's interactive marketing materials are more persuasive than other forms of marketing.	4.30	0.739
	Is interactive marketing important to you when planning about wanting to travel to Min House Camp?	4.36	0.698
	Do you believe that interactive marketing materials have the appeal to shape your perception of choosing a destination for Min House Camp?	4.34	0.735
	Would you recommend the Min House Camp destination to others based on your experience with interactive marketing materials?	4.37	0.714
Tourist decision-making	The beauty of the flora and fauna found at Min House Camp can attract me to visit it.	4.46	0.683
	Min House Camp has offer lower and more reasonable daily prices to tourists.	4.27	0.795
	Min House Camp is an attraction for tourism that can involve the community	4.37	0.671
	Will you visit again to Min House Camp?	4.40	0.676
	Will you recommend Min House Camp to your friend or relatives to visit Min House Camp?	4.43	0.762

Result of Reliability Test

The reliability analysis results for the dependent variable and independent variable are presented in Table 3. The Cronbach's Alpha value, which measures the internal consistency of the scale, falls within the acceptable range of 0.60 to 0.90.

Table 3: Result of Reliability Test

Variable	Number of question	Reliability Cronbach's Alpha	Comment
Sales Promotion	6	0.944	Excellent
Advertising	7	0.874	Very good
Interactive Marketing	5	0.912	Excellent
Decision Making	5	0.933	Excellent

Results of Pearson Correlation Analysis

Table 4 shows the result of Pearson Correlation Analysis to see the relationship of each predictor with tourist decision-making consumption. According to the results, there are three factors (sales promotion, advertising, and interactive marketing knowledge about tourist decision-making effectiveness) that have a positive significant relationship with tourist decision-making consumption since the p-value is less than 0.05. The Pearson correlation value of sales promotion ($r = 0.794$), advertising (0.814), and interactive marketing (0.852) indicate a positive high relationship with tourist decision-making consumption.

Table 4: Pearson Correlation Analysis

Predictors	Pearson Correlation	P-Value
Sales Promotion	.794**	.000
Advertising	.814**	.000
Interactive Marketing	.852**	.000

Results Of Hypothesis Testing

H1: There is a significant relationship between sales promotion and marketing promotion toward tourist decision-making in choosing Min House Camp as their preferred destination.

The correlation between sales promotion and marketing promotion toward tourist decision-making in choosing Min House Camp as their preferred destination is 0.794 which is considered as a strong positive correlation. Moreover, effectiveness has shown a positive significant relationship toward tourist decision-making in choosing Min House Camp as their preferred destination since the p-value is less than 0.05. H1 is supported.

H2: There is a significant relationship between advertising and marketing promotion toward tourist decision-making in choosing Min House Camp as their preferred destination.

Advertising and marketing promotion toward tourist decision-making in choosing Min House Camp as their preferred destination showed 0.814 indicating a moderately strong positive correlation. In addition, quality of service has shown a positive significant relationship toward tourist decision-making in choosing Min House Camp as their preferred destination since the p-value is less than 0.05. H2 is supported.

H3: There is a significant relationship between interactive marketing and marketing promotion toward tourist decision-making in choosing Min House Camp as their preferred destination.

Interactive marketing and marketing promotion toward tourist decision-making in choosing Min House Camp as their preferred destination with 0.852 indicated a moderate positive correlation. Furthermore, interactive marketing has shown a positive significant relationship toward tourist decision-making in choosing Min House Camp as their preferred destination since the p-value is less than 0.05. H3 is supported.

DISCUSSION AND RECOMMENDATION

The researcher highlights the importance of following proper procedures in research while acknowledging the presence of unavoidable constraints. One limitation mentioned is the difficulty some respondents face in understanding the questionnaire, emphasizing the need for clear explanations from the researcher. Another limitation is the reluctance of certain individuals to participate in the questionnaire due to concerns about sharing opinions, lack of interest, and perceived time consumption. The COVID-19 pandemic further complicates data collection, as online administration of the questionnaire takes more time to gather sufficient responses. Many respondents tend to ignore or skip questionnaires shared through social media platforms. The summary emphasizes the importance of dedication and collaboration among the research team and the respondents to successfully conduct the survey and manage the workload effectively.

The researcher suggests that tourism operators should play a vital role in attracting tourists to revive the tourism industry, emphasizing the importance of excellent facilities and infrastructure at the destination. The study focuses on the effectiveness of marketing communication in influencing tourists' decisions to choose the Min House Camp as their preferred destination. Recommendations are provided for future research, and the study can serve as a reference for exploring digitalization methods in attracting tourists to the camp.

The use of both quantitative and qualitative research methods enhances the study's accuracy by considering different perspectives. Quantitative research involves the collection and analysis of numerical data to identify trends, formulate hypotheses, examine causality, and make generalizations. It emphasizes precise measurements and statistical analyses using surveys, polls, and computational techniques. This approach allows for a better understanding of specific events and enables broader generalizations across different groups of individuals.

CONCLUSION

The research aims to explore the effectiveness of marketing communication in influencing tourist decision-making regarding visits to the Min House Camp. The independent variables under investigation include sales promotion, advertising, and interactive marketing. These variables collectively impact the dependent variable, which is tourist decision-making. The study's findings reveal a significant relationship between the three independent variables and the dependent variable. The analysis of the results was conducted using the Statistical Package for Social Science (SPSS). However, the research encountered limitations arising from factors such as limited understanding, lack of interest among respondents, and time constraints. To enhance future research, it is recommended to incorporate additional demographic characteristics of the respondents and considers utilizing multiple languages.

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