

The Impact Analysis of Relationship Marketing And Marketing Mix of Mice Tourism Attraction (*Meetings, Incentives, Conventions and Exhibitions*) in Bandung City

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Abstract

This study aims to determine, analyze and describe (1) the condition of relationship marketing, marketing mix and MICE tourist attraction in Bandung City, (2) the effect of relationship marketing to the MICE tourist attraction in Bandung City, (3) the effect of the marketing mix MICE tourist attraction in Bandung City, (4) the effect of relationship marketing and the marketing mix simultaneously on MICE tourism attraction in Bandung City. The research methods been used was explanatory survey, as it will explain the relationship between the studied variables. While the type of relationship between the variables used in this study was the causality of independent variable / independent variables affect the dependent variable. The source of data obtained through questionnaires and documentation. While the data analysis used is multiple linear regression. Based on the survey results revealed that the relationship marketing and marketing mix properly implemented, while the tourism appeal is quite high. The verification is seen that the relationship marketing variables and marketing mix positive and significant effect either partially or simultaneously to the MICE tourism attraction in Bandung.

Keywords: Relationship Marketing, Marketing Mix, MICE Tourism attractions

1. Introduction

1.1 Background

At the moment tourism became the mainstay of the business and become the motor of the economy in many countries and regions. Tourism is a major industry that is expected to help increase revenues and local communities through increased revenue, increased income, increased employment and business opportunities, as well as an increase in government revenue. In addition, tourism is also capable of enhancing the image of a region or country in the international community and participates on conserving the environment if developed optimally.

The tourism industry has an important role in the development efforts and the development of an area. Even in some areas indicate that the tourism industry was able to boost the area of underdevelopment and make it as a main source of income. To support the culture and tourism in Indonesia, the government issued Presidential Decree No. 16 Year 2005 on Culture and Tourism Development Policy which discusses the integration of culture and tourism development by improving the quality of public services in the form of services or conveniences necessary for tourists both domestic and abroad.

In developing the tourism industry in the region, the government through the Ministry of Tourism and Creative Economy has encouraged the development of the MICE industry. The growth of the tourism industry shows a very significant improvement, especially in the provincial capital. The government set a MICE destination cities in Indonesia, namely Bali, Jakarta, Yogyakarta, Surabaya, Balikpapan, Medan, Batam, Bintan, Padang-Bukittinggi, Makassar, Manado, Palembang, Mataram and Bandung.

Bandung City has a variety of attractions that lure. The city is transformed into a tourist destination that is taken into account not only at national level but also at international level. Various tourist attractions on offer in this city, such as: nature tourism, cultural tourism, culinary tourism, recreation, and special interest tours for prospective tourist destinations MICE (Meetings, Incentives, Conventions and Exhibitions).

Potential Bandung City has a chance to "marketed" to the wider professional procedures and directed through the application of relationship marketing and the marketing mix. This strategy is particularly relevant applied in Indonesia, especially Bandung City, especially when associated with the decentralization policy in relation to the increase of tourist attraction.

Bandung city which is one of the major tourist destination in West Java, has a distinctive attractiveness and variety of tourism products especially tourist cities (urban tourism) such as education, history, culture, shopping and dining. Recognizing the importance of the tourism sector for the development and welfare of the community, positioning Bandung City tourism sector as a driving force to improve the economic welfare of the community. This was stated in the vision of the Government of Bandung "Bandung City as the city Realization Services DIGNIFIED (Clean, Prosperous, Obedient and Friendly)".

For 4 (four) years of MICE activities in Bandung has increased and the activity generally organized and facilitated by government agencies and corporations. These large meetings packed into a trip in which there are trips to tourist destinations. From these needs living and growing MICE tourism tourist types, although this is less popular in the community. Meanwhile, MICE activities can be profitable three times greater than the mass tourism. This is caused by several factors, namely:

1. bigger budgeted expenditure for meeting participants usually bring additional personnel such as a family member, secretary or relatives
2. MICE activities to maximize all existing infrastructure elements. The main priority was convention / meeting hall and supporting facilities are available at the accommodation. In addition, meeting participants also visited tourist destination after finalizing meeting organized activities into an integrated package.
3. Minimum duration of MICE activities (length of stay) was three days so that it can automatically provide a positive contribution to all stakeholders and become a major market star hotel in the city.

Table 1 Data Development MICE Bandung City

Years	Number of Events
2010	131
2011	453
2012	521
2013	617

Source: Department of Tourism, 2013

From the above data, show that the development of MICE in Bandung City is increasing from year to year. This suggests that Bandung City has become a MICE destination city but still within the national stage. While for activity / international event, Bandung City still requires strategy and efforts to improve the facilities and supporting infrastructure such as venue, Professional Event Organizer and internationally qualified human resources.

Data on tourism Bandung City from various sources is still very global, it is shown that the procedure relationship marketing and marketing mix has not been applied. While MICE activities is itself a tourist industry that is very promising because it has a huge multiplier effect (Ministry of Tourism and Creative Economy, Republic of Indonesia, 2012).

MICE infrastructure development in the City of London should be encouraged given its potential is quite large Bandung City and Bandung's trend of culinary tourism and shopping tourism is the main attraction for organizing MICE activities. Development of MICE activities will not only increase hotel occupancy, the existence of MICE facilities will drive the other tourism business chain so that the implementation of MICE activities will provide a multiplier effect and trickle down to the wider community and government Bandung City.

Tourism policy as described above is still a macro, whereas micro policies, especially with regard to relationship marketing and marketing mix (marketing mix) have not been considered. If relationship marketing has not done so yet known whether the relationship marketing can be done has been targeting the right market segments.

1.2 Problem Formulation

Based on the problems identified in the background of the problem outlined above, then the problem can be formulated in this study as follows:

1. How is relationship marketing, marketing mix and MICE tourist attraction in Bandung?
2. How does the influence of relationship marketing on MICE tourism attraction in Bandung?
3. How does the marketing mix of the MICE tourist attraction in Bandung?
4. How does the influence of relationship marketing and the marketing mix simultaneously on MICE tourism attraction in Bandung?

2. Literature

2.1 Relationship Marketing

According to Chan (2003) relationship marketing is a marketing system that is increasingly in demand by marketers, for marketers began to realize that marketing communications are carried out in one direction and addressed to all people is no longer adequate because of the increasingly high expectations of consumers from time to time.

Relationship marketing according to Berry (2005) defined as attractive, maintain, and enhance relationships with customers. In this definition, the most important is to attract new customers (customer or supplier) is seen as an “intermediate step” in the marketing process. While strengthening the relationship is a process that is less bound to change consumers become loyal customers and serve as an important consideration for clients with marketing. One thing that is very important for the agency is to foster good relationships with customers, employees, suppliers, distributors because of the relationship will determine the future value of the institution. Effective relationship marketing will result in a positive outcome in the form of percentage of satisfied customers and higher due to the presence of effective communication and greater consumer loyalty (Berry, 2005).

Grönroos (2004: 9) gives a broad definition of relationship marketing is: “Identify and establish, maintain and Enhance and, when Necessary, terminate relationships with customers and other stakeholders, at a profit so that the objectives of all parties are met INVOLVED; and this is done by a mutual exchange and fulfillment of promises “. This means that Relationship Marketing aims to identify and establish, maintain and enhance and, where necessary terminate a relationship with customers and other stakeholders, at a profit level so that the objectives of all parties involved can be achieved; and it is done by a mutual exchange and fulfillment of promises. Meanwhile, according to Jagdish (2009) Attempts to involve; relationship marketing and integrate customers, suppliers and other infrastructural partners into a firm's developmental and marketing activities. Relationship marketing is an effort to involve and integrate customers, suppliers and other infrastructure in developing and marketing activities of the institution. Relationship marketing refers to all marketing activities directed toward establishing, developing and maintaining successful relationship. “That is relationship marketing leads to any marketing activity that is directed to establish, develop and maintain successful relationships with.

Relationship marketing aims to build mutually satisfying relationship in the long term with key groups, namely customers, suppliers, and distributors (Gronross, 2004). Therefore, relationship marketing covers the entire activity, ranging from suppliers to the delivery of products and services to customers. The whole process needs to be managed as well as possible to bring profitability to the institution on the products and services offered. The purpose of relationship marketing to increase long-term profitability through a change of marketing based on the transaction, with the emphasis on the search of new customers, be customer retention through effective customer relationship management.

2.2 Marketing Mix

One of the elements in an integrated marketing strategy was marketing mix (marketing mix), which is a strategy that institution, which relates to the determination, how institutions present product offerings on a particular market segment, which is the target market. Marketing mix is a combination of variables or activities that are at the core of marketing sistem, where variables can be controlled by the agency to influence consumer responses in the target market. Variable or activities should be combined and coordinated by institutions as effectively as possible, in its marketing activities. Thus the institution not only has the best combination of activities, but also can mengkhordinasikan various marketing mix variables, to implement effective marketing programs.

In principle, everything that exists in an organization is a commodity that can be offered to stakeholders, and to the success of an institution in the long run, then the agency must create services that satisfy the needs and wants of its customers. In order to create a satisfactory service is the agency creating or marketing mix marketing mix. Kotler (2002) stated marketing mix as a set of controllable, tactical marketing tools that the firm blends to produce the result it wants in the target market.

2.3 Tourism Attractions

Tourism Destinations is the area or geographic region in a different or more administrative regions in which there are elements: a tourist attraction, tourism facilities, accessibility, public as well as tourists are interrelated and complementary to the realization of tourism activities. The attraction is not or has not dikembangkan a potential resource and can not be called a tourist attraction, to the existence of a particular type of development. Objects and tourist attraction is the basis for tourism. Without the interest in a particular area or place of tourism is difficult to develop.

Travel Attractions true is another word for a tourist attraction, but according to Indonesian government regulation in 2009 said tourism is no longer relevant to mention a regional tourist destination it is used the word “Tourist Attractions” then to know what is the meaning and significance of the tourist attraction in below are a few definitions / understanding regarding Travel Attractions according to some experts:

1. Based on the Law of the Republic of Indonesia No. 10 In 2009, Travel Attractions described as everything that has uniqueness, convenience, and value in the form of rich natural diversity, culture, and the result of man-made or visits the target tourists.
2. A. Yoeti in his book “Introduction to Tourism” 1985 states that a tourist attraction or a “tourist attraction”, the term is more often been used, ie everything that is an attraction for people to visit a particular area.
3. Nyoman S. Pendi in his book “Tourism Science” 1994 defines a tourist attraction as everything is interesting and worth to be visited and viewed.

From some of the above it can be concluded that the tourist attraction is anything that has the attractiveness, uniqueness and high value, which is a tourist destination to come to a certain area.

2.4 Thought framework

Based on the literature review that formed from the theories that have been proposed in the above chart, it can be described framework or paradigm of research as follows:

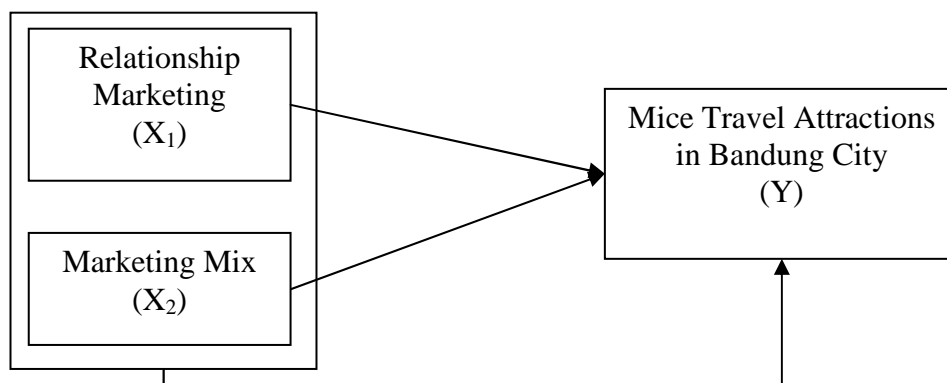


Figure 1. Framework

3. Research Methods

3.1 Methods Used

This study uses explanatory survey, as it will explain the relationship between the studied variables. While the type of relationship between the variables used in this study was the causality of independent variable / independent variables affect dependent variable / dependent variable (Sugiyono, 2006: 39). Explanatory research refers to the hypothesis that will be tested against the phenomena that occur. This study is based on cross-sectional nature time coverage that reflects a description of a situation and phenomena that occur at a given time (Sekaran, 2003: 73). Referring to the purpose of the research to be done is to determine and examine more deeply the research variables that will be examined is this study is descriptive and verification. Descriptive research was research that aims to get a picture or description of the studied variables. While the verification study was to determine the relationship between variables through a hypothesis testing based on the data in the field.

3.2 Data collection techniques

To obtain the data required primary or secondary, data collection techniques the author is:

a. Questionnaire / Questionnaire

Author distributing questionnaires, distributed to the respondents made in the form of the questions that are closed and each subject was asked to choose one of the alternative answers were determined. Before the questionnaires were distributed done some testing beforehand, ie testing the validity and reliability testing.

b. Documentation

This method been used to obtain secondary data by means of studying the archives or records, books including the geography, demographics, and form of writing that has to do with this research. This data been used to supplement the data obtained through interviews (interviews).

3.3 Population and Sample

The population was a whole group of people, events, or other things to be observed. The population is the entire object (units/individuals) whose characteristics are going through. The population was the complete collection of all elements (scores, people, size, etc.) were studied (Sekaran, 2003: 214). The population in this study was MICE tourists visiting Bandung City. The sample was part of a collection of elements drawn from the population. Element is a single member of the population (Sekaran, 2003: 216). Therefore, it can be said that a sample is a subset of the population. The sample consisted of a few selected members of the population. This study used a simple random sampling technique; sampling technique was done randomly without regard to existing strata in the population (Sugiyono, 2004: 74). Simple Random Sampling techniques including sampling techniques Sampling Probability sampling is a technique that provides equal opportunity for every member of the population to be elected as members of the sample (Sugiyono, 2004: 74).

In simple random sampling technique all subjects was included in the population has the opportunity to be a member of a sample. Each subject was given a serial number by the alphabetical order of the name or number of the original. With a roll of paper containing the numbers of subjects, conducted a lottery like the way the lottery is already generally known (Arikunto, 2005: 96). The sample in this study amounted to 78 people. The amount is considered to have fulfilled the general rule (rule of thumb) proposed Roscoe in Sekaran (2003: 223) which states:

- a. In general, the study was sufficient to qualify when using a sample of more than 30 and less than 500.
- b. If samples will be further divided into sub-samples, the minimum amount for each category was 30.
- c. In studies using multivariate analyzes including multiple regression analysis, the number of samples at least 10 times the variables used in the study.

3.4 Data analysis

Analysis of the data used in the study is the method of regression analysis. In a regression analysis will be developed Estimating equation (regression equation) is a mathematical formula that is looking for the value of the dependent variable independent of known value. Regression analysis been used primarily for forecasting, which in this model there is a dependent variable and independent variables. In practice, regression analyses often distinguish between simple regression and multiple regressions. Called simple regression if there is only one independent variable, while the so-called multiple regression, if there is more than one independent variable.

In this study, there was 1 (one) dependent variable, namely the MICE tourist attraction, and the two independent variables, namely the relationship marketing and marketing mix. Under these conditions, the method of analysis used is multiple regressions; the equation can be expressed as follows:

$$Y = \alpha + \beta_1 + 2X_2 \beta_1 X$$

Specification:

Y = MICE Travel Attractions

X1 = Relationship Marketing

X2 = Marketing MIX

α = constant regression

β_1, β_2 = regression coefficient

4. Results and Discussion

4.1 Overview MICE Bandung City

As one of the major cities in Indonesia, Bandung has open opportunities in developing MICE tourism in the region Gedebage. Only, the open opportunities not mean anything for the tourism industry in London if not balanced with a number of strategic measures capture the great potential MICE tourism industry today. In fact, if there is a major interstate conference in Indonesia, there are only two cities are often the host, namely Jakarta and Denpasar, Bali. Bandung barely glimpsed at all. As a result, Bandung has not been a major player in the MICE industry. In fact, the city of Bandung has a distinctive history and culture to offer and become a strong attraction for MICE tourism industry.

Development of MICE facilities in Bandung should be back driven. Because, Bandung has huge potential if it has such facilities. Not only would increase hotel occupancy, the existence of MICE facilities will encourage an increase in other aspects, such as the hotel will be full, a small community that became the supplier of the hotel will be helped. Then the MICE visitors will be traveled. In other words, the wheels will MICE tourism and other

economic. Bandung has several advantages including a location close to the capital and has a promising potential for tourism. Bandung City is actually a convention city. Starting from the KAA 1955, but defeated by Yogya Bandung, Surabaya, Bali, Makassar, Medan and Jakarta which already has a convention center. In fact, the function of which multi effect MICE can be a very effective means to open diplomatic channels, related to economic interests, political, social, cultural between countries, especially in the eastern Bandung area.

In order structuring and development of Bandung City, the development of the eastern part of the region Gedebage Bandung became one of the strategic programs of urban development. The existence of the coverage region Gedebage area will be developed very roomy for holding MICE facilities; roadway is very wide so as to facilitate the course of transportation with an interest in organizing the convention activities. In addition, the region will also be facilitated Gedebage again in accessibility that Bandung City Government has plans to build a toll.

Transportation is provided to support the MICE in Bandung include taxis, public transport, travel and public transport. Transportation is very supportive for tourists to visit the city of Bandung.

Bandung City until now have 52 five-star hotels, 166 budget hotels, 121 restaurants, 472 Restaurant and Bar 14 in London as well as a variety of factory outlet shopping centers such as the growing, with an average income of Rp.78 billion / year (Mayor of London : 2010).

Developed tourism activities were shopping, entertainment and MICE.

Table 2. Activity Holidays in Bandung

Main Activities	Support Activities
a. Sightseeing in the form of city sight	a. Entertainment
b. Special tourist attraction: the architecture of the building / buildings and monuments	b. Nightlife and cinema
c. MICE	c. shopping

Objects that can be enjoyed generally in the form of culture (98%). Very little natural attractions. It is very reasonable considering the urban-based tourism in Bandung. Cultural objects, among other cultural attractions (3.2%), museums (5.3%), parks (8.6%), sports (10.8%), building for meetings and exhibitions (14%), shopping (17.2%), and historic buildings (19.3%). London as a center of government and service centers, often at the center of the meeting. In London there is a regional activity centers such as Telkom, Post and Giro, Perumka, PT Inti, Seskoad, Seskopol, and so on. In London there are many universities were at the center of academic development such as ITB, Padjadjaran University, UPI, ITENAS, Unpar, Unpas, IAIN, STBA and so on. London hosted the 1955 Asian-African Conference, Asian-African Student Conference 1956, and the Islamic Conference in 1964, and the World Telecommunication 1995.

4.2 Results of Descriptive Analysis

Descriptive analysis in the study is intended to describe the phenomenon of the variables used in this research. The results of the descriptive analysis were as follows:

4.2.1 Results of Descriptive Analysis of Relationship marketing variables (X_1)

Frequency of respondents' answers and their scores of the questions on the questionnaire relationship marketing can be right on the plot-line intervals, showed the following results:

Strongly Disagree	Disagree	Netral	Agree	Strongly Agree
780	1,404	2,028	2,652	3,900

2789
↓

Based on the results of the above intervals provide a general description that the questionnaire relationship marketing is in the category “Agree” with a total overall score of 2789. means that the majority of respondents agree with the ten questions asked in the questionnaire relationship marketing. This indicates that respondents perceive relationship marketing as essential, forward or pullback where a tourist depends on marketing. Relationship marketing is a way of marketing efforts on customers that improve the company's long-term growth and maximum customer satisfaction. Good customer is an asset in which they are handled and serviced properly will provide income and long-term growth for a business entity.

Relationship marketing emphasizes on value creation involving customer interaction as a source of information through the evaluation of the needs and expectations of customers on an ongoing basis. Involves interaction with customers as part of creating value to the customer relationship marketing might say that basically contains the meaning of customer to customer activity means a customer-oriented company.

4.2.2 Results of Descriptive Analysis Marketing mix variables (X_2)

Frequency of respondents' answers and their scores of the questions on the questionnaire of the marketing mix can be right on the plot-line intervals, showed the following results:

Strongly Disagree	Disagree	Netral	Agree	Strongly Agree
780	1,404	2,028	2,652	3,900

2881
↓

Based on the results of the above intervals provide a general description of the marketing mix that questionnaires are in the category of “Agree” with a total overall score of 2881. Means that the majority of respondents agree with the ten questions asked in the questionnaire marketing mix. The concept of the marketing mix is one of the modern marketing concepts at the present time. Where the concept is one of the marketing activities that determine the success of the company in the pursuit of maximum profit. Mix Marketing is a marketing strategy that emphasizes how to sell products as effectively as possible. Based on the data obtained and collected, either through the computerized and the data collected by subscription, so that the selling process runs smoothly.

To produce a good marketing strategy all the elements of the marketing mix must be considered and developed in a balanced manner. The concepts and theories, which can take the form of general statements (generally accepted assumption) or postulate, which is contained in the foreign text book or thinking of experts from outside Indonesia with regard to the concepts and theories of management needs to be tailored to the marketing mix assumptions applicable in Indonesia. This adjustment can be done by using situational or contingency approach, for example, consider among other things the following: 1) The market situation, such as: unfair-competition (monopoly); 2) business practices, such as the Unfair business practices (the mimic, lying or exaggerating the promotional effort) that can lead to gaps (gap) between the expected value (expectation) and perceived value (actual achievement) of products / services offered; and 3) Communication Channels growing.

4.2.3 Variable Descriptive Analysis of MICE tourism attractions (Y)

Frequency of respondents' answers and their scores of the questions on the questionnaire MICE tourist attraction can be right on the plot-line intervals, showed the following results:

2823 ↓					
Strongly Disagree	Disagree	Netral	Agree	Strongly Agree	
780	1,404	2,028	2,652	3,276	3,900

Based on the results of the above intervals provide a general description that the questionnaire MICE tourist attraction are within the category of “Agree” with a total overall score of 2881. Means that the majority of respondents agree with the ten questions asked in the questionnaire MICE tourist attraction. Travel Attractions true is another word for a tourist attraction, but according to Indonesian government regulation in 2009 said tourism is no longer relevant to mention a regional tourist destination. The attraction is not or has not developed a potential resource and cannot be called a tourist attraction, to the existence of a particular type of development. Objects and tourist attraction is the base for tourism. Without the attraction in a region or a specific place is Difficult to develop tourism.

4.3 Classical Assumption Test Results

4.3.1 Multicollinearity test

Multicollinearity is a condition in which one or more independent variables can be expressed as a linear combination of other independent variables. The means used to detect whether there is to do regression *Multicollinearity* between explanatory variables. If there is a significant means *Multicollinearity*. To test *Multicollinearity* vacillates supplied with SPSS is to see VIF value of each variable. If the VIF value is lower than 10, it can be concluded that there is no serious *Multicollinearity* between the independent variables in the model. By looking at the value of the VIF in the regression model can be seen that each variable does not contain any symptoms because it has *Multicollinearity* VIF values lower than 10 this shows the regression model *Multicollinearity* pass the test.

Table 2 Summary of Results of Testing *Multicollinearity* Using Variance Inflation Factor (VIF)

	Models	Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Relationship marketing	.342	2.924
	Marketing mix	.227	4.409

a Dependent Variable: MICE tourist attraction

Table 2 shows that the results of calculation of the value of tolerance showed no independent variables that have a tolerance value of less than 0.10, which means there is no correlation between the independent variable whose value is more than 95%. The results of the calculation of Variance Inflation Factor (VIF) also shows the same thing, no one independent variable which has a value of VIF over 10 Thus it can be concluded that there is no *Multicollinearity* between independent variables in the regression model.

4.3.2 Test of Autocorrelation

Autocorrelation test used in this study is the Durbin-Watson test (DW Test). Durbin Watson test is only used for a single-level autocorrelation (first order autocorrelation) and requires the intercept (constant) in the regression model, and there is no longer a variable among the independent variables. Furthermore, the Durbin-Watson test of autocorrelation (DW Test) is done with the help of SPSS version 15 for windows, though the results of the Table 3 the data looks like the following:

Table 3. Test Results autocorrelation with the Durbin-Watson (DW Test)

Models	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.943(a)	.890	.885	1.98573	2.049

a Predictors: (Constant), relationship marketing, marketing mix

b Dependent Variable: MICE tourism attraction

Table 3 shows that the value of the DW at 2,049. This value will be compared with the value of a table using a significance value of 5%, with a total sample of 78 (n) and the number of independent variables 2 (k = 2) as follows:

Table 4. Test decision table autocorrelation

Conclusion	Decision	If the
there autocorrelation	Reject	Less than 1.08
without conclusion	No desicion	1.08 s / d 1.66
There is no autocorrelation	Tdk Reject	1.66 s / d 2.34
without conclusion	No desicion	2.34 s / d 2.92
there is a correlation	rejected	More than 2.92

Source: Ghozali (2006: 96)

DW value of 2.049 is greater than the upper limit (du) is 1.66 and less than 2.34 (4-du), it can be concluded that there is no positive or negative autocorrelation. Thus we can conclude there is no autocorrelation.

4.3.3 Test Heterocedastity

Heterocedastity test aimed at testing whether the regression model of the residual variance occurs inequality an observation to other observations of others. If the variance of the residuals of the observations to observations of others remain, and if it is called different *homoskedastitas* called *Heterocedastity*. Further tests using *Glejser Heterocedastity* performed using SPSS version 15 assistance programs for windows, if the results of the data look like the following table 5:

Table 5 Test Results heterocedastity with Glejser

Models	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-5.135	1.599		-3.212	.002
Relationship marketing	-.017	.050	-.062	-.334	.740
Marketing mix	-.065	.079	-.189	-.828	.411

a Dependent Variable: Res_2

Table 5 shows that none of the independent variables were statistically significant affect the dependent variable Y or the absolute value | Y |. This can be seen from the above significance probability of 0.05 or above 5% confidence level, so we can conclude the regression model does not contain any *heterocedastity*.

4.3.4 Normality test

Normality test aims to test whether the regression model, variables, residual confounding or have a normal distribution. To test for normality in this study researchers used a statistical test with Kolmogorov-Smirnov

parametric test (KS) with the help of SPSS version 15 for windows, if the results of the data looks like the following Table 6:

Table 6 Results of the Kolmogorov-Smirnov normality test (KS)

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		78
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.94665876
Most Extreme Differences	Absolute	.106
	Positive	.096
	Negative	-.106
Kolmogorov-Smirnov Z		.938
Asymp. Sig. (2-tailed)		.343

a. Test distribution is Normal.

b. Calculated from data.

The value of Kolmogorov-Smirnov is 0938 and shows no significant state with the highest degree of significance probability or p value > 0.05 or 5%. This means that Ho is accepted, which means that the data residuals are normally distributed or can be said to have passed the test of normality.

4.4 Regression Results

The results of multiple linear regression analysis with SPSS version 15 for windows intended to analyze the influence of variables on relationship marketing and the marketing mix the MICE tourist attraction is to see a large coefficient of determination (R Square). In this study there is one dependent variable, namely the MICE tourist attraction, and the two independent variables, namely relationship marketing and marketing mix. Under these conditions, the method of analysis used is multiple regressions. From the regression analysis were performed using SPSS version 15 assistance programs for windows, though the results of the data can be described as follows: The results of multiple linear regression analysis with SPSS version 15 for windows intended to analyze the influence of variables on relationship marketing and marketing mix to power MICE tourism attraction is to see a large coefficient of determination (R Square). In this study there is one dependent variable, namely the MICE tourist attraction, and the two independent variables, namely relationship marketing and marketing mix. Under these conditions, the method of analysis used is multiple regression. From the regression analysis were performed using SPSS version 15 assistance programs for windows, though the results of the data can be described as follows:

Table 7. Regression Analysis

	Models	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	3.256	1.700		1.915	.059
	Relationship marketing	.538	.054	.663	10.055	.000
	Marketing mix	.165	.085	.158	1.951	.035

a Dependent Variable: MICE attractiveness wizard

Based on the above table, the regression equation in the can are as follows:

$$Y = 3,256 + + 0,165X2 + 0,538X1$$

Specification:

$$Y = \text{MICE tourist attraction}$$

- X1 = Relationship marketing
- X2 = Marketing mix

Based on the regression model constants obtained at 3,256. This means that without the variable relationship marketing, marketing mix, there will be changes in the attractiveness of 3,256. Furthermore, the regression coefficient of 0.538 and relationship marketing is positive; this means that every one percent change in relationship marketing assuming other variables remain the MICE tourist attraction changes will be amended by 53.8% in the same direction. Regression coefficient of 0.165 and the marketing mix is positive; this means that any change in the marketing mix one percent, assuming other variables are constant, and the change in the MICE tourist attraction will experience a change of 16.5% in the same direction.

In addition, the results of a mathematical model of the above equation show that the effect of relationship marketing is more dominant than the marketing mix of the MICE tourist attraction. It was shown from the regression coefficient of relationship marketing that is .538 larger than the regression coefficient of 0.165 for the marketing mix.

4.5 Testing of Hypotheses

Hypothesis testing of based on the results of the analysis that has been done; it can be described as follows:

a. Relationship marketing influence the attractiveness of MICE tourism

Based on Table 7 shows that the significance probability value or p value is 0.000 or her less than 0.05 or 5% and its regression coefficient is positive 0.538, than that based on the analysis of t-test values obtained 10,055 less than 1,917 t-table means that hypothesis 2 which states that “Relationship marketing affect the MICE tourist attraction” can be proven. Based on this we can conclude that the relationship marketing positive and significant impact on the MICE tourist attraction.

b. Marketing mix influence the attractiveness of MICE tourism

Based on Table 7 shows that the significance probability value or p value is 0.035 or her less than 0.05 or 5% and its regression coefficient is positive 0.165, than that based on the analysis of t-test values obtained in 1951 is smaller than the t-table 1.917 means that hypothesis 3 which states that “the marketing mix affects the MICE tourist attraction” can be proven. Based on this we can conclude that the marketing mix positive and significant impact on the MICE tourist attraction.

c. Effect of Relationship Marketing and Marketing mix together the MICE tourist attraction

A result of simultaneous significance test (F-test) using SPSS version 15 for windows is as follows:

Table 8. Results of Simultaneous Test (Test-F)

	Models	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2356.325	3	785.442	199.194	.000(a)
	Residual	291.790	74	3.943		
	Total	2648.115	77			

a Predictors: (Constant), relationship marketing, marketing mix

b Dependent Variable: MICE tourist attraction

Based on Table 8 it can be seen that the significance probability value or p-value is 0.000, which means that it is smaller than 0.05 or 5%, in addition to the analysis results obtained based on the value of the f-count of 199.194 is greater than 2.126 f-table thus collectively relationship marketing as a marketing mix positive and significant impact on the MICE tourist attraction. Under these conditions, the hypothesis 4 which states “Relationship marketing, marketing mix together Affect the MICE tourist attraction” can be proved.

4.6 The coefficient of determination (R^2)

To measure how far the ability of independent variables in explaining the dependent variable used the coefficient of determination, R^2 price. The fundamental flaw using the coefficient of determination is biased against the number of independent variables included in the model. Therefore, many researchers recommend using the R^2 value when evaluating the best regression model. SPSS data processing results are shown in the following table:

Table 9. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.943(a)	.890	.885	1.98573	2.049

a Predictors: (Constant), Relationship marketing, marketing mix

b Dependent Variable: MICE tourist attraction

Based on the model of the SPSS output display summary or table 9 above, the magnitude of R² is 0.890 this means that 89% of the dependent variable MICE tourist attraction can be explained or influenced by the independent variables of relationship marketing and the marketing mix, while the remaining 11% (100% - 89%) is explained by other causes outside the model.

5. Closing

5.1 Conclusion

Based on the formulation of the problem as well as the results of research and discussion, we can conclude the following:

- The results Showed that in general the majority of respondents the agreed with the question asked in the questionnaire relationship marketing. This means that overall the majority of respondents agree with the ten questions asked in the questionnaire relationship marketing. This indicates that respondents perceive relationship marketing as essential, forward or pullback where a tourist depends on marketing. In the marketing mix variables in general are in a category Agree. This means that overall the majority of respondents agree with the ten questions asked in the questionnaire marketing mix. The concept of the marketing mix is one of the modern marketing concepts at the present time. Where the concept is one of the marketing activities that determine the success of the company in the pursuit of maximum profit. While tourism attraction in both criteria. This means that overall the majority of respondents agree with the ten questions asked in the questionnaire MICE tourist attraction. The attraction is not or has not developed a potential resource and cannot be called a tourist attraction, to the existence of a particular type of development. Objects and tourist attraction is the base for tourism. Without the interest in a particular area or place of tourism is Difficult to develop.
- Relationship marketing is positive and significant impact on the MICE tourist attraction in the city of Bandung. This means that with the implementation of relationship marketing is good then it can have a positive impact for the improvement of tourist attraction.
- Marketing mix positive and significant impact on the MICE tourist attraction in the city of Bandung. This means that if the components of the marketing mix can also be considered carefully as well as contributes to improving the attractiveness of MICE tourism in Bandung.
- Relationship marketing and the marketing mix together affect the MICE tourist attraction in the city of Bandung. This means that if two variables are done proportionately by considering aspects of its success, the MICE tourism attraction can be enhanced in an optimal.

5.2 Suggestion

Based on the above conclusions, the suggestions that can be given by the results of this study are as follows:

- To increase the number of MICE tourists visiting Bandung's very vital role of tourism promotion. Government of Bandung along with other tourism stakeholders to be more extreme and massive in promoting the city of Bandung as a MICE destination. Focus should be given to the promotion of Internet media, presenting features and excellent tour packages Bandung.
- In promotion have to explore the uniqueness of tourism products offered while maintaining quality, improving quality of care and comfort of tourists in all sectors of services as well as quality assurance and competitive price, means of transport for tourists and the ease of access to tourism services online.
- Future studies are expected to examine more in not limited to the variables that have been studied, but the need for the addition of other variables and are expected to use the object of more extensive research. In addition, further research is expected to develop existing analytical models to get more in-depth results.

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