The Effect of Marketing Mix on Tourists' Decisions to Visit Garuda Wisnu Kencana Cultural Park, Badung Regency, Bali

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A B S T R A C T

The urgency of this research utilized into consideration for the Garuda Wisnu Kencana Cultural Park to survive and develop according to the preferences and interests of tourists, which are analysed through the marketing mix. The aim of this research is to find out whether the marketing mix has a partial and simultaneous influence on tourists' visit intention to Garuda Wisnu Kencana Cultural Park. The population used in this study were tourists at the Garuda Wisnu Kencana Cultural Park in January 2022 – March 2023. There were 100 participants in this study, according to sample calculations. The sampling procedure used in this research is non-probability by using accidental sampling technique. The analytical methods are instrument tests (validity and reliability tests), classic assumption tests (normality tests, multicollinearity, and heteroscedasticity tests) and multiple linear regression using SPSS version 26.

The results of the study show that through the t-test, product, place, promotion, and physical evidence have a significant influence on tourists' visit intention, because the product is in accordance with tourist interests (product), the distribution channel (place) is adequate, the promotion (promotion) is carried out effectively and the architecture attracts tourists (physical evidence). Meanwhile, price, people and process have no significant effect due to overpriced prices (price), inadequate human resources (people) and an insufficient ticket buying process (process). According to the f-test results, the marketing mix has a significant influence on tourists' visit intention. The following recommendations for Garuda Wisnu Kencana Cultural Park consist of reducing ticket rates for local tourists, improving human resource quality, and making it easy for tourists to purchase tickets online.

Keywords:*Revitalization, Art Market, Shopping Tourism*

1. Introduction

The reduced number of COVID-19 spread in Indonesia has made people slowly return to tourism activities both indoors and outdoors, from domestic tourists to foreign tourists who are slowly arriving on the island of Bali for tours. During 2019 to 2021 the number of tourist arrivals in Indonesia has decreased drastically. The following is one of the data on tourist visits to Bali Island and its growth from 2019 to 2021.

At the beginning of 2022, the return on the number of tourist visits began to increase slowly, this was also published on the website of the Bali Province Central Statistics Agency it said that foreign tourists (tourists) who came directly to Bali Province in July 2022 recorded 246,504 visits, an increase of 35.72 percent compared to the previous month period which recorded 181,625 visits. Tourists originating from Australia dominated foreign tourist arrivals to Bali in July 2022 with a total of 32.19 percent. Along with the decreasing number of the spread of COVID-19 in Indonesia, the Garuda Wisnu Kencana Cultural Park as one of the leading tourist attractions is now also starting to be visited by tourists. In addition, Garuda Wisnu Kencana Cultural Park has been involved in various major events, so that people are starting to get to know the tourist attraction of Garuda Wisnu Kencana Cultural Park. Garuda Wisnu Kencana Cultural Park, has been involved in a series of G20 KKT events which are a gala dinner venue attended by countries with the world's largest economies consisting of 19 countries which were held on November 15 2022. Garuda Wisnu Kencana Cultural Park itself is a tourist attraction packed with Balinese art and cultural tourism which is the choice of domestic and foreign tourists as a tourist attraction that needs to be visited when traveling to the island of Bali. In an interview with the Marketing Communication and Event Division Head of Garuda Wisnu Kencana Cultural Park, Andre R Prawiradisastra, stated that the increase in tourist arrivals increased drastically after the opening of borders for domestic and international flights.

In connection with that, in determining a tourist's decision to visit a desired tourist attraction, there are several processes that need to be passed to determine the decision in choosing a tourist destination starting from an introduction to the tourist attraction, searching for information such as reading tourist reviews regarding the tourist destination to be visited and then proceed with a purchase decision. After tourists have made a visit to the tourist attraction the tourist is aiming for, they can provide an evaluation regarding the tourist attraction. One of the determinants of tourist decisions in visiting can be seen through several tourist reviews taken from klook.com, Garuda Wisnu Kencana Cultural Park received a review of 4.4/5. Tourists provide reviews with different ratings according to the experience they get when visiting the Garuda Wisnu Kencana Cultural Park. One example is that there are tourists who give a rating of 5/5 accompanied by the comment "Great place to check out, lots of fun and great for the price and experience!". However, on the other hand, there are tourists who give a rating of 1/5 accompanied by the comment "The park management should train these people to increase the service quality." Some of the reviews that have been given by tourists to the Garuda Wisnu Kencana Cultural Park through an application platform or website comparison shopping are examples of indicators that can influence the decision of tourists to visit the Garuda Wisnu Kencana Cultural Park.

It can be seen from the issues that have been discussed, such as the declining number of tourist visits both local and foreign tourists after the Covid-19 pandemic and there are many unsatisfactory reviews from tourists who have visited the Garuda Wisnu Kencana Cultural Park, which is an issue that needs to be handled further by the management. A further form of handling related to this issue is to carry out periodic evaluations with the aim of increasing the number of tourist visits, product quality and operations so that they can survive among the many cultural tourist attractions on the island of Bali. One way to evaluate a tourist attraction is by using indicator analysis from the Marketing Mix so that it can help improve tourists' visiting decisions at the Garuda Wisnu Kencana Cultural Park.

Research on Marketing Mix needs to be carried out with the aim that Garuda Wisnu Kencana Cultural Park can develop and survive in line with the tastes and interests of tourists, for this reason Garuda Wisnu Kencana Cultural Park needs to know about the needs and desires of tourists when visiting tourist attractions which can be reviewed by paying attention to aspects of the Marketing Mix. By paying attention to the Marketing Mix aspect, it is hoped that Garuda Wisnu Kencana Cultural Park can maximize the number of visits or tourist arrivals. So it can be concluded that this research needs to be carried out with the aim of assisting the company in evaluating what aspects need to be improved after conducting an analysis in order to increase tourist visits to the Garuda Wisnu Kencana Cultural Park.

2. Methodology

The research entitled "The Influence of Marketing Mix on Tourists' Decisions in Visiting Garuda Wisnu Kencana Cultural Park, Badung Regency, Bali" uses quantitative analysis techniques as the main analysis tool with qualitative data as a support. "The core principles of this approach are that the sum of quantitative and qualitative is greater than either approach alone. Instead of looking at mixed methods as a priority of one approach over the other or a weighting of one approach, the researcher considers the equal value and representations of each. Instead of the unequal importance of the two approaches, the two are viewed from an ideology of multiple points of view, instead of differences. Collaboration on a mixed methods project means researchers share their areas of expertise. The researcher also balances objectivity with subjectivity. These are all important principles in design." (John W. Creswell, 2009). The quantitative data analysis technique used in this study is as follows:

1. Variable Calculation

The variable calculation used in this research is the attitude scale measurement in the form of a Likert scale or attitude analysis. The Likert scale is useful for measuring attitudes, opinions, and perceptions of a person or group of people about social phenomena. With a Likert Scale, the variables to be measured are translated into variable indicators (Suwandi et al, 2019). In this study, the Likert scale was used to measure the decision of tourists to visit the Garuda Wisnu Kencana Cultural Park.

2. Validity Test and Reliability Test

a. Validity test

Ghozali (2009) states that the validity test is used to measure the legitimacy or validity of a questionnaire. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire.

b. Reliability Test

Reliability test is a tool for measuring a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if one's answers to statements are consistent or stable from time to time. The reliability test is used to measure the consistency of the measurement results from the questionnaire in repeated use.

1. If the r-alpha is positive and greater than the r-table then the statement can be declared reliable.

2. If the r-alpha is negative and smaller than the r-table then the statement can be declared unreliable.

a. If the Cornbach's Alpha value is > 0.6 then it is reliable.

b. If the Cornbach's Alpha value is <0.6 then it is not reliable.

3. Classical Assumption Test

a. Normality test

Normality test to test whether the residual values that have been standardized in the regression model are normally distributed or not. If the significance is below 0.05, there is a significant difference, and if it is above 0.05, there is no significant difference. By using the normality test with the Kolmogorov Smirnov method, the data to be tested is considered abnormal if the significance is below 0.05.

b. Multicollinearity Test

The multicollinearity test aims to test whether the regression model is formed by a high or perfect correlation between the independent variables. Whether there is a correlation between these variables can be detected by looking at the Variance Inflation Factor (VIF) value. The general method used to show

multicollinearity is if the tolerance value is > 0.10 or the same as VIF < 10, then multicollinearity does not occur in this study (Ghozali, 2016) with the Gelsjer method. If a high correlation is found between the independent variables, it can be stated that there are multicorlinear symptoms in the study.

c. Heteroscedasticity Test

One of the heteroscedasticity test methods is to use the Gesjler method. The purpose of carrying out a heteroscedasticity test using the Gesjler method is to find heteroscedasticity in a study. By using SPSS, heteroscedasticity in a study if the significance value is more than (>) 0.05 it can be seen that there is no heteroscedasticity in the study. However, if the significance value is less than (<) 0.05, it indicates that there is heteroscedasticity in the study.

4. Statistical Test

a. Coefficient of Determination (R2)

  Determination analysis (R2) measures how far the model's ability to explain variations in the dependent variable. The coefficient of determination is 0 and 1. A small R2 value means that the ability of the dependent variables is very limited. Values close to 1 mean that the independent variables provide almost all the information needed to predict variations in the dependent variable (Ghozali, 2018:97). In this study, determination analysis is used to determine how much the ability of the independent variables to explain the variation of the dependent variable.

b. Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine how much influence the relationship between variable X (Product, Price, Place, Promotion, People, Process and Physical Evidence) has on variable Y (Decision to visit tourists).

c. T Test (Partial Test)

       Partial test is used to examine the relationship between the independent variables {Product, Price, Place, Promotion, People, Process and Physical Evidence (X)} with the decision variable to visit tourists (Y). Decision making is done by looking at the significance value in the coefficients table. The basis for testing the regression results is carried out with a confidence level of 95% or with a significance level of 5% ($\alpha = 0.05$). The criteria for the t statistical test (Ghozali, 2016)

The criteria for the t statistical test (Ghozali, 2016):

1. If significant <0.05 then H0 is rejected Ha is accepted means that there is a significant influence of the independent variables individually on the dependent variable.

2. If significant >. 0.05 then H0 is accepted and Ha is rejected, meaning that there is no significant effect of the independent variables individually on the variables.

d. F Test (Simultaneous Test)

According to Ghozali (in Radityasari, 2018), the F test is used with the aim of understanding whether there is an individual effect between the independent variables on the dependent variable. The criteria in this test are:

c. If the significance value (Sig) < 0.05 and F count > F table then there is an influence between the independent variables on the dependent variable.

d. If the significance value (Sig) > 0.05 and Fcount<Ftable, then there is no influence between the independent variables on the dependent variable.

3. Results

Overview

Garuda Wisnu Kencana Statue The beginning of the construction of the Garuda Wisnu Kencana Cultural Park started with the idea of the Minister of Tourism, Post and Telecommunications at that time, (the late) Mr. Joop Ave who wanted to make a 5 meter tall statue in the Ngurah Rai International Airport area as a tourism landmark for Bali Island. Mr. Joop Ave conveyed this idea and coordinated with Mr. Nyoman Nuarta; a young sculptor who was rising in popularity with uni, and phenomenal works at that time. Mr. Nyoman Nuarta not only intends to build a statue measuring 5 meters, but wants to be more phenomenal and hundreds of meters high. A land area is prepared on top of Ungasan Hill, a former limestone quarry that has been abandoned. The design of the statue was agreed upon, namely the Garuda Wisnu Kencana statue which is culturally very close to the people of Bali.

This big idea also received approval and support from Balinese figures such as Mr. Ida Bagus Mantra (Governor of Bali Province) and Mr. Ida Bagus Oka. In 1993 Mr. Joop Ave, Mr. Nyoman Nuarta, Mr. Ida Bagus Mantra, Mr. Ida Bagus Oka and Mr. Ida Bagus Sudjana, as pioneer figures presented the idea to Former President Mr. H.M. Suharto and in the end get permission to start this lighthouse project.

The development process experienced various extraordinary challenges. The peak was in 1998, when Indonesia was hit by the global monetary crisis. The process of building the Garuda Wisnu Kencana statue had to be stopped. But this big dream is not broken in the middle of the road. This former limestone mining area has been transformed into a tourist attraction with a magnificent and artistic landscape art concept. Limestone cliffs cut, carved, shaped into pillars that surround a large field. Magnificent statues starting from the body of Lord Vishnu, segments of the statue of Garuda's head, as well as the statue of Lord Vishnu's hand holding his ultimate weapon Chakra Sudharsana are displayed in several separate areas.

Since then, the Garuda Wisnu Kencana Cultural Park has begun to be flooded with tourists from various regions in Indonesia. After having changed management several times, finally in 2012 the AlamSutera Group, one of the number one property developers in Indonesia, joined to take on the role of management and owner of the Garuda Wisnu Kencana Cultural Park. As the owner of Garuda Wisnu Kencana Cultural Park, AlamSutera Group is committed to realizing a big dream that has been delayed for so long. Finally, in May 2013, the laying of the first stone was started as a big leap to create the masterpiece of the nation's children, the Garuda Wisnu Kencana Statue.

The process of building this monumental work lasted approximately 5 years, involving more than 1,000 workers, architects and sculptors. Finally, on August 31, 2018, the skin of the last statue was installed successfully as the final part of realizing this long process of development. The finished statue was finally inaugurated by the President of Indonesia, Mr. Joko Widodo, on September 22, 2018. In his speech, President Joko Widodo said that the Garuda Wisnu Kencana statue is a masterpiece of art from the modern civilization of the Indonesian nation.

Tourist Attraction is anything that has uniqueness, beauty, and value in the form of diversity of natural, cultural and man-made assets that are the target or destination of tourists. Garuda Wisnu Kencana Cultural Park. Garuda Wisnu Kencana Cultural Park itself is included in the cultural attraction in which there are traditional arts, museums, religious ceremonies and art festivals.

Located on Jalan Raya Uluwatu, Ungasan, South Kuta, Badung Regency, Bali. Garuda Wisnu Kencana Cultural Park is one of the tourist attractions that can be visited by tourists in search of cultural experiences in Bali. Garuda Wisnu Kencana Cultural Park is a Balinese cultural landmark which is quite iconic for most tourists with the Garuda Wisnu Kencana statue with a height of 121-meters and an area of approximately 200 hectares. The Garuda Wisnu Kencana statue is a representation of the Hindu God Vishnu and his mount, the Garuda bird. Starting in early 2022, Garuda Wisnu Kencana Cultural Park is implementing a one price policy, both for foreign tourists, local tourists, and children above 100 cm in height.

Tourist Characteristics

tourists with female gender with a percentage of 68% dominate compared to tourists with male gender with as many as 32% of people.

Tourists aged 17-25 years dominate with a percentage of 72%.

tourists who come to visit Garuda Wisnu Kendana are dominated by local tourists who come from Bali and East Java with a percentage of 32% and West Java with a percentage of 14%.

that tourists who come to visit Garuda Wisnu Kendana are dominated by tourists with status as students with a percentage of 60%.

tourists visiting the first time / one time visiting the Garuda Wisnu Kencana Cultural Park with a percentage of 57%.

Validity Test Results

With an error level of 5% and N = 30, it can be seen that the rtable is 0.3494. It can be seen from the numbers in the rcount table that the questions on the Marketing Mix (X) variable can be said to be valid because the value of each question is more than 0.3494. So that all the questions presented in the questionnaire can be used for research.

With an error level of 5% and N = 30, it can be seen that the rtable is 0.3494. It can be seen from the numbers in the rcount table that the questions on the Visit Decision variable (Y) can be said to be valid because the value of each question is more than 0.3494. So that all the questions presented in the questionnaire can be used for research.

Reliability Test Results

According to the Cornbach's Alpha value listed in the table above, it can be seen that the total Cornbach's Alpha from the Marketing Mix variable (X) and the Visit Decision variable (Y) can be said to be more than the minimum coefficient of 0.60. So questions on the Marketing Mix variable (X) and the Visit Decision variable (Y) can be said to be reliable.

Normality Test Results

It is known that Asymp. Sig. (2-tailed) of 0.117 > 0.05, this value means that the marketing mix variable (X) and the decision to visit (Y) have normally distributed data.

Multicollinearity Test Results

It is known that the seven independent variables, namely the marketing mix (X) variable consisting of Product, Price, Place, Promotion, People, Process, Physical Evidence, have a tolerance value greater than 0.10 and have a VIF value less than 10. So it can be concluded that there is no multicollinearity in this study.

Heteroscedasticity Test Results

the results of the heteroscedasticity test above which was carried out using SPSS 26 using the Park method, it can be seen that the seven independent variables (Product, Price, Place, Promotion, People, Process, Physical Evidence) have a significant value greater than 0.05. So it can be concluded that there is no heteroscedasticity from the data of this study.

Hypothesis Results

the results of the multiple linear regression equation are as follows:

$$Y = -3.676 + 0.317 X1 + 0.243 X2 + 0.391 X3 + 0.579 X4 - 0.432 X5 + 0.140 X6 + 0.968 X7$$

It is said that there is a significant effect if the t count > t table with a significance <0.05. The t table value is obtained from n-k = 100-7 = 93 with a sig of 0.025 (0.05/2), which is 1.986.

Constant: A constant value of -3.676 means that if the value of the variable product, price, place, promotion, people, process and physical evidence is zero, then the visiting decision variable has a value of -3.676.

1. It is known that X1, with a t-count value of 2.146 > t-table 1.986 and a significance that shows 0.034 <0.05, it can be stated that the product variable has a significant effect on the visiting decision variable. The coefficient of 0.317 means that if the product variable increases by 1%, then the visit decision variable also increases by 31.7%.

2. It is known that X2, with a t-count value of 1.637 <t-table 1.986 and a significance that shows 0.05> 0.05, it can be stated that the price variable has no significant effect on the visiting decision variable.

3. It is known that X3, with a t-count value of 2.337 > t-table 1.986 and a significance that shows 0.022 <0.05, it can be stated that the place variable has a significant effect on the visiting decision variable. The coefficient of 0.391 means that if the place variable increases by 1%, then the visit decision variable also increases by 39.1%.

4. It is known that X4, with a t count of 2.898 > t table of 1.986 and a significance that shows 0.005 <0.05, it can be stated that the promotion variable has a significant effect on the visiting decision variable. The coefficient of 0.579 means that if the promotion variable increases by 1%, then the visit decision variable also increases by 57.9%.

5. It is known that X5, with a t-count value of 1.535 <t-table 1.986 and a significance that shows 0.128> 0.05, it can be stated that the people variable has no significant effect on the visiting decision variable.

6. It is known that X6, with a t-count value of 0.534 <t-table 1.986 and a significance that shows 0.128> 0.05, it can be stated that the process variable has no significant effect on the visiting decision variable.

7. It is known that X7, with a t count of 3.923 > t table of 1.986 and a significance indicating 0.000 <0.05, it can be stated that the promotion variable has a significant effect on the visiting decision variable. The coefficient of 0.968 means that if the promotion variable increases by 1%, then the visit decision variable also increases 96.8%.

Test Results for the Coefficient of Determination (R2)

Adjusted R Square value of 0.672. Where it can be interpreted that simultaneously the magnitude of the influence between variable X (marketing mix) which consists of product, price, place, promotion, people, process and physical evidence on variable Y (decision to visit) is equal to 67.2%. While 32.8% (100% - 67.2% = 32.8%) is influenced by variables other than the marketing mix variable).

T test results

After calculating using the SPSS program, it can be seen that:

1. Testing the First Hypothesis (H1)

It can be seen that the value of Sig. in the influence of the variable (X1) Product on (Y) Visit Decision of 0.034 <0.05, it can be concluded that H0 is rejected Ha is accepted, which means there is a significant influence between the product variable (X1) on the visit decision variable (Y).

2. Testing the Second Hypothesis (H2)

It can be seen that the value of Sig. in the effect of variable X1 Price on (Y) Visit Decision of 0.105 > 0.05, it can be concluded that H0 is accepted and Ha is rejected, which means there is no significant effect between the price variable (X2) on the visit decision variable (Y).

3. Testing the Third Hypothesis (H3)

It can be seen that the value of Sig. in the influence of the variable (X3) Place on (Y) Visit Decision of 0.022 > 0.05, it can be concluded that H0 is rejected Ha is accepted which means there is a significant influence between the product variable (X3) on the visit decision variable (Y).

4. Testing the Fourth Hypothesis (H4)

It can be seen that the value of Sig. in the influence of the variable (X4) Promotion on (Y) Visit Decision of 0.005 <0.05, it can be concluded that H0 is rejected Ha is accepted which means there is a significant influence between the promotion variable (X4) on the visit decision variable (Y).

5. Testing the Fifth Hypothesis (H5)

It can be seen that the value of Sig. in the influence of the variable (X5) People on Y (Decision to Visit) of 0.128 > 0.05, it can be concluded that H0 is accepted and Ha is rejected, which means there is no significant influence between the variable people (X5) on the decision variable to visit (Y).

6. Testing the Sixth Hypothesis (H6)

It can be seen that the value of Sig. in the effect of the variable (X6) Process on Y (Decision to Visit) of 0.595 > 0.05, it can be concluded that H0 is accepted and Ha is rejected, which means there is no significant effect between the process variable (X6) on the visiting decision variable (Y).

7. Testing the Seventh Hypothesis (H7)

It can be seen that the value of Sig. in the influence of the variable (X7) Physical Evidence on Y (Decision to Visit) of 0.000 > 0.05, it can be concluded that H0 is rejected Ha is accepted which means there is a significant influence between the physical evidence variable (X7) on the visit decision variable (Y).

F test results

The calculated F value is 29.930 > 2.11 with sig 0.000 <0.05, it can be stated that simultaneously there is a significant influence between the variables Product (X1), Price (X2), Place (X3), Promotion (X4), People (X5), Process (X6), and Physical Evidence (X7) which simultaneously affect the decision to visit (Y).

The Influence of Partial Marketing Mix on Westaway's Decision to Visit Garuda Wisnu Kencana Cultural Park

The influence of the product on the decision to visit can be seen through the significance value on the t test with a value of 0.034. Based on the results of the significance test through the t test, it can be said that the product variable has a significant influence on the decision to visit. Thus, it can be concluded that the hypothesis of the study can be accepted. Judging from the results of taking opinions through open questions on the research questionnaire, tourists state that the products available at the Garuda Wisnu Kencana Cultural Park are one of their indicators when visiting. Some statements from tourists are as follows

"I decided to visit GWK because there is a Kecak dance performance which is typical of the Bali region, apart from the Kecak dance, there are many dance performances which are dances typical of Bali, so that it adds to the attractiveness of tourists, not only the show but the location of the place is very good for photo spots" (said Yasmin A, a tourist from Bandung).

"I decided to visit GWK because of my interest in seeing the Garuda Wisnu Kencana statue which has finally been completed after several years of construction." (Said Isaura, a tourist from Bali).

"GWK is a beautiful landmark and I want to see Balinese cultural performances" (Revealed by Minghao, a tourist from China).

Products offered by Garuda Wisnu Kencana to tourists, such as the many Balinese cultural performances, especially the Kecak dance in collaboration with the ogoh-ogoh, are an attraction in itself for tourists. In addition, the image of the Garuda Wisnu Kencana Cultural Park which is a landmark of the island of Bali is also an encouragement for tourists to visit. Thus, the product variable can be said to have a significant effect on visiting decisions.

The effect of price on the decision to visit can be seen through the significance value on the t test with a value of 0.105. Based on the results of the significance test through the t test, it can be said that the variable price does not have a significant influence on the decision to visit. Thus, it can be concluded that the hypothesis of the study was rejected. Judging from the results of taking opinions through open questions on the research questionnaire, tourists stated that there were several complaints about ticket prices or tour packages offered by Garuda Wisnu Kencana. Some statements from tourists are as follows

"Reduced price for top of GWK" (said Cheryl Dickson, a tourist from Australia).

"The thing that needs to be improved by GWK is the provision of discounted tickets or special prices for local tourists." (Said Hernowo, a tourist from East Java).

"It is necessary to reduce or discount the entrance ticket price so that it can reach tourists with economic levels ranging from middle to low." (Said Ryan Purba, a tourist from North Sumatra).

It can be concluded that the price offered by Garuda Wisnu Kencana to tourists is still quite expensive, as some tourists have said that Garuda Wisnu Kencana Cultural Park needs to reduce ticket prices so that it can be reached by local people from various economic backgrounds. In addition, the "Top of The Statue Tour" tour package is also quite expensive for local and foreign tourists. So that the price variable can be said to have no significant effect on the decision to visit.

The effect of promotion on visiting decisions can be seen through the significance value in the t test with a value of 0.005. Based on the results of the significance test through the t test, it can be said that the promotion variable has a significant influence on visiting decisions. Thus, it can be concluded that the hypothesis of the study can be accepted. Judging from taking opinions through open questions on the research questionnaire, tourists stated that the promotion carried out by Garuda Wisnu Kencana was one of their indicators when visiting. Some statements from tourists are as follows:

"I was interested in visiting because of the ads on Instagram." (Said Made ShasankaKhamani Pande, a tourist from Bali).

"There is an interesting promo and at the same time there is a holiday." (Said Mohamad Akmal Abdul Kholiq, a tourist from West Java).

"Because there is an Ogoh-Ogoh Festival event at GWK, the thing is I found an advertisement on Instagram with a pretty affordable and attractive presale price." (Said Dani Kartiono, a tourist from East Java).

It can be concluded that the promotion carried out by Garuda Wisnu Kencana Cultural Park for tourists can run effectively, as stated by several tourists that advertisements found on Instagram social media attract their attention when visiting Garuda Wisnu Kencana Cultural Park. In addition, the presale price offered at certain events is also one of the supporting indicators for tourists visiting. So that the promotion variable can be said to have a significant effect on visiting decisions.

The influence of people on visiting decisions can be seen through the significance value on the t test with a value of 0.128. Based on the results of the t test, it can be seen that the people variable does not have a significant influence on visiting decisions. Based on the results of the significance test through the t test, it can be concluded that the hypothesis of the study is rejected. Judging from taking opinions through open questions on the research questionnaire, tourists state that the people or employees of Garuda Wisnu Kencana need to improve their service and hospitality. Some statements from tourists are as follows:

"Garuda Wisnu Kencana needs to improve human resources to be more friendly to local tourists." (Said Din, a tourist from West Java).

"The strictness of the officers regarding instructions and directions to tourists to comply more with the regulations that apply at GWK, especially regarding waste." (Said Komang Indah Saraswati, a tourist from East Java).

"The thing that needs to be improved by GWK is the addition of workers to serve guests." (Said Ni Luh Putu Indah Budi Cahyani, a tourist from Bali).

It can be concluded that the performance of Garuda Wisnu Kencana Cultural Park employees (people) needs to be improved. As stated by several tourists that the existing human resources are still not friendly to local tourists, officers also need to be more active in providing instructions and directions to tourists to comply more with regulations. In addition, Garuda Wisnu Kencana Cultural Park also needs to add human resources to serve guests. So that the people variable can be said to have no significant effect on visiting decisions.

The effect of the process on visiting decisions can be seen through the significance value on the t test with a value of 0.595. Based on the results of the t test, it can be said that the process variable does not have a significant influence on the decision to visit. Based on the results of the significance test through the t test, it can be concluded that the hypothesis of the study is rejected. Based on the results of taking opinions through open questions on the research questionnaire, tourists stated that the process they went through before visiting Garuda Wisnu Kencana needed to be improved. Some statements from tourists are as follows:

"Online ticket purchase." (Said Arminda Irawati, a tourist from East Java).

"Ease in ticket transactions." (Said Anin, a tourist from Bandung).

"The process of buying tickets on the website." (Said Sovya, a tourist from Bali).

In addition to purchasing tickets online, from the results of observations it was found that double charges often occur for tourists when purchasing tickets through a digital cashier/e-kiosk. So it can be concluded that the process of buying tickets at the Garuda Wisnu Kencana Cultural Park (process) needs to be improved. Through the results of observations and statements that have been submitted by several tourists that the process of buying tickets both offline through digital cashiers/e-kiosks or online via websites still often makes tourists experience difficulties. So that the process variable has no significant effect on the decision to visit.

The effect of physical evidence on visiting decisions can be seen through the significance value on the t test with a value of 0.000. Based on the results of the t test, it can be concluded that the physical evidence variable has a significant influence on visiting decisions. Based on the results of the significance test through the t test, it can be concluded that the hypothesis of the study is acceptable. Judging from the results of taking opinions through open questions on the research questionnaire, tourists state that the physical evidence found at Garuda Wisnu Kencana is one of their indicators when visiting. Some statements from tourists are as follows:

"The environment was so clean and the top statue looked so beautiful." (Said Amilthasan, a tourist from Malaysia).

"I decided to visit GWK because the place is nice, interesting, and supports culture." (Said Poppy Berliana Ramadhani, a tourist from East Java).

"Because I am interested in the history and architectural forms in GWK itself, it is an offer that really interests me." (Said DeaPratama, a tourist from Jambi).

It can be concluded that the physical evidence indicators at Garuda Wisnu Kencana Cultural Park attract the attention of tourists. As stated by several tourists, the environment at Garuda Wisnu Kencana Cultural Park is quite clean, apart from that the presence of Balinese architecture or cultural interiors

is also a support for tourists in deciding to visit, especially for tourists who come from outside the island of Bali. So that the physical evidence variable has a significant effect on the decision to visit.

The Effect of Simultaneous Marketing Mix on Tourists' Decisions to Visit Garuda Wisnu Kencana Cultural Park.

The influence of the Marketing Mix which consists of Product, Price, Place, Promotion, People, Process and Physical Evidence on visiting decisions can be seen through the significance value on the f test with a value of 0.000. Based on the results of the f test, it can be concluded that the marketing mix variable (X) as a whole has a significant influence on the decision to visit (Y). Following the results of the f test that has been carried out, it can be concluded that the hypothesis of the study is acceptable.

It can be seen from the Coefficient of Determination Test (R2), the effect of the marketing mix (X) on the visiting decision variable (Y) is 67.2%. While the remaining (100% - 67.2%) of 32.8% is influenced by other variables outside the marketing mix variable (product, price, place, promotion, people, process and physical evidence).

4. .Conclusion

Based on the results of the analysis and discussion that have been described previously, several conclusions can be drawn from the overall research results, namely as follows:

1. Based on the results of the t test (partial test) there are 4 variables x (marketing mix) which have a significant effect on variable y (decision to visit), namely: a) Product due to the attractions and Balinese cultural performances offered; b) Place because there are various alternatives to buy tickets to enter the Garuda Wisnu Kencana Cultural Park; c) Promotion due to advertisements displayed on Garuda Wisnu Kencana Cultural Park's social media attracting the attention of tourists and making them visit; and d) Physical evidence because tourists are interested in the architecture or interior of Balinese culture. While the 3 variables that have no significant effect are: a) Price because the price offered is quite high, especially for the Top of The Statue Tour; b) People due to hospitality and the number of existing human resources still needs to be improved; and c) Process because there are still many tourists who have difficulty buying tickets online, besides that, double charges often occur to tourists when buying tickets offline.

2. Based on the results of the f test (simultaneous test) it can be concluded that overall the variable (X) Marketing Mix has a significant influence of 67.2% on the decision to visit tourists (Y) to the Garuda Wisnu Kencana Cultural Park.

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