

ANALYSIS OF THE INFLUENCE OF INTEGRATED MARKETING COMMUNICATION TEIN THE DECISION OF TOURISTS TO VISIT IN KCENTRAL ACEH REGENCY

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Abstract

This research aims to analyze the influence of Integrated Marketing Communication on tourists' decision to visit Central Aceh, with a focus on three tourist attractions: Arung Jeram Lukup Badak, Pantan Teron, and Pante Manye. The independent variables in this study are advertising, personal selling, sales promotion, public relations, and events and experience, while the dependent variable is the decision to visit. The research type employed is causal associative research with a quantitative approach. Primary data was collected through questionnaires distributed to tourists visiting the mentioned attractions. The sample was drawn from the population of respondents visiting these tourist attractions using accidental sampling. Data analysis was conducted using multiple linear regression to test the partial influence of each independent variable on the decision to visit and the simultaneous influence of all independent variables. The results show that, individually, the independent variables advertising, sales promotion, and public relations do not have a significant effect on tourists' decision to visit attractions in Central Aceh. Personal selling and events and experience, on the other hand, significantly influence tourists' decision to visit attractions in Central Aceh. Simultaneously, all these independent variables also significantly influence the decision to visit. From these findings, it can be concluded that the effective implementation of IMC strategies plays a crucial role in increasing tourists' decisions to visit Central Aceh, especially at the specified tourist locations. The implications of these findings can serve as a foundation for tourism managers and stakeholders to enhance the application of IMC to increase the attractiveness and visits of tourists to the region.

Keywords: *Advertising, Personal Selling, Sales Promotion, Public Relations, Event and Experience, Visit Decision.*

INTRODUCTION

The tourism sector is a key pillar contributing significant revenue to Central Aceh Regency. This success is inextricably linked to the sector's ability to develop new industries within the tourism sector. As a sector that provides significant benefits and profits, tourism support and development are crucial for the government and local communities. Located in the center of Aceh Province, Central Aceh Regency boasts diverse tourism potential and attractions. Tourist attractions in this region encompass natural beauty, valuable historical sites, and well-preserved cultural riches. The warmth of local traditions and the beauty of traditional arts are crucial in enriching the lives of local residents, attracting visitors seeking to experience the uniqueness of local culture. According to the Central Aceh Regency website, acehtengahkab.go.id, there are 42 leading tourist attractions spread throughout Central Aceh. This diversity encompasses natural, historical, and cultural aspects, providing a varied appeal for visitors. Interestingly, the management of these tourist attractions involves various parties, from the local government, the private sector, and individuals. This demonstrates a shared commitment to advancing the tourism sector in Central Aceh. These data demonstrate that synergy between the public and private sectors, as well as individual participation, plays a crucial role in optimizing the region's tourism potential. With this strong collaboration, it is hoped that Central Aceh's tourism potential will continue to grow and provide significant economic and social benefits to the local community. In the context of Central Aceh Regency, which is rich in tourism potential, there are challenges in optimizing tourist visits in accordance with existing potential. Good marketing communications are needed to

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increase tourist interest in visiting tourist attractions in Central Aceh Regency. One way to do this is by improving the integrated marketing communications system. The role of integrated marketing communications (IMC) is a key factor that needs to be considered in overcoming this challenge. IMC is a strategic approach that integrates various marketing communications elements, such as advertising, promotion, direct marketing, public relations, personal selling, and tourism experiences, with the aim of creating a consistent and coordinated message for potential visitors. However, the actual impact of implementing IMC strategies on tourists' decisions in choosing a tourist destination still needs to be studied in more depth. This research will bridge this knowledge gap by exploring the concrete impact of IMC strategies applied to these tourist destinations on visitor decisions. It is hoped that The results of this study can provide deeper insights for related parties, including local governments, tourism destination managers, and other stakeholders, to optimize more effective marketing strategies. The development of adaptive and focused marketing strategies is expected to increase the attractiveness of destinations and, in turn, increase tourist visits to Central Aceh Regency. By going further into the analysis of the influence of IMC on visiting decisions, it is hoped that the findings of this study will provide a strong foundation for improving marketing strategies and developing sustainable tourism in this region. The IMC variables used in this study are advertising, sales promotion, personal selling, public relations, and event and experience tourism experiences.

LITERATURE REVIEW

Marketing strategy

Marketing strategy according to Tjiptono (2019:17) is "a program to determine and achieve organizational goals and implement its mission. Marketing logic where the company hopes to create value for customers and can achieve profitable relationships with customers." Marketing strategy is a plan that outlines the company's expectations regarding the impact of various marketing activities or programs on the demand for its products or product lines in a particular target market.

Tourist

According to Wahab (1992) tourism contains three elements, namely: humans, namely the human element as the actor of tourism activities; place, namely the physical element that is actually included in the activity itself, and time, namely the tempo element spent on the trip and while staying at the destination. So, the definition of tourism is one of the industries that is able to increase economic growth rapidly in terms of employment opportunities, income, standard of living and in terms of activating other production sectors in the country receiving tourists. Tourism can be interpreted as an activity related to travel for recreation, tourism travel.

Integrated Marketing Communication (IMC)

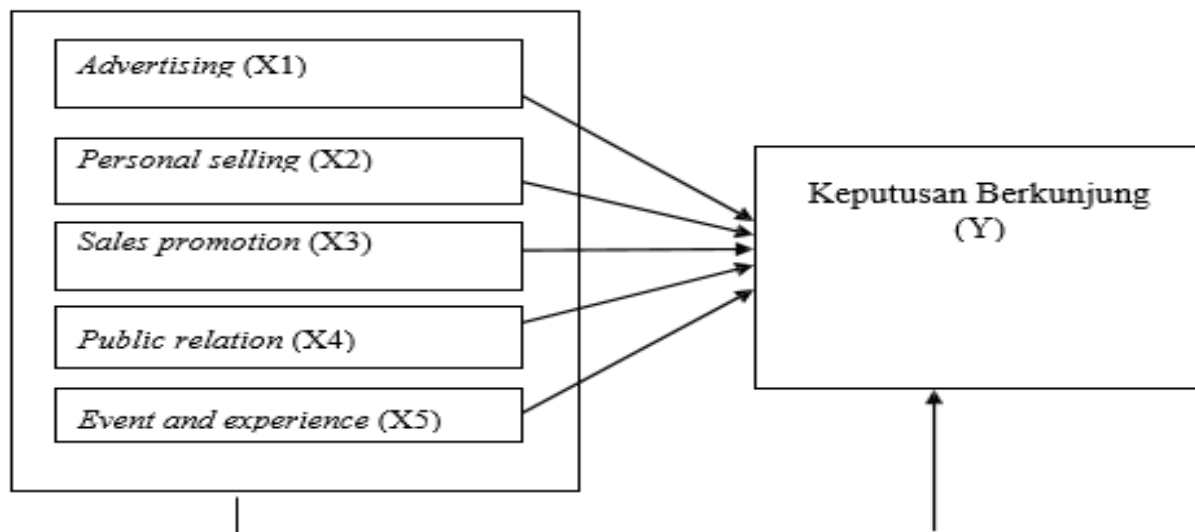
According to Kotler and Keller (2016: 170), the Promotion Mix is the best strategic combination of promotional elements used to achieve a company's goals. These elements are the tools a company's marketing communicators use to communicate with customers.

Decision to Visit

The decision-making process for visiting is heavily influenced by consumer behavior. This process is a problem-solving process aimed at fulfilling consumer desires or needs (Etta, 2013). The decision to visit is a consumer's behavior after obtaining information about a desired tourist destination, as well as the process of evaluating and making a decision by selecting the option deemed most beneficial (Litta, 2014).

Conceptual Framework

Conceptual Framework



Hypothesis

According to Sugiyono (2019:93), a hypothesis is a statement or temporary answer to the problem formulation of a study. Based on the problem formulation, research objectives, and the previous conceptual framework, the following research hypotheses can be used:

- H1 : Advertising has a significant and positive influence on visiting decisions tourists in Central Aceh Regency.
- H2 : Personal selling has a significant and positive influence on decisions visittourists in Central Aceh Regency.
- H3 : Promotion (sales promotion) has a significant and positive influence on the decision to visit tourists in Central Aceh Regency.
- H4 : Public relations has a significant and positive influence on decisions visit tourists in Central Aceh Regency.
- H5 : Events and experiences have a significant and positive influence on tourists' visiting decisions. Central Aceh Regency.

METHOD

This research focuses on four tourist attractions in Central Aceh, namely Pantan Terong, Pante Manye, and Lukup Badak Rafting. The research was conducted from November to December 2023. This time period was specifically chosen to explore the tourism dynamics encompassing these four destinations. The research approach is the entire research process or activity, from problem formulation to conclusion drawing. Research approaches are grouped into two types: qualitative and quantitative approaches. According to Sugiyono (2019: 9), qualitative research methods are research methods used to research natural object conditions, where the researcher is the key instrument, data collection techniques are carried out through triangulation (combination), data analysis is inductive, and qualitative research results emphasize meaning rather than generalization. In this study, the researcher used a quantitative approach. According to Sugiyono (2019: 16), quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to research specific populations or samples, data collection using research instruments, and data analysis is quantitative/statistical, with the aim of testing predetermined hypotheses. Research types are grouped into three categories based on the level of explanation: descriptive research, comparative research, and associative research. Descriptive research is research conducted to determine the independent variable, whether one or more variables, without making comparisons or connecting them with each other. Comparative research is research that compares one variable with another, or the same variable but in two or more samples, or compared at different times. Associative research is research conducted to determine the relationship between two or more variables. The results of associative research can be used to build a theory that can function to explain, predict, and control a particular phenomenon (Muslich, 2017). Based on the description above, the type of research used in this study is associative research because it aims to determine the relationship between the independent and dependent variables and is used to build a theory that functions to explain a particular

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phenomenon. A population is a general area consisting of objects or subjects that have certain quantities and characteristics determined by the researcher to be studied and then drawn conclusions (Sugiyono, 2020:126). Meanwhile, Ferdinand (2014:171) states that a population is a combination of all elements in the form of events, things, or people who have the same characteristics. The population in this study were tourists who visited tourist attractions in Central Aceh, namely, Pantan Terong, Pante Manye, and Lukup Badak Rafting. According to Sugiyono (2019:127), a sample is part of the number and characteristics possessed by a population. Similarly, Ferdinand (2014:171) stated that a sample is a subset of a population consisting of several members of the population. The sample respondents in this study were tourist respondents who visited tourist attractions in Pantan Terong, Pante Manye, and Lukup Badak Rafting. Where the sampling technique used accidental sampling with a target sample of 100 respondents. According to Sugiyono (2019:60), accidental sampling is a sampling technique based on chance, namely anyone who happens to meet the researcher can be used as a sample, if the person who was met by chance is considered suitable as a data source.

RESULTS AND DISCUSSION

Normality Test Results

Tabel One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
NoNormal	Mean	.000000
	Standard	.9714377
Most Extreme	Absolute	.096
	Positive	.071
	Negative	-.096
Test Statistics		.096
Asymp. Sig. (2-tailed)		.295
Exact Sig. (2-tailed)		.295
Point Probability		

a. Test distribution is Normal.
 b. Calculated from data.
 c. Lilliefors Significance Correction.

Source: Data processed with SPSS 25

Based on the results of the Kolmogorov-Smirnov normality test, it can be seen that the Exact.Sig. (2-tailed) value is > 0.05 and the significance is 0.295 ($0.295 > 0.05$), which means that the residual data is normally distributed so it is suitable for use.

Multicollinearity Test Results

From the test results above, it can be seen that each variable has a tolerance value > 0.1 and also has a variance inflation factor (VIF) value < 10 , so it can be concluded that there is no multicollinearity in this research model.

Heteroscedasticity Test Results

The test shows the significance value of the advertising variable (X1) of $0.354 > \alpha = 0.05$, the significance value of the personal selling variable (X2) of $0.055 > \alpha = 0.05$, the significance value of the sales promotion variable (X3) of $0.769 > \alpha = 0.05$, the significance value of the public relations promotion variable (X4) of $0.057 > \alpha = 0.05$, while the significance value of the event and experience variable (X5) of $0.658 > \alpha = 0.05$. Based on this, it can be concluded that according to the decision making from the glejser test there is no heteroscedasticity in the regression model.

Coefficient of Determination Test (R²)

The correlation between the decision variable to visit with the five independent variables in general is 0.320 indicating that advertising, personal selling, sales promotion, public relations and events and experiences have an

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influence on the decision variable to visit by 0.320. To show that the value of adjusted R Square is 0.320 or 32%. This shows that advertising, personal selling, sales promotion, public relations and events and experiences have an influence on the decision variable by 32%, while the remaining 68% is influenced by other factors not explained in the study.

t-Test Results

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.918	2.727		1.804	.074
	X1	-.044	.130	-.050	-.335	.738
	X2	.300	.106	.257	2.827	.006
	X3	.207	.195	.158	1.061	.292
	X4	-.200	.164	-.104	-1.219	.226
	X5	.628	.117	.486	5.353	.000

a. Dependent Variable: Y

Sumber: Data primer diolah denean SPSS 25

Can be diats shows that there is a calculated t for each variable while the t table is obtained through the T table ($\alpha: 0.05$ and $df: nk-1$) so that ($\alpha: 0.05$) and ($Df: 100-5-1 = 94$) then the t table value is obtained as (1.61123). So it can be concluded that each variable is as follows:

- The advertising variable (X1) has a calculated t value of -0.335, which means that the calculated $t < t$ table ($-0.335 < 1.61123$) and a significant level of ($0.738 > 0.05$), if the calculated $t < t$ table then H_0 is accepted and H_a is rejected, which means that there is no significant influence between the risk perception variable on the decision to visit tourists in Central Aceh Regency.
- The personal selling variable (X2) has a calculated t value of 2.827, which means that the calculated $t > t$ table ($2.827 > 1.61123$) and a significant level of ($0.006 < 0.05$), if the calculated $t > t$ table then H_0 is rejected and H_a is accepted, which means that there is a significant influence between the personal selling variable on the decision to visit tourists in Central Aceh Regency.
- The promotion variable (sales promotion) (X3) has a calculated t value of 1.061 which means that the calculated $t < t$ table ($1.061 < 1.66412$) and the significance level is ($0.292 > 0.05$), if the calculated $t < t$ table then H_0 is accepted and H_a is rejected which means that there is no significant influence between the promotion variable (sales promotion) on the decision to visit tourists in Central Aceh Regency
- The public relations variable (X4) has a calculated t value of -2.219, which means that the calculated $t < t$ table ($-2.219 < 1.66412$) and a significant level of ($0.226 > 0.05$). If the calculated $t < t$ table, then H_0 is accepted and H_a is rejected, which means that there is no significant influence between the public relations variable on tourists' visiting decisions in Central Aceh Regency.
- The event and experience variable (X5) has a t-count value of 5.353, which means that $t\text{-count} > t\text{-table}$ ($5.353 > 1.61123$) and a significant level of ($0.00 < 0.05$). If $t\text{-count} > t\text{-table}$, then H_0 is rejected and H_a is accepted, which means that there is a significant influence between the event and experience variables on tourists' visiting decisions in Central Aceh Regency.

DISCUSSION

PenThe influence of advertising, personal selling, sales promotion, public relations and events and experiences on tourist visiting decisions in Central Aceh Regency

The F-test analysis shows that the variables of advertising, personal selling, sales promotion, public relations, and event and experience simultaneously have a significant influence on tourist visiting decisions in

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Central Aceh Regency, with an influence based on the coefficient of determination (R-square) of 32%. The coefficient of determination (R-square) of 32% indicates that approximately 32% of the variation in visiting decisions can be explained by the combination of advertising, personal selling, promotion, public relations, and event and experience variables. This indicates that the joint influence of these five variables contributes significantly to visiting decisions. These results highlight the importance of planning and implementing a holistic and integrated IMC strategy to increase tourist attraction and visits in Central Aceh Regency. Tourism managers and stakeholders can use these findings as a basis for optimizing their marketing campaigns, strengthening the destination's image, and improving the overall tourist experience.

PenThe influence of advertising on tourists' visiting decisions in Central Aceh Regency

BerBased on the results of partial testing (t-test), it was found that advertising has a negative and insignificant influence on tourists' visit decisions in Central Aceh Regency. This means that advertising within the context of tourist destinations in the region does not significantly influence tourists' decisions to visit tourist attractions in Central Aceh Regency. This study confirms that advertising, as a form of non-personal communication about ideas, goods, or services by an identified sponsor, does not play a significant role in shaping tourists' visit decisions in the region. Although advertising can provide information about the advantages and attractions of tourist destinations, it is not strong enough to have a positive and significant impact on tourists' decisions. However, it should be noted that these results can be influenced by various contextual factors, such as changes in consumer preferences, technological developments, or shifts in marketing trends. Therefore, tourism managers and stakeholders need to continuously monitor changes in consumer behavior and adjust their marketing strategies to remain relevant and effective. It should also be noted that resources used for advertising could be allocated to other marketing aspects that may be more effective in increasing tourists' visit decisions.

Penthe influence of personal selling on tourists' visiting decisions DistrictCentral Aceh Regency

BerBased on the results of partial testing (t-test), it was found that personal selling has a positive and significant influence on tourists' visit decisions in Central Aceh Regency. This means that direct interaction between sellers and potential tourists through personal selling has a significant positive impact on shaping visit decisions. Personal selling, which involves face-to-face communication between sellers and consumers, provides an opportunity to determine the needs and desires of potential buyers and provides persuasive efforts to encourage them to visit. Despite the significant results, it should be noted that the implementation of personal selling in Central Aceh Regency may face obstacles. The COVID-19 pandemic has limited direct communication, and this can affect the effectiveness of personal selling. These findings provide an understanding that personal selling can be a key factor in influencing tourists' decisions to visit tourist destinations in Central Aceh Regency. Tourism companies and managers need to pay attention to and understand the dynamics of personal selling in the tourism context to increase tourist attraction and visit decisions.

PenThe influence of sales promotion on tourists' decision to visit Central Aceh Regency

BerBased on the results of partial testing (t-test), it was found that sales promotion has a positive, but not significant, influence on tourist visit decisions in Central Aceh Regency. This means that sales promotion through factors such as promotional frequency, quality and quantity of promotions, promotional timing, and the appropriateness or suitability of promotions can positively increase visit intentions, but the impact does not reach the expected level of significance in Central Aceh Regency. Sales promotion, which includes various activities to stimulate short-term buyer behavior, is one factor that can influence tourist visit decisions. Although the results are not significant, sales promotion still plays a role in shaping visit intentions, especially through mechanisms such as special offers or incentives that can motivate tourists to choose Central Aceh Regency as a tourist destination. It is concluded that while sales promotion contributes positively to tourist visit decisions, further efforts may be needed to increase the significance of its influence. Tourism managers and related parties can evaluate existing promotional strategies and make adjustments to be more effective in stimulating tourist visit decisions in Central Aceh Regency.

PenThe influence of public relations on tourists' decisions to visit Central Aceh Regency

BerBased on the results of partial testing (t-test), it was found that Public Relations had a negative, but insignificant, influence on tourists' visiting decisions in Central Aceh Regency. This means that efforts to build a positive image and good relations with the community through public relations activities did not significantly influence tourists' decisions to visit tourist destinations in Central Aceh Regency. Although a positive image and

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good relations with the community are considered important in attracting tourists, the results of this study indicate that their influence on visiting decisions is insignificant. This could be due to various factors, including perhaps low levels of exposure to public relations efforts, a lack of sufficient information, or the presence of other factors that are more dominant in influencing tourist decisions. This finding contrasts with the results of other studies, such as those by Kotler & Keller (2012), which found that public relations can play a role in shaping positive perceptions and consumer decisions. Therefore, although the current results indicate an insignificant influence, it is important to remember that public relations strategies can still be an important part of marketing efforts to improve the image of a tourist destination. In this context, further evaluation of public relations strategies and implementation may be necessary. Tourism managers and related parties can consider improvements in the implementation of public relations efforts to more effectively influence tourists' visiting decisions in Central Aceh Regency.

PenThe influence of events and experiences on tourists' decision to visit Central Aceh Regency

BerBased on the results of partial testing (t-test), it was found that Events and Experiences have a positive and significant influence on tourists' visiting decisions in Central Aceh Regency. This means that successfully organizing special events and providing satisfying experiences for tourists can significantly influence their decisions to visit tourist destinations in Central Aceh Regency. Events and Experiences, as part of a tourism destination marketing strategy, provide unique and unforgettable experiences for tourists. This finding confirms that positive experiences associated with various events and activities in Central Aceh Regency can be a determining factor in shaping tourists' intention to visit. This strategy supports an increasingly common approach in the tourism industry where personal experiences and special events have a significant impact on tourist decisions. Success in creating memorable experiences can increase the attractiveness and competitiveness of tourist destinations. The results of this study are consistent with the views of several marketing experts, such as Kotler & Keller (2012), who highlight the important role of events and experiences in attracting attention and increasing customer satisfaction. Consequently, tourism managers and stakeholders need to continue developing and organizing engaging events and providing positive experiences for tourists as an integral part of their marketing strategy.

CONCLUSION

- a. Advertising, personal selling, promotions, public relations, and events and experiences simultaneously have a positive and significant influence on tourists' visiting decisions in Central Aceh.
- b. Advertising partially has a negative and insignificant influence on tourists' visiting decisions in Central Aceh.
- c. Personal selling partially has a positive and significant influence on tourists' visiting decisions in Central Aceh.
- d. Promotion (sales promotion) partially has a positive and insignificant influence on tourists' visiting decisions in Central Aceh.
- e. Public relations partially has a negative and insignificant influence on tourists' decision to visit. Aceh Middle.

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