

ANALYSIS OF THE INFLUENCE OF MARKETING PUBLIC RELATIONS AND COMPANY IMAGE ON VISIT DECISIONS TO MEKASARARI FRUIT GARDEN

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Abstract. Marketing public relations is a major factor in the tourism industry in Indonesia for tourist attractions experiencing issues and crises to try to bounce back from adversity. This quantitative study aims to obtain information on marketing public relations and corporate image at Mekarsari Fruit Park and to determine its influence on the decision to visit the community after the Covid-19 pandemic. This study involved 1,376,734 people selected by random sampling as many as 94 respondents from a questionnaire that had been distributed using a survey, where the data obtained was analyzed using the SPSS statistical application. The results of this study are that marketing public relations and corporate image influence the decision to visit the community at Mekarsari Fruit Park. Following up on the findings of this research, marketing public relations needs to be carried out in the tourism industry where entrepreneurs and the government collaborate to develop sustainable programs in the hope that the tourism creative economy will grow again

1. INTRODUCTION

This year 2022, implementation The Implementation of Restrictions on Community Activities or commonly abbreviated as PPKM, has been relaxed by both the central and regional governments. People who want to start activities directly (offline) Even if you want to go on vacation that is close, the price is affordable and contains education for families, especially children , you can determine the choice of existing tourist attractions.

Holidays are a community ritual to refresh minds that have been confined for \pm 2 years due to the Covid-19 pandemic, so that they can revive the tourism economy so that it can revive. The tourism sector is currently showing increasingly good developments seen from the interest and interest of the community as visitors to these tourist attractions (Mutia and Kristina , 2018; Achmad, 2022) . To improve the tourism industry in Indonesia, entrepreneurs and the government must try to improve and develop aspects that can increase tourists' interest in choosing tourist objects in Indonesia (Siswanti and Widjajanta, 2008) .

Management of the tourism industry, can be viewed in terms of macro and micro. From a macro point of view, it is meant to be regulated by the government as a whole. The government is the entrepreneur party that implements the regulations regarding its area, both the central government and the regional government. The government stipulates ways or permits to open a business, regulations for entering an area, the government is responsible for security, comfort and environmental sustainability of tourism objects so that tourists feel security, comfort and natural beauty while carrying out their tourism activities. Meanwhile, from a micro point of view, management is carried out by institutions that provide services to tourists, such as hotel management, lodging, travel bureaus, transportation businesses and so on (Giraliyandi and Oktarini 2018) .

Regarding the improvement of the tourism industry by several of the stakeholders above, Mekarsari Fruit Park also needs improvement after 2021 and there was news that it was closed "temporarily" due to the Covid-19 pandemic. "Hopefully the pandemic in Indonesia will end soon and the public can return to traveling to Mekarsari Fruit Park safely and comfortably #tetapsehat", said the official social media account of Mekar Sari Fruit Park (Ramadhina, 2021) . This statement has a very clear impact on the image of the company that manages the place.

So, this year the manager is trying to attract people to come and visit with their families again. The development of a tourist attraction cannot be separated from the decision of tourists to visit the tourist attraction (Sari and Suyuthie, 2020) . Marketing public relations (MPR) is an important part of

the decision process to use a product (goods and services) , consumers will use a product if the product is felt to have publicity for a good corporate image (Al-Jufri and Mahir, 2021) .

If well developed, then marketing public relations program will create an emotional connection between community with companies which will later impact on the company's image and from the image good company, it will be obtained customers who are loyal to the product or service (Vellayati, et al (2014) . Marketing public relations strategy in considered effective enough to maintain customer loyalty. Through this concept, it will be seen how the management of the Mekar Sari Fruit Garden implements a marketing public relations strategy in maintaining loyalty or simply called customer loyalty (Mardhatillah, Bilhaq Aulia, and Putri, Yuliani Rachma ., 2022) .

Various analyzes related to the decision to return people to tourist attractions, this research emphasizes more on aspects of promotion and customer loyalty (Widjajanta, Bambang and Siswanti, Ani., 2008; Sitepu et al., 2015; Mutia and Kristina, 2018; Giraliyandi and Oktarini 20 Sari and Suyuthie, 2020; Suwanto et al., 2022) so that the performance of marketing public relations certainly leads to a marketing strategy to attract the public . In line with this information, there is no research examining the existence of corporate image of tourist attractions affected by Covid-19. This kind of research needs to be done so that other tourism service managers can rise up with a marketing public relations strategy . In addition, these findings can be used as development in the field of communication science and the results can be applied to other tourism industries. Therefore, the purpose of this study was to determine the strategic role of marketing public relations and corporate image on the decision to visit Mekar Sari Fruit Park.

2. METHOD

This research is an explanatory survey research, namely research by distributing questionnaires with the aim of describing the variables studied and the possibility of testing hypotheses regarding the relationship between the variables studied. (Sugiyono, 2016) . With primary data collection techniques, namely through surveys and secondary observation and data analysis techniques . This study involved the people of South Tangerang City as a population. In total there are 1,376,734 people with different cultures, religions, races and ethnicities. Therefore, a random sampling technique was used to determine the sample process using the T. Yamane formula , the result 94 people were selected as the research sample with an age range of 17-60 years conducted from November to December 2022 . The independent variables in this study are marketing public relations and corporate image, while the dependent variable is the decision to visit.

The dependent variable of this research is the decision to visit. The scoring on the Community Visiting Decision variable was tested with a Likert scale of 1-5 (Strongly Agree Agree, Undecided, Disagree and Strongly Disagree) using a distributed questionnaire where each item item was analyzed for validity with the Pearson 's Product test moments Correlation and Cronbach's Alpha test to determine the reliability of the question item instrument. Questionnaire results data that has been distributed, downloaded in excel format which is then processed using SPSS. After the results of the respondents' answers were given a score in accordance with the provisions of data collection. Furthermore, scores were analyzed using multiple linear regression tests to determine the effect of the independent variables on the dependent variable . Multiple linear regression tests are used to test the correctness of the hypotheses proposed in the study (Sujarweni, 2015) . The F test is to show that all independent variables are included in the model which have a joint effect on the dependent variable (Ghozali, 2018) . The t test is to find out influence or know the relationship between independent variables and dependent, where one variable independently made permanent or controlled (Sugiyono, 2017) .

3. RESULT AND DISCUSSION

Table 1 Results of Multiple Linear Analysis

Model	Unstandardized		Standardized	t	Sig.
	Coefficients	std. Error	Coefficients		
	B		Betas		

(Constant)	9.166	3,389		2.704	.008
1 Marketing Public Relations	.155	.154	.107	2.008	.006
Corporate Image	.377	.159	.251	2.372	.002

a. Dependent Variable : Visit Decision

Source: SPSS 25 (processed data)

Seeing the results of table 1 above, the visiting decision variable can be predicted with the regression equation $Y = 9.166 + 0.155x_1 + 0.377x_2$. Marketing Public Relations and company image variables are significant predictors of visit decision variables. Each increase in the score of the Marketing public relations variable will increase the score of the visiting decision variable by 0.155 ($\beta=0.107$, $t(97)=2.008$, $p=0.006$), while an increase in the corporate image score will increase the visiting decision by 0.377 ($\beta=0.251$, $t(97)=2.372$, $p=0.002$).

Table 2 Test Results t

Model	Unstandardized Coefficients		Standardized Coefficients Betas	t	Sig.
	B	std. Error			
(Constant)	9.166	3.389		2.704	.008
1 Marketing Public Relations	.155	.154	.107	2.008	.006
Corporate Image	.377	.159	.251	2.372	.002

a. Dependent Variable : Visit Decision

a. Judging from table 2 , the results of the t test above show that the significance value of the influence of marketing public relations on the decision to visit is $t \text{ count } 2.800 > t \text{ table } 1.986$ it means that there is a partial influence between marketing public relations on the decision to visit.

b. Judging from table 2 , the results of the t -test above show that the significant value influences corporate image on the decision to visit is the value of $t \text{ count } 2.372 > t \text{ table } 1.986$ it means that there is a partial influence between corporate image on the decision to visit.

Table 3 F Test Results

Model	Sum of Squares	df	MeanSquare	F	Sig.
Regression	63.630	2	31.815	4.981	.009 ^b
1 residual	606.778	95	6.387		
Total	670.408	97			

a. Dependent Variable: Visit Decision

b. Predictors: (Constant), X2, X1

Source: SPSS 25 (processed data)

F table = F (k ; nk)

F table = F (2 ; 94-2)

Then the result obtained is $F = F(2 ; 92) = 3.095$

Seen from table 3 of the F test results above, it can be seen that the significance value for the influence of Marketing Public Relations and corporate image is F count of $4.981 > F \text{ table value of } 3.095$. This proves that there is a simultaneous or joint influence between Marketing Public Relations and company image on visiting decisions. Based on the results of the research above, the decision to act, namely the decision to visit, comes from a series of mental and emotional activities and stimuli. Complex decisions often involve several choices between two or more alternatives (Al-Jufri and Mahir, 2021) . Furthermore, research conducted by Jinan (2018) found that the elements of publications, events, identity media, public service activities made people decide to visit Baluran National Park, Situbondo, East Java. Then, research conducted by Maulidin (2016) that builds corporate identity and image, faces crises (Facing of Crisis), promotes social aspects (Promotion Public Causes) things that underlie a company's good name remain good in society. According to Irianti et al (2018) , to find out the public's interest in visiting again, marketing public relations launched several programs, namely discount voucher programs, price discount programs at several merchants /partners, member birthday award programs, and membership gathering programs.

So, this research is in line with research conducted by Trinh (2021) that marketing public relations and corporate image influence visiting decisions. However, the follow-up that must be carried out by entrepreneurs and the government in developing the tourism industry must be truly consistent, namely trying to make new breakthroughs in developing programs that attract people to want to visit again, as has been done in the previous studies mentioned above.

4. CONCLUSION

Overall, marketing public relations variables and corporate image variables are able to influence the decision to visit the community. Where every time there is an increase in the visiting decision variable, the score also increases by 0.155 from marketing public relations and by 0.377 from corporate image. Partially, the marketing public relations variable influences the decision to visit with a value of t count 2.800 > t table 1.98 6, while the corporate image variable also influences the decision to visit with a value of t count 2.372 > t table 1.98 6. Where the results of marketing public relations variables are more dominant in visiting decisions. Simultaneously, marketing public relations variables and corporate image variables are able to influence the decision to visit the community significantly with an F calculated value of 4.981 > F table value of 3.095. Through the findings resulting from this research, the application of marketing public relations in various companies is needed to lift the company's image from the downturn that has befallen it. There is a need for cooperation between companies and related governments so that the programs to be developed run according to the set targets. In addition, research that raises issues of promotion, service quality and loyalty is still being carried out so that it can provide benefits to entrepreneurs who will develop marketing public relations programs in the future. Furthermore, considering that there are so many tourist sites that have been hit by the Covid-19 pandemic in Indonesia and it is difficult to get back up again, it is necessary to standardize the combined tourism entrepreneurs to make some kind of guidelines. Thus, the closeness between one entrepreneur and another in the association that is formed is more solid. The local government needs to carry out transportation reforms in the Cileungsi region and its surroundings, especially those that lead to the Mekarsar Fruit Park. Many people can access these tourist attractions due to limited availability of adequate transportation.

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