

***Analysis of the Influence of the 7P Marketing Mix on Domestic Tourist Visit
Interest at the Prambanan Temple Tourist Destination***

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ABSTRACT

This study aims to analyze the influence of the marketing mix (7Ps) on domestic tourist interest in visiting the Prambanan Temple tourist destination. This study used a quantitative approach with a survey method of 100 respondents. The marketing mix was analyzed using seven indicators: product, price, place, promotion, people, process, and physical evidence.

The results of a multiple linear regression analysis indicate that the marketing mix variables (7Ps) have a positive and significant effect on domestic tourist interest in visiting, with a significance value of 0.000 (<0.05). The coefficient of determination (R^2) of 0.595 indicates that 59.5% of the variation in tourist interest in visiting can be explained by the marketing mix variables. Based on descriptive statistics, the place indicator received the highest average value of 4.23, followed by product at 4.16, physical evidence at 4.00, process at 3.86, and price at 3.78.

The results indicate that a sound marketing mix strategy can increase domestic tourist interest in visiting Prambanan Temple.

Keywords: 7P Marketing Mix, Visit Interest, Domestic Tourists, Tourism Marketing, Prambanan Temple