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**MEASURING THE DOMESTIC AND FOREIGN
TOURISTS' SATISFACTION TOWARDS THE
TOURISM MARKETING MIX IN THE EQUATOR
CITY**

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Abstract: West Kalimantan is one of the Indonesia's provinces with strategic location because it is adjacent with neighboring country (Malaysia). The location within the border area and crossed by equator line is expected in impacting the tourism industry. This research aims to examine and to analyse the influence of tourism marketing mix towards the domestic and foreign tourists satisfaction. Population in this research is the tourists visiting Pontianak.. Sampling method was done by using purposive sampling with total amount of 242 people. Data collection by distributing questionnaires and analyzed using Multiple Linear Regression. The result shows that there are different variables influence both domestic and foreign tourists' satisfaction. For the domestic tourists; product, price, promotion, and physical evidence impact their satisfaction. However for the foreign tourist, only variable of promotion and people, while the other five variables is not significantly impacted.

Keywords: tourism marketing mix, tourists satisfaction, equator city.

Introduction

West Kalimantan is one of the Indonesian provinces that adjacent with neighboring country, Malaysia. It is located at the border area which made it has a strategic position. It can be seen from the high the traffic movement of people and goods both from and to the neighboring country. (Hudi Prasajo, Zaenuddin, 2013). However the strategic location has not brought out this province from the unemployment and poverty issues. Until this day, there are 10 districts that classified left behind and deprived from the total of 12 districts and 2 city in West Kalimantan (Kabar Kalbar, 2014). The level of unemployment in Pontianak on August 2019 is 4,45% (BPS, 2019). Unemployment and poverty pushed the high demand of working at the neighbor country. Malaysia still become the alternative for the West Kalimantan citizen who are hardly to get a job at their hometown. Working overseas is not the best solution for the poverty and unemployment issues in Indonesia because most of the workers are frequently experience harassment, tortured, and even death. In order to avoid those circumstances, utilizing the domestic tourism sector is one of the way of problem solving.

Pontianak City is located exactly at the equator line and has the strong tourism potential that came from historical, nature, cultural heritage that given from three big ethnics that are Malay, Dayaknese, and Chinese. This potency is quite interesting to be developed in order to increase the competitiveness of Pontianak's tourism industry. It is in line with the program of the Ministry of Tourism and Creative Economy, where in 2019 priors to 14 subsector that are Architecture, Market of Goods and Arts, Crafts, Design, Fashion, Video, Film and Photography, Interactive Games, Music, Theatre, Advertisement, Publishing and Publication, Television and Radio, and Research and Development. The data of amount of domestic and foreign tourists visit to Pontianak year 2014-2019 can be shown from Table 1.

Table 1. The Amount of Tourist's Visit to Pontianak 2014-2019

Year	Domestic Tourists	Foreign Tourists
2014	932.070	24.955
2015	878.712	42.450
2016	939.149	30.458
2017	957.059	32.532
2018	1.077.356	34.408
2019	378.574	47.681

Source: Tourism and Culture Departemnt, Pontianak, 2020

Table 1 shows that the amounts of domestic and foreign tourists are fluctuating every year. The country of origin from the foreign tourists were dominated from ASEAN countries, therefore half of them chose to make a visit through landline of Entikong (border of West Kalimantan – Malaysia).

Events that can be enjoyed by the tourists at Pontianak annually are the Meridian Celebration at 21st-23rd of March and September, Cap Go Meh Festival, Ceng Beng, and

Gawai Dayak. Those activities are done regularly in Pontianak. The moments of tourists arrival are important in order to introduce the tourism of West Kalimantan and Pontianak.

Some researches shown that tourists' satisfaction are influenced by the marketing mix from the management of tourism sites (Muala *and* Qurneh, 2012; Sarker, Aimin *and* Begum, 2012; Sereetrakul, 2012). The research of Sereetrakul, W (2012) showed that foreign tourists are more satisfied with the price and process of service Thailand tourism rather than domestic tourism. International and domestic tourists have no different of satisfaction on the other five marketing strategies, that are product, place, promotion, people, and physical evidence.

By seeing importance of satisfied tourist in the decision making of re-visiting tourism destination, therefore we conduct a research "Measuring The Domestic and Foreign tourists' Satisfaction Towards The Tourism Marketing mix on The Basis of Cultural Heritage, Nature, and Ethnic in The Equator City" Within this research we use 7 (seven) P as the independent variable and tourists' satisfaction as the dependent variable (Kotler *and* Keler, 2012: 358 Kotler and Bowen, 2014:251; Muala *and* Qurneh, 2012; Aimin *and* Begum, 2012; Sereetrakul, 2012).

Literature Review

Tourist satisfaction

Satisfaction is an important variable within the marketing management because satisfied customers will turn into loyal customers. (Kotler and Keller, 2012: 150; Lovelock *and* Wirtz, 2011:338). Satisfaction is someone's feeling in happiness or disappointment as a result from comparing product's performance received and expectation. If the performance received can fulfill the expectation, he/she will satisfy and if the performance is over his/her expectation, the customers will be very satisfied (Kotler and Keller, 2012:150). The tourists' satisfaction impacted by marketing mix strategy of tourism destination (Muala and Qurneh, 2012 Sarker, Aimin, and Begum, 2012; Sereetrakul, 2012). Sereetrakul, W (2012) research result showed that international tourist are more satisfy with price and process of services than the domestic tourists. International and domestic tourists have no difference in satisfaction at the other five marketing strategies that is product, place, promotion, people, and physical evidence.

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Research done by Aimin, Wong, and Begum (2012) regarding the marketing mix impact towards tourists' satisfaction. The results showed that six out of seven marketing mix variables positively impactd towards tourists' satisfaction. Some facilities and service is not fulfill the expectations of the tourists. The concept of marketing mix included are tourism

products, price, promotion, place, people, process, and physical evidence (Lovelock and Wirtz, 2011:44). The satisfied tourist will bring positive impact for the region because they tend to stay longer, shop more, deliver positive word of mouth, will return, and will recommend other people to come to the place that they visit.

Marketing Mix

In general, **product** is defined as everything that can be offered to the market to be concerned, accepted, used or consumed that can satisfy needs and wants of the customers, which includes physical product, service, experience, event, people, place, property, organization, information or ideas. (Lovelock and Wirtz, 2011; Kotler and Keller, 2012:347, Kotler and Bowen, 2014:251;). Conceptually, Hasan (2015:121) stated that product is one of the marketing mix that can be used to strengthen point-of-difference of an offer (tourism destination) continually. The tourism product was then develop and improved from intangible source such as culture, specific behavior, environment, destination design, and plantation into sustainable tangible assets. All of this need the support from human resources, capital, advanced production technology, infrastructure, regulation and other involved resources that need to be managed and maintained in order to strengthen the local cultural expression, gaining all the meaning of values to fulfill the interest from tourists, locals, and environment.

According to Courtis and Mylonakis (2008), things that include in tourism product category that will transform the tourism area into a prospective market are weather (geophysics and archaeological characteristic of culture and history), bar-restaurant (gastronomy), and parking areas (spa, shopping center, health center). Therefore, the products offered within this research are natural tourism, culture and history, and culinary.

Place can be defined as all company activities that make products and services available for expected customers Kotler, Bowen and Makens (2014:352). In tourism industry, distribution channel defined as a system of total relationship between actual and potential tourists with producer both direct and indirectly through intermediary (Hasan, 2015:205). Place in the tourism industry is giving a clue regarding tourism places, which also include visiting time, and the distance from one place to another, the difference of travelling route, choosing attraction and supporting facility along the different travelling route (Srinivasan, 2009).

According to Hasan (2015:212), Travel guide books (online or offline version) are important in giving references of tourism products continually. The website and guide books cover extensive information in terms of tourism that can give recommendation for tourism destination that should be visited based on sustainable tourism philosophy.

Price is the amount of money that should be paid by a customer to the seller or producer for goods or services that they received. According to Kotler and Keller, (2012:416); Kotler, Bowen, and Makens, (2014:315), price can be determined in many forms based on

the function, for instance rent, educational fee, tariffs, costs, toll tariffs, or wages. Within the tourism industry, price is always called rate or tariffs. For the tourists, price is all of the forms of costs (monetary and non monetary) that is sacrifices in order to obtain and use some amount of combination related value with tourism products (Hasan, 2015:177). Price is the base line offer for the customers, was determined in order to attract customers, and to compete with competitor with similar product classification. Price within the tourism services is the production costs for delivering and promoting the product used by the tourism organization.

Promotion is the communicating activities for product and services to the customers in order to persuade them to purchase. Kotler and Keller (2012:500) Kotler, Bowen and Makens, (2014:32) Therefore tourism promotion is the activity to inform, persuade, and to remind tourist both directly or indirectly regarding a product that will be sold to the expected tourists by letting them know about places where people can see or do buying at the same time and in the right places. (Hasan, 2015:259).

Process shows how an act is done in order to provide the best result. Process is the important factor in tourism marketing. This is related with the technique and procedure of providing services. So it is important for companies to have good information system so that services can give benefit for customers (Sujata, 2012). According to Srinivasan, (2009) process in tourism includes a) trip planning and anticipation, b) travel to the side, c) recollection, d) trip planning package such as map, attraction along the journey and tourism destination, food, and souvenir quality.

People is one of the component within the marketing mix strategy for services. People in the tourism industry is the customers, workers, management, and everyone that directly or indirectly involved in the service consumption. (Sereetrakul, 2012). Service product that marked with direct contact between service provider and service customer causing an important personal factor of the service provider. A good service, friendly, and empathy will be more satisfying for customers.

According to Lovelock and Wirtz, (2011:48), in the service business, company need to design physical environment such as building appearance, vehicle, interior design, tools, employee uniform, facilities that help to deliver services which can satisfy its customers. Tourism products are intangible so that place, decoration, people, tourism places can be related with tourism service quality received. According to Srinivasan (2009), physical evidence within the tourism industry is depend on the travelling experience during the stay and enjoyment. Various empirical study on tourism marketing agreed on the strong relationship between tourists' satisfaction as a whole and the intention on doing re-visiting (Hasan, 2015:365).

Hypothesis

Thus, the hypotheses that will be examined within this research are as follow:

- H1: tourism product positively impact and significant towards domestic and foreign tourists satisfaction
- H2: tourism place is positively and significant influence towards domestic and foreign tourists satisfaction
- H3: price/cost of tour positively and significant influence towards domestic and foreign tourists' satisfaction
- H4: tourism promotion positively and significant influence towards domestic and foreign tourists' satisfaction
- H5: process in tourism positively and significant influence towards domestic and foreign tourists' satisfaction
- H6: people who involved in tourism positively and significant influence towards domestic and foreign tourists' satisfaction
- H7: physical evidence of tourism in Pontianak positively and significant influence towards domestic and foreign tourists' satisfaction

Methods

The research method used is quantitative research by using analysis on numeric data. The chosen research design is causal research that was done to test the impact of marketing mix variables on tourists' satisfaction. The type of data taken is quantitative data. The source of data within this research is primary and secondary data. Primary data is the collected information that the researcher obtained directly from the source through questionnaire. Secondary data obtained from BPS, Ministry of Culture and Tourism..

Population in this research is domestic and foreign tourists who were visiting Pontianak City at the minimum age of 17 years old. The number of population is infinite. Samples were taken with probability sampling with purposive sampling techniques, where the sample was determined with certain consideration (Sugiyono, 2010:66-6.69). The number of sample was determined based on Isaac and Michael formula for infinite population, where for 1% mistake the number of sample determined was 349 people which rounded o be 350 respondents. Sample was divided into two (2) groups that are domestic and foreign tourists. The hypothesis testing was done for each sample group. Research was conducted in Pontianak by approaching tourists who are staying in Hotel, tourism places, bus terminal, and airport, or sent as online questionnaire.

There are 2 variable categories used which are independent variable (marketing mix that consists of product, price, promotion distribution, process, people, and physical evidence) and dependent variable (tourists' satisfaction). The measuring scale within this research is Likert scale with value from 1 to 5. The criteria to determine a valid item is using the price correlation limit of 0.30. if it is over 0.30, the item is conclude to be valid. The reliability test

used by using Cronbach's alpha, and the coefficient received is ≥ 0.60 (Sugiyono, 2002:115). Research method that described the relationship between 7 (seven) independent variables and 1 (one) dependent variable can be shown from Picture 1. Multiple linear regression analysis were used to test the research hypotheses and to identify the impact between independent and dependent variable (Sugiyono, 2010:275). The regression formula for the above research design is the following:

$$Y = b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7$$

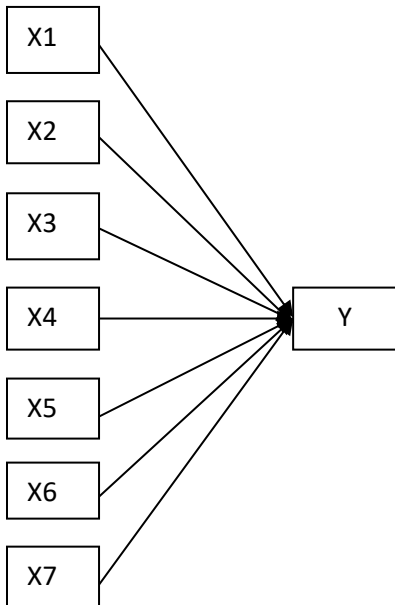


Figure 1. Conceptual Framework

Research Design (For 2 sample groups of domestic and foreign tourists)

Details: Product (X1); Place (X2), Price (X3), People (X4), Process (X6), and Physical Evidence (X7).

Findings

From the validity test known that the alpha value is positive and greater than critical value of r product moment at the significant level of 0.05; which shown that the variable's indicator was stated to be valid and can be used for the next analysis. Variable's validity that are tested are Variable X that are marketing mix consist of 7 P; (X1-X7) and Variable Y that is tourist satisfaction

Based on the validity test result, it can be explained that the significant value of all statement items for X and Y variable are less than 0.05. Therefore, the instrument used for the marketing mix variable and tourist satisfaction has already been valid.

Reliability test are meant to show the character of measuring tool whether it is accurate or consistent in measuring an item. The calculation begin by using SPSS 2.0 with consistency internal method through variant analysis technique and Alpha Cronbach ($\alpha > 60\%$). The reliability test result through Marketing Mix variable and Tourist Satisfaction described in Table 4 below:

Table 2. Research Variable Reliability

Variabel	Cut-off value	Cronbach Alpha (domestic)	Cronbach Alpha (Foreign)
Product	0,600	0,800	0,817
Place	0,600	0,662	0,659
Price	0,600	0,853	0,911
Promotion	0,600	0,841	0,858
Process	0,600	0,871	0,846
People	0,600	0,887	0,919
Physical Evidence	0,600	0,851	0,835
Tourists satisfaction	0,600	0,837	0,879

Source: Processed Data, 2020

The information that is shown in Table 5 shows that the Alpha Cronbach coefficient for all variables are greater than 0.6 both for domestic or foreign tourists. Thus, the instrument used to all variables within this research is reliable and can be used for the next analysis (see attachment). According to Sekaran, generally the reliability value less than 0.60 is considered bad, around 0.70 is acceptable, and more than 0.80 is good (Sekaran, 2006:182). Malhotra (2005:310).

Classical Assumption Test

Normality test is done to fulfill the assumptions that data was distributed normally. Based on the normality test with One-sample Kolmogorov-Smirnov Test, result was earned Normality test result with residual significant value of 0.121 (wisnu) and 0.424 (wisman) where this value is greater than 0.05; shows that residual distributed normally (see attachment).

Linear Assumption stated that for every linear regression parity the relationship between independent and dependent variable should be linear. The linearity test usually use as the prerequisite within the correlation analysis or linear regression where it use the Test for Linearity with significant rate of 0.05 (Pramesti, 2011:31). Two variables said to have linear relationship if significant (linearity) $\leq 0,05$.

The Multicollinearity can be detected by seeing the Varian Inflating Factor Value (VIF). If the VIF value of each variable within the model is less than or equal to 10 ($VIF \leq 10$) so there is no multicollinearity syndrome.

Based on the multicollinearity test known that the VIF value is less than 10 and tolerance value is more than 0.1 for all independent variable. Thus, it can be concluded that there is no multicollinearity at the regression model either for the domestic tourist sample group or foreign tourists'. Therefore the multicollinearity assumption is fulfilled.

Heteroscedasticity test is done by looking at the spread of the residual variable, which can be seen from the scattered plot and it doesn't form into any particular pattern. Thus, it can be said that there is no heteroscedasticity happens (Pramesti, 2011:38). The picture of the scatter plot as the result of research shows there are scattered dots in a random pattern above and below the zero on Y axis, so it can be concluded that there is no heteroscedasticity problem happens on the regression model.

Respondents Characteristics

Domestic tourists

Respondents profiles show that the majority of domestic tourists that come to visit Pontianak city is male, married, and the purpose of the visit is either visiting their families or for work like meetings and seminars. The majority of foreign tourists is married female with the age 35-44 years old and the purpose of the visit is vacation, followed by work matters or research. Based on that information we know that for domestic tourists, Pontianak city has not been a major tourism destination yet like Bali, Jakarta, or Batam. Most of the time, the tourists that can be seen around Pontianak city's landmarks and tourist attraction are mostly those who use the city tour which is only to fill some spare time of the main activity they are doing.

The impression of Pontianak city for the local and foreign tourists is that this city has the uniqueness that can't be found in any other places, mainly because this city is located right on the equator line. The majority of local and foreign tourists prefer the culinary tour out of other tourist attraction (such as historical tourism, cultural, and ethnical). Pontianak's culinary that been famous to domestic tourists are including pisang goreng (fried banana), Mie Tiaw, Sotong Pangkong, Chai Kue dan Sate Kuah.

For the shopping center, the most preferable is the traditional one called PSP, a traditional shopping centre that sell Pontianak/West Kalimantan souvenirs. It is called PSP because of the shopping centre located near a sport center for Pontianak football team, which is "Persatuan Sepakbola Pontianak" (Pontianak Football Association) or in abbreviation PSP. PSP is known for so many varieties of souvenirs. The majority of the tourists also said that they want to visit Pontianak city again later.

Foreign tourists that come to Pontianak city are mostly from ASEAN countries such as Malaysia and Brunai. It is not surprising because West Kalimantan is the only province of Indonesia that has access on land to other countries (Kalbarprov.go.id). The country origins of those tourists is impacted by Indonesia tourism policy which stated Singapore, Malaysia, Australia, China and Japan as the target market. However, the total amount to foreign tourists visited Pontianak city in 2015 is only 31.021 people. This number is still far below the number

the government have set for the three *Great* area such as *Great* Bali (795.833 people), *Great* Jakarta (406.238 people) dan *Great* Batam (56.707 people) (ASDEP Litbang Kebijakan kepariwisataan, 2015).

The total amount of tourists visited Pontianak city is still in small number and it is being impacted by the haze blanketed the city every year because of forest fire. The loss experienced by tourism sector because of the haze can be seen on the table below:

Tabel 3. Loss in tourism sector Smoke factor

	Amount
Average passanger/flight	105
Passanger cancel	5028
Average expenditure/visit	887.690
Loss in tourism sector (Rp)	4.463.459.360

Source: Tourism Department Pontianak City, 2020

Descriptive Analysis towards Marketing Policy and Tourists Satisfaction

In average, the respondents gave a positive reaction towards the marketing mix and tourists satisfaction variables. It can be seen from the average value of the variable within the range of 3,40 to 4,1; it is included in the positive category, except the reaction for tourist destination (*Place*) which is only 3,34 for domestic tourists and 3,23 for foreign tourists. The reaction for *Place* variable shows that they do not have positive impression, and neither the negative impression.

Table 4. Mean of Tourism marketing Mix and Tourists Satisfaction Variable

Mean Variable	Domestic Tourist	Foreign Tourist
Product	3,83	3,85
Place	3,44	3,82
Price	3,34	3,23
Promotion	3,58	3,53
Process	3,52	3,44
People	3,66	3,96
Physical Evidence	3,53	3,64
Satisfaction	3,55	3,69

Source, Processed Data, 2020

Multiple regression Analysis

Goodness of Fit Model (F Testing) Testing

Table 10 shows that with using significance standard 5%, F value is 48,422 with significance value is 0.000 for domestic tourists; and F value 13,022 with significance value is 0,000 for foreign tourists. Thus, it can be said that this regression model can be used in predicting the impact of independent variable towards dependent variable.

Tabel 5. ANOVA

Model	Sum of squares	Df	Mean Square	F	Sig
1Regression	1515,2	7	216,4	48,4	
Residual	782,3	175	4,4		
Total	2297,6	182			
1Regression	563,0	7	80,4	13,02	0,00
Residual	321,1	52	6,1		
Total	884,1	59			

- Predictor:(constant), X7, X6, X5, X4,X3, X2, X1
- Dependent variable: Y

Regression Function

Linier regression equation is calculated to find the relationship between independent and dependent variable. In this research, regression analysis is used to know the impact of marketing mix of tourism variable towards tourists satisfaction.

Based on the regression analysis result table for domestic tourists, the regression model we get is shown below:

$$Y=0,207X1+0,117X2-0,127X3+ 0,130X4+ 0,104X5-0,035X6+ 0,430X7$$

Based on the regression equation above, it can be explained that the parameter (r) coefficient is used to measure the impact of independent variable such as products, place, price, promotion, process, people, a partial physical evidence towards dependent variable such as tourists satisfaction. the regression model for foreign tourists sample group is as shown below:

$$Y=0,152X1+0,190X2-0,010X3+ 0,310X4+ 0,158X5+ 0,265X6- 0,027X7$$

Partial testing (t testing) is used to know the partial relationship between the impact of independent variable towards dependent variable.

Based on r value, t-testing with significance standard (α) = 5% obtained from the impact of independent variable towards dependent variable as shown below:

Hypothesis 1: The impact of tourist attractions variable towards tourists satisfaction

For **domestic tourists**, the r value is 0,207, the t value is 3,682 and significance value is 0,000. Significance value shows a smaller number than 0,05 which means partially the product variable has a significant impact towards the domestic tourists satisfaction. Thus, the hypothesis in model (H1) is accepted. The coefficient of product variable is positive, which means the higher quality of tourism product offered, the higher tourists satisfaction.

For **foreign tourists**, the r value is 0,152, the t value is 1,572 and the significance value is 0,122. Significance value shows a smaller number than 0,05 which means partially the product variable does not have a significant impact towards the foreign tourists satisfaction. Thus, the hypothesis in model (H1) is rejected.

Hypothesis 2: The impact of place/location variable towards tourists satisfaction

For the domestic tourists, the r value is 0,117, the t value is 1,956 with significance value is 0,052. Significance value shows the number 0,05 therefore it can be said that partially place/location variable has a significant impact towards domestic tourists satisfaction. Thus, the hypothesis in model (H2) is accepted. The coefficient parameter is positive which means the better the tourism place, the higher the tourists satisfaction.

For the foreign tourists, the r value is 0,190, the t value is 1,428 with significance value is 0,159. The significance value shows a larger number than 0,05, therefore it can be said that partially place/location variable does not have a significant impact towards foreign tourists satisfaction. Thus, the hypothesis in model (H2) is rejected.

Hypothesis 3: The impact of tourism price/cost variable towards tourist satisfaction

For the domestic tourists, the r value is 0,127, the t value is 2,253 with significance value is 0,025. Significance value shows a smaller number than 0,05 therefore it can be said that partially price variable has a significant impact towards domestic tourists satisfaction. Thus, the hypothesis in model (H3) is accepted. The coefficient of price variable is positive which means the more affordable the price offered, the higher the tourists satisfaction.

For the foreign tourists, the r value is -0,010, the t value is -0,109 with significance value is 0,913. The significance value shows a larger number than 0,05, therefore it can be said that partially price variable does not have a significant impact towards foreign tourists satisfaction. Thus, the hypothesis in model (H3) is rejected.

Hypothesis 4: The impact of tourism promotion towards tourists satisfaction

For the domestic tourists, the r value is 0,130, the t value is 2,008 with significance value is 0,046. Significance value shows a smaller number than 0,05 therefore it can be said that partially promotion variable has a significant impact towards domestic tourists satisfaction. Thus, the hypothesis in model (H4) is accepted. The coefficient parameter of price variable is positive which means the better promotion is executed, the higher the tourists satisfaction.

For the foreign tourists, the r value is 0,310, the t value is 2,349 with significance value is 0,023. Significance value shows a smaller number than 0,05 therefore it can be said that partially promotion variable has a significant impact towards domestic tourists satisfaction. Thus, the hypothesis in model (H4) is accepted. The coefficient parameter of price variable is positive which means the better promotion is executed, the higher the tourists satisfaction.

Hypothesis 5: The impact of tourism process variable towards tourists satisfaction

For the domestic tourists, the r value is 0,104, the t value is 1,763 with significance value is 0,080. The significance value shows a larger number than 0,05, therefore it can be said that partially process variable does not have a significant impact towards domestic tourists satisfaction. Thus, the hypothesis in model (H5) is rejected.

For the foreign tourists, the r value is 0,158, the t value is 1,581 with significance value is 0,120. The significance value shows a larger number than 0,05, therefore it can be said that partially process variable does not have a significant impact towards domestic tourists satisfaction. Thus, the hypothesis in model (H5) is rejected.

Hypothesis 6: The impact of people variable towards tourists satisfaction

For the domestic tourists, the r value is -0,035, the t value is -0,542 with significance value is 0,589. The significance value shows a larger number than 0,05, therefore it can be said that partially people variable does not have a significant impact towards domestic tourists satisfaction. Thus, the hypothesis in model (H6) is rejected.

For the foreign tourists, the r value is 0,265, the t value is 2,447 with significance value is 0,018. Significance value shows a smaller number than 0,05 therefore it can be said that partially people variable has a significant impact towards domestic tourists satisfaction. Thus, the hypothesis in model (H6) is accepted. The coefficient parameter of people variable is positive which means the better the service from related human resource given to the tourists, the higher the tourists satisfaction.

Hypothesis 7: The impact of physical evidence variable towards tourists satisfaction

For the domestic tourists, the r value is 0,430, the t value is 7,052 with significance value is 0,000. Significance value shows a smaller number than 0,05 therefore it can be said that partially physical evidence variable has a significant impact towards domestic tourists satisfaction. Thus, the hypothesis in model (H7) is accepted. The coefficient parameter of physical evidence variable is positive which means the higher the quality of physical evidence of tourism such as souvenirs, the higher the tourists satisfaction.

For the domestic tourists, the r value is -0,027, the t value is -0,299 with significance value is 0,766. The significance value shows a larger number than 0,05, therefore it can be said that

partially physical evidence variable does not have a significant impact towards domestic tourists satisfaction. Thus, the hypothesis in model (H7) is rejected.

Table 6. Hypothesis Testing Result

Hipotesis	T value Domestic	T value Foreign
H1: Tourism product has positively and significant effect toward tourist satisfact	3,682 supported	1,572 Not supported
H2: Toursm Place has positively and significant effect toward tourist satisfact	1,956 supported	1,428 Not supported
H3: Tourism price has positively and significant effect toward tourist satisfact	2,253 supported	-0,109 Not supported
H4: Tourism promotion has positively and significant effect toward tourist satisfact	2,008 supported	2,349 supported
H5: Process has positively and significant effect toward tourist satisfact	1,763 Not supported	1,581 Not supported
H6: People has positively and significant effect toward tourist satisfact	-0,542 Not supported	2,447 supported
H7: Physical evidence has positively and significant effect toward tourist satisfact	7,052 supported	-0,299 Not supported

Coefficient of Determination

Coefficient of determination is basically used to measure how far the model is able to explain dependent variable variation. Coefficient of determination value is within the range of 0 and 1. The small R^2 value shows the limitation of the ability of independent variables in explaining dependent variable variation. (Ghozali, 2011:97). The closest value to 1 means that the independent variables will give almost all information needed in predicting the dependent variable.

Coefficient of determination with the amount of 0,660 or 66,0% for domestic tourists sampling group, shows that the effective contribution from tourism marketing mix in significant towards tourists satisfaction is 66,0% and the contribution from other variables that have not been researched yet is 34%.

Coefficient of determination with the amount of 0,63 or 63,7% for foreign tourists sampling group, shows the effective contribution from tourism marketing mix in significant towards tourists satisfaction is 63,7% and the contribution from other variables that have not been researched yet is 36,3%.

Coefficient of correlation for the domestic tourists is 0,812, and 0,798 for the foreign tourists showing that there is a strong correlation between tourism marketing mix variable and tourists satisfaction because it is located within the range of 0,80-1,00.

The information based on Table 12 shows that there are difference variable impact the satisfaction of local and foreign tourists. For the domestic tourists, product, price, tourism promotion, and physical evidence offered by Pontianak city that impactd their satisfaction. For the foreign tourists, it is only promotion and people variables that impactd their satisfaction, while product, price, tourism promotion, and physical evidence offered by Pontianak city have no significant impact. Thus, it can be concluded that relatively, the domestic tourists feel more satisfied with Pontianak city tourism marketing mix (four variables with significant impact towards domestic tourists satisfaction versus only two variables for foreign tourists) rather than foreign tourists.

This research is supporting the research that has been done by Sereetrakul (2015); Tirdi *et al.*, (2010) which shows the differences between domestic tourist and foreign tourists towards tourism marketing in Thailand. This is understandable remembering there are different characteristic backgrounds of the tourists.

Conclusion

Majority of domestic tourists in Pontianak city is male, married, and the purpose of their visit are visiting families, meetings, seminars, with a significant number. Most of the tourists declared that they have intentions to visit Pontianak again later. On average, the respondent gave a positive reaction towards marketing mix variable and tourists satisfaction variable. It is supported by the fact that the average value is within the range of 3,4 to 4,1.

Marketing mix variable that give an impact to domestic tourists satisfaction is different with foreign tourists. Tourism products, price, promotion, and physical evidence offered have an impact to domestic tourists satisfaction. Meanwhile, for foreign tourists only promotion variable and people varibale that have an impact to their satisfaction, and the rest does not have a significant impact.

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