

## Research article

# Development of Marketing Mix in Tourism With Technology Acceptance Model (TAM) in the Tourist Area of Kerinci Regency

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The current travel trends are increasingly inclined to the “back to nature” concept. In Kerinci Regency, Indonesia, tourism is expected to contribute to the area’s economic growth. The present study was conducted to analyze the factors in the marketing mix in tourism that influence the perceived ease of use of the Technology Acceptance Model (TAM) in using travel applications. The study uses primary data obtained or collected independently directly from the source through a questionnaire and interviews with 400 respondents. The TAM was tested using SEM (Structural Equation modeling) with Amos 25. The results showed that the variable price and people had a significant effect on the TAM. Additionally, the TAM influences people’s intention to use travel applications.

**Keywords:** marketing mix tourism, Technology Acceptance Model (TAM), intention to use travel application

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## 1. Introduction

Tourist areas can be a source of income for rural residents. In order to increase the importance of tourism, it is necessary to increase the economic value of closely related tourism activities. The age of digital information has revolutionized global tourism [1]. Tourism activity is the aggregate of the use of tourism products such as transportation, accommodation, infrastructure, attractions, and support services. These products have a strong impact on the tourism demand of destinations [2]. Today, the tourism industry needs to be digitalized and increased using technology. The most important thing you can use when using technology in marketing, especially tourism marketing, is that the right marketing strategy is online marketing [3]. The rise of internet marketing is new to the tourism industry as many tourists search for travel products online [4]. To be specific and integrated when it comes to marketing promotions, social media, email marketing

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techniques, and technologies that support digital marketing promotions are now playing an important role depending on the effective reach and impact of the message [5].

Marketing is an essential management function for any business. Marketing in the tourism sector has its own characteristics and specific, due to the fact that in tourism products that support one of them are services [6]. on marketing mix tourism, There are five elements; product, price, place, promotion, and people [7] [6][8].

Modern tourism relies heavily on information. The development of information programs is a key factor in the development of the tourism industry and is now entering an era of significant change, renewal, innovation and the creation of intelligent tourism based on digital technology. Understanding how and why users embrace and use technology is the critical, Naturally, technology acceptance theories such as Technology Acceptance Model (TAM) [9]. Technology Acceptance Model (TAM) is a general framework for understanding how individuals are involved in different forms of technology, either in their original form or in a modified form [10] [11] [12] [13]. The development of smartphones, combined with other mobile communication devices and wireless transmission technologies, enables travelers to search for travel information in various ways anytime and anywhere [14]. Technology Acceptance Model (TAM)'s goal was to understand the factors behind common technology adoption and explain user behavioral intent across a wide range of end-user computing technologies[15].

## 2. Methodology

The population used in this study are tourists with a sample 400 respondents scattered across Kerinci regency. Samples were selected by intentional random sampling using a 1-5 Likert scale questionnaire. Study data analysis is performed using AMOS tool. AMOS is one of the alternative Structural Equation Modeling (SEM) methods that can be used to overcome relationship problems [16]. Participants were then directed to questionnaire, where they completed a questionnaire about their experience with technologies that support tourism in Kerinci regency. All questionnaires were self-administered. The testing process was completed when the participants finished their answers.

The research method used is a quantitative descriptive method. The sample of this study was 400 tourists in Kerinci Regency. The research data was obtained using questionnaires. Data analysis using the Structural Equation Model (SEM) method. This study uses surveys to get the necessary data. The way used is by interviewing (interview) and spreading the list of questions (questionnaire) to respondents [17]. Primary data, which is data obtained from direct research on tourists in Kerinci Regency, from questionnaires

given to tourists to get an idea of the real conditions. Secondary data is obtained by taking data and documents, written reports that are processed according to the needs in the form of an overview of tourism in Kerinci Regency.

The idea of this analysis is that these default variables are so-called factor loads, and then path analysis using latent variables is performed on these newly generated standard variables [18]. AMOS analysis program based on path analysis tests, where paths are shown as independent, dependent and intermediate variables [19].

### 3. Result and Discussions

#### 3.1. Measurement Model

A model is said to be a fit if it meets three standard dimensions. The goodness-of-fit (GOF) measures are the absolute fit score, the incremental fit index, and the fit economy index [20]. Path analysis tests model the path and fit the model, allowing several hypothetical causal relationships involving multiple dependent variables to be tested concurrently [21]. Results of Measurement model as follows :

TABLE 1: Model Fit Measurement Indices.

No	Model Fit	Cut off values based	Value	Conclusion
1	<b>Absolute Fit Indices</b>			
	CMIN/DF GFI (goodness of fit index) RMSEA (Root mean square error of approximation)	< 5 0-1 0,05 to 0,08	3,291 0,807 0,073	Fit Fit Fit
2	<b>Incremental Fit Indices</b> AGFI (Adjusted goodness-of-fit) TLI (Tucker-Lewis Index) NFI (Normed Fit Index)	0 to 1 0 to 1 0 to 1	0,742 0,858 0,865	Fit Fit Fit
3	<b>Parsimonious Fit Indices</b> PNFI (Parsimonious normal fit index)	0 to 1	0,712	Fit
	PGFI (Parsimonious goodness-of-fit index) PRATIO	0 to 1 0 to 1	0,858 0,865	Fit Fit

#### 3.2. Framework Structural Equation Model (SEM) Full Model.

This research developed a framework based on the Extensible Technology Acceptance Model (TAM) for intention to use tourism application in Kerinci Regency at Figure 1 :

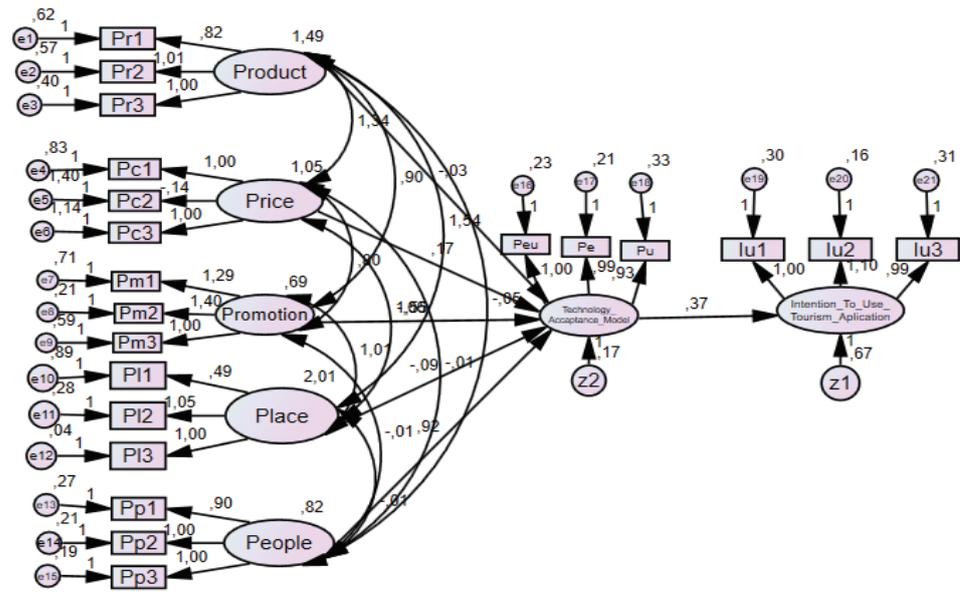


Figure 1: Framework Structural Equation Model (SEM) Full Model.

### 3.3. Result of hypothesis testing.

The results of the hypothesis tests of the five tourism marketing mixes, price and people are the variables that determine the development of the Technology Acceptance Model (TAM) that will impact the Intention To Use Tourism Application (See Table 2) :

TABLE 2: Hypothesis Test Results.

Hypothesis test	Hypothesis	Results	Conclusion
Hypothesis test (H1)	There is a significant relationship between price and Technology Acceptance Model (TAM)	CR =2,171 P =0,030	H1: Supported
Hypothesis test (H2)	There is a significant relationship between promotion and Technology Acceptance Model (TAM)	CR =-0,570 P =0,569	H2: Not supported
Hypothesis test (H3)	There is a significant relationship between Place and Technology Acceptance Model (TAM)	CR =-1,283 P =0,200	H3: Not supported
Hypothesis test (H4)	There is a significant relationship between People and Technology Acceptance Model (TAM)	CR =20,652 P =0,000	H4: supported
Hypothesis test (H5)	There is a significant relationship between Product and Technology Acceptance Model (TAM)	CR =-0,365 P =0,715	H5: Not supported
Hypothesis test (H6)	There is a significant relationship between Technology Acceptance Model (TAM) and Intention To Use tourism application	CR =7,222 P =0,000	H6: Supported

From table 2 above with the results of the 6 hypotheses presented, there are 3 hypotheses that can be accepted with results : Hypothesis 1, Price has a significant effect on Technology Acceptance Model (TAM) because the result of the critical ratio is 2,171 greater than 1,96 and the result of probability is below 0,05. Hypothesis 4, People has a significant effect on Technology Acceptance Model (TAM) because the result of the critical ratio is 20,652 greater than 1,96 and the result of probability is below 0,05 and Hypothesis 6, Technology Acceptance Model (TAM) has a significant effect on Intention To Use tourism application because the result of the critical ratio is 7,222 greater than 1,96 and the result of probability is below 0,05

### 3.4. Simultaneous Test.

Simultaneous hypothesis testing is done by looking at the R-square value on the AMOS output result. Simultaneously exogenous latent variables have a significant influence on endogenous latent variables if the R-square value is positive.

TABLE 3: Regression Result.

Simultaneous Test	Result
Technology Acceptance Model	,808
Intention To Use Tourism Application	,148

Based on Table 3, it can be explained that the R-square value of exogenous latent variables against latent endogenous variables of the Technology Acceptance Model (TAM) is 0.808 or 80.8%. That is, endogenous latent variables are simultaneously affected and can be explained by exogenous latent variables of products, price, promotion, place and people of the remaining 80.8% of the remaining 19.2% described by other variables. While the value of R-square exogenous latent variable against latent endogenous variable Intention To Use Tourism Application is 0.148 or 14.8%.

## 4. Conclusion

Based on hypothesis testing that has been done, it shows that products, price, promotion, place and people contributed 80.8%. The remaining 19.2% was a contribution from other variables not studied in the study. Thus proving products, price, promotion, place and people to the Technology Acceptance Model (TAM) together contribute

simultaneously. Of the 6 hypotheses found there are 3 hypotheses accepted, namely Hypothesis 1, Hypothesis 4 and Hypothesis 6.

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