

## TOURISM SERVICE MARKETING PROCESS

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### Article Information

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### ABSTRACT

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The purpose of this study is to find out how the marketing process for tourism services is, to find out what obstacles can hinder the marketing process for tourism services, to find out what solutions are being carried out in overcoming obstacles in the marketing process for tourism services. The research methodology used is descriptive qualitative which aims to describe the conditions and analyze the marketing process of tourism services. In this study, data related to the author's study are sourced from library studies, field studies, and documentation techniques. The results of research on the marketing process of tourism services, the authors can conclude that to understand the products offered to the customer, the company is obliged to provide training on product knowledge to freelance officers. Lack of anticipating price competition at the same level of tourism service class. The distribution of brochures and website updates has not been carried out properly so that customers are less aware of the existence of the tourism travel agency.

**Keywords:** process, marketing, service, tourism

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## 1. INTRODUCTION

Along with the development of today's world, more and more companies have similar business fields, thus enabling these companies to compete with each other in the same field. Business competition among companies selling goods and services is getting tougher and more competitive. Various ways are done to introduce the products of goods and services companies in order to maximize the introduction and sales of goods or services from these companies. Goods or service companies have a strategy to promote their products to the public through various media - media and existing facilities. The goods company has a physical product form and is distributed through its distributors. While service companies are companies that have non-physical products such as general service providers.

One example is a service company engaged in tourism services (tourism). Tourism service companies, have various types of service products offered to consumers. The introduction of service products is usually done through promotions, either directly or indirectly. Promotion is carried out directly, namely by doing print and electronic media. Meanwhile, promotion is indirectly through consumers who have used tourism or travel services. Promotion is one of the efforts to increase product marketing. Currently, the marketing of tourism service companies is increasing along with the promotions carried out, to improve the quality of marketing and maximize the marketing of existing products, a good marketing administration system is needed. Marketing administration is used to manage expenses and income related to marketing. Based on the conditions in the field, the authors are interested in conducting research on "Tourism Services Marketing Process".

## **2. LITERATURE REVIEW**

### **a. PROCESS**

According to Inu Kencana Syafie (2015), the process is a collection of work activities that should be structured, systematic, humorous and orderly in accordance with interrelated space and time to process and solve certain problems which then produce a certain output or service according to expertise. and available resources. According to Freddy Rangkuti (2014:109), the process is a series of activities that can convert inputs into outputs (products and services), by providing benefits in the form of additional value. According to Nanang Fattah (2015: 3) states that, the process is a set of interactions between components that transform inputs into outputs towards a common called mission statement.

In carrying out a series of sequential and regular activities repeatedly, it must be carried out with characteristics that are able to explain and facilitate its application. If a series of activities or processes do not have characteristics, it will be difficult to carry out the process. The following are some of the characteristics of the process, namely:

- 1) The process of supporting the achievement of organizational goals.
- 2) The process shows that there are no delays and obstacles.
- 3) The process shows a logical and simple sequence.
- 4) The process shows the existence of decisions and responsibilities.
- 5) The process is able to create good supervision and use minimal costs.

### **b. MARKETING**

According to Zein Achmad (2012: 1), marketing is a social and managerial process by which individuals and groups obtain what they need and want by creating, offering and exchanging products of value with others. According to Nanda and Wilhelmus (2012: 3), marketing is one of the activities in the economy that helps in creating economic value. According to Abdul Halim Usman (2015: 1), marketing is a very important and dynamic subject, because marketing involves daily activities in a society.

Nandan and Wilhelmus (2012:10) argue that the marketing concept is as follows: "The concept of marketing is in stark contrast to products and sales. Instead of a "make and sell" philosophy, it is oriented to "sense and responsibility". Peter Ducker said: "the aim of marketing is to make selling superfluons".

The purpose of marketing is to know and understand customers as well as possible so that products and services are suitable or in accordance with what customers want and sell themselves. Today the concept of marketing is experiencing an increasingly advanced development in line with the advancement of society and technology. The company is no longer oriented only to buyers, but is oriented to society or people. Three important factors that are used as a basis in the marketing concept are:

- 1) Consumer orientation

In essence, if a company wants to implement this consumer orientation, then:

- a) Determine the basic needs of the buyer to be served and fulfilled.
- b) Select a certain group of buyers as targets in sales.
- c) Determine the product and its marketing program.

- d) Conduct research on consumers to measure, assess and interpret their desires, attitudes and behavior.
- e) Determine and implement the best strategy, whether focusing on high quality, low prices or attractive models.

## 2) Coordination and integration within the company

To provide optimal satisfaction to consumers, all existing marketing elements must be integrated. Avoid conflict between the company and its market. One way to solve this problem of coordination and integration can be to use one person who has responsibility for all marketing activities, namely the marketing manager. So it can be concluded that every person and part of the company participates in a coordinated effort to provide customer satisfaction so that the company's goals can be achieved.

## 3) Earning profit through customer satisfaction

One of the goals of the company is to make a profit or profit. With these profits the company can grow and develop with greater capabilities. Actually profit is the general goal of a company. A lot of marketing has a purpose other than profit. By using this marketing concept, the relationship between the company and consumers will be improved which will ultimately benefit the company.

According to Zein Achmad (2012:4), the principles of marketing (the marketing principle is the law in marketing is a proposition that can be proven true. Here are the principles of marketing:

### 1) Needs, Wants and Demands

Marketing must try to understand what the target market needs, wants and demands. Needs are basic human needs, such as food, drinking water, air, clothing and shelter (shelter) to live. Humans also need recreation or entertainment and education. "The needs" become "wants" when they are directed to specific objects that can meet "needs", "wants" are formed by "ones society", "demands" are "wants" for specific or special products supported by the ability to buy.

### 2) Value, Cost and Satisfaction

Value is the consumer's estimate of the entire ability of the product to satisfy his needs. All products have costs that depend on their quality and excellence. In terms of costs, there is a need for consideration from consumers in buying a product, so not all people are able and willing to pay a high cost to buy a product. From here the occurrence of social class in the purchase of a product. Valuable products will lead to satisfaction for consumers. The satisfaction obtained by consumers is that they have felt the advantages of the product they bought with good quality so that it will lead to "repeat buying" from customer satisfaction. Customers who are satisfied with the superiority of the product, the mindset to buy it will not hesitate to spend a lot of money because cost is the value of customer satisfaction.

### 3) Exchanges and Transactions

Exchange is the act of obtaining a desired item from someone by offering something in return. There are five conditions that must be met for an exchange to occur:

- a) There are at least two parties
- b) Each party has something that may be of value to the other party.
- c) Each party is able to communicate and make submissions.
- d) Each party is free to accept or reject the exchange offer.

e) Each party, namely that negotiating with the other party is appropriate and beneficial. For an exchange to be successful, marketers analyze what each party is expected to get and give from a transaction.

#### 4) Relationships and Networks

Relationship marketing is the practice of establishing long-term satisfying relationships with key customers, suppliers, and distributors in order to maintain their long-term preferences and business. The primary outcome of relationship marketing is the development of a company's unique asset called network marketing. The marketing network consists of the company and all interested supporting parties; customers, workers, suppliers, distributors, retailers, advertising agencies, university scientists and others who together with the company have built mutually beneficial business relationships. Increasingly, competition is no longer between companies but between entire networks, which will be won by companies that have built better networks.

#### 5) Marketing and Prospective Buyers

Marketer means working with the market to realize potential transactions to satisfy human needs and wants. A marketer is someone who looks for one or more potential buyers who will be involved in an exchange of value. A potential buyer is someone the marketer identifies as someone who may be willing and able to engage in an exchange. Data marketers act as buyers and sellers. For example, several people want to buy a product, each potential buyer will try to market themselves to the seller. These buyers are actually doing marketing.

#### 6) Characteristics of Consumer Behavior

Consumer behavior is the process that a person or organization goes through in searching for, buying, using, evaluating, and disposing of products or services after consumption to meet their needs. Consumer behavior will be shown in several stages, namely the stage before the purchase, the purchase, and after the purchase. At the purchasing stage, consumers will disburse information related to products and services. At the buyer stage, consumers will purchase the product, and in the post-purchase stage, consumers consume (use the product), evaluate product performance, and finally dispose of the product after use.

#### 7) Marketing Mix

Understanding the marketing mix (Marketing Mix) according to Philip Kotler and Gary Armstrong (2012: 75) is a set of controlled marketing tools that are combined by the company to produce the response desired by the target market. The marketing mix consists of the 4P, namely:

##### a) Product

A product is often defined as something that can be offered to a market to satisfy a need or want. In developing a product plan must pay attention to quality, design, features, sizes, options, names, and packaging.

##### (1) Product tier

Traditional marketing theory recognizes the level of a product, a measurement model that from the customer's perspective a product is more than its features, "style" and design. Here are the levels of a product.

##### (2) This product (the core product)

This product consists of major needs that will be fulfilled, desires that will be realized and problems that will be solved by consuming this product.

##### (3) the actual product (the actual product)

The actual product, is more tangible and includes aspects such as product quality, features, packaging, style and design, also includes any brand names used.

#### (4) Augmented products

Additional products include features and services that add value to the transaction beyond the customer's expectations.

#### (5) Product Development

A systematic approach, should be a guide or guide for the development and launch of new public sector programs and services.

#### b) Price

The organization knows that the price that has been set will affect the demand for the product being sold. For a profit-seeking organization (company) trying to determine the price that can maximize profit (maximized profit). Pricing is one of the most important decisions in marketing. Price is the only element of the marketing mix that brings income or income to the company. In addition, price is an element of the marketing mix that is flexible, meaning that it can be changed quickly. Broadly speaking, the role of price can be described as follows:

- (1) Prices set by the company directly affect the level of demand and determine the level of activity.
- (2) Selling price directly determines operating profitability.
- (3) The price set by the company affects the perception of the product or brand and contributes to the brand's positioning in the evoked set of potential consumers.

#### c) Place

Place strategies involve important decisions regarding: where? When? And how the customer will access the offer, mostly related to the distribution channel, the perception of convenient access will be determined by various variables such as the location, how many days a week and how many hours a day the service can be obtained, the method of payment (using credit card or cash) and delivery or delivery (day or night). Various activities are carried out by the company to make its products easily obtainable and available to target consumers. The decision to determine the location and channel used is very influential on the desire of consumers to buy products. As one of the marketing mix variables, place has a very important role in helping companies ensure that it is very important in helping companies ensure their products, because the purpose of distribution is to provide goods and services that consumers need and want at the right time and place.

#### d) Promotion

Promotion is often defined as persuasive communication, and communication strategies include a habit of mixing or mixing advertising, "personal selling", sales promotion, "public relations" and direct marketing. One of the most difficult marketing decisions is determining the amount of funds spent on promotional activities. Both advertisers and advertising agencies are aware that about half of all advertisements shown or campaigned are waste. But the problem is that it is very difficult to know exactly which ads are a waste and which ones are really effective.

### **c. SERVICE**

According to Otto R. Payangan (2014:79), a service is any action or performance offered by one party that is essentially intangible and does not result in ownership.

In service products have different characteristics from goods (physical products), namely a) intangibility (intangibility), an important value in terms of enjoyment, satisfaction, or a sense of security enjoyed by consumers; b) unstorability, where the service does not recognize the supply or storage of the product that has been provided, this characteristic also cannot be separated (inseparability) considering that in general services are produced by being used together; c) customization, services are also often designed specifically for customer needs, such as insurance and health services..

#### **d. TOURIST**

According to Bungaran Antonius Simanjuntak (2015:1), etymologically tourism comes from Sanskrit, namely "pari" means 'many, many times, round and round', and "tourism" means 'travel' or 'travel'. Based on the meaning of this word, tourism is defined as a trip that is carried out many times or in circles, from one place to another with a specific purpose and purpose.

### **3. RESEARCH METHOD**

The type of research used is descriptive qualitative research. Descriptive qualitative research is research that is used to analyze data by describing or describing the data that has been collected properly without intending to make generally accepted conclusions or generalizations (Sugiyono, 2012). According to Mukhtar (2013:10) descriptive qualitative research method is a method used to find knowledge of research subjects at a certain time. The writer in this study used descriptive qualitative research because the researcher wanted to know and get the depth of information related to the topic (Sugiyono, 2012)

Data collection techniques in this study are observation and interviews. Observations in this study are participant observation. Interviews in this study, namely through semi-structured interviews, the interviewer has prepared a topic and a list of interview guide questions before the interview activity is carried out, researchers need to explore further a topic based on the answers given by participants. Data collected from interviews with informants.

The data analysis model in this study follows the concept of activities in qualitative data analysis carried out interactively and continuously at each stage of the research until it is complete. The components and data analysis in this study are:

#### **a. Data reduction.**

The data obtained from the report is quite large, so it needs to be recorded carefully and in detail. Reducing data means summarizing, choosing the main things, focusing on the things that are important, looking for themes and patterns.

#### **b. Data Presentation**

After the data is reduced, the next step is to display the data. In qualitative research, the presentation of data can be done in the form of a short, chart, relationship between categories, and with a narrative text. By displaying the data, it will be easier to understand what happened and plan further work based on what has been understood

#### **c. Verification or Data Inference**

The initial conclusions put forward are still tentative, and will change if strong evidence is found to support them at a later stage. However, if the conclusions raised at an early stage are supported by valid and consistent evidence when the researcher returns to the field to collect data, then the conclusions put forward are credible conclusions.

## **4. RESULTS AND ANALYSIS**

### **a. Tourism Services Marketing Process**

In a company, good administration is needed to regulate the management and planning of a business. Administration is planning, controlling, and organizing office work, as well as the mobilization of those who carry it out in order to achieve the goals that have been set. While marketing is a total system of business activities designed to plan, determine prices, promote and distribute goods or services that can satisfy wants and achieve target markets and company goals. The marketing administration process at tourism service companies such as increasing representatives in each region, collaborating with BUMN or BUMS, collaborating with primary cooperatives and cooperative parents in Indonesia, providing attractive marketing fee incentives, providing promo package prices, print media advertisements, making brochures, paper bags to be distributed to each representative.

The following is the process of marketing tourism services to tourism service companies.

#### **1) Marketing**

Marketing makes a bid proposal to be submitted to the customer, then the proposal is made in 2 (two) copies, one for marketing archives and another for presentation to customers. Marketing makes a proposal presentation to the customer. In the presentation, marketing explains the details of prices, and tourist destinations. Then, make an Order Form. After receiving a "yes" decision from the customer, marketing makes 2 (two) copies of 1 (one) order form for marketing archives and 1 (one) more to be given to the operational department.

#### **2) Customers**

The customer makes a decision after the customer hears and listens to the marketing presentation, the customer will make a decision to accept the offer from the marketing. If the customer agrees then the customer will confirm to marketing, and if not the customer refuses (finish). The customer pays off after the customer receives an invoice from the operational party, then the customer pays the fees contained in the invoice, and confirms to the travel party.

#### **3) Operational**

Make a package confirmation after the operational section receives the order form from marketing, the operational section processes the order form and confirms it to the customer. The operational section makes further reservations according to the package that has been ordered by the customer. Next, make an invoice after ordering the specified place. The invoice includes details of costs to be paid by the customer. Then the invoice is given to the customer to make payment.

#### **4) Finance**

Finance makes proof of payment after the customer makes payment, the finance department makes proof of payment as proof.

### **b. Obstacles that hinder the marketing process in tourism service companies**

When the author made observations in the marketing section, the authors found obstacles that occurred in the process of marketing tourism services. The following are the obstacles found:

- 1) Sales are not optimal because freelance officers do not understand the products offered, so many tour packages are not known by customers who want to travel.
- 2) Fairly competitive price competition for tourism service bureaus in the middle class with tourism services in the same class.
- 3) Promotions are still lacking due to limited marketing equipment such as brochures and websites, so that information about tourism services is not widely spread.

### **c. Solutions to Maximize the Marketing Process of Tourism Services**

From the constraints contained in the process of marketing tourism services at tourism service companies, solutions can be made as follows:

- 1) Freelance officers to better understand the products offered, officers must be given training on product knowledge.
- 2) So that the price offer can be competitive, the author suggests doing a price comparison with a tourism service bureau in the same class.
- 3) In order to maximize tourism services, they must distribute brochures in collaboration with three-star hotels.

## **5. CONCLUSION**

Based on the research that has been done, the authors draw the following conclusions:

- a. To understand the products offered to customers, tourism service companies are required to provide training on product knowledge to freelance officers.
- b. Lack of anticipating price competition at the same level of tourism service class.
- c. The distribution of brochures and website updates has not been carried out properly so that customers are less aware of the existence of the tourism service bureau.

Based on the conclusions that have been stated above, the suggestions that the author can convey are as follows:

- a. Penulis menyarankan agar petugas freelance harus dijadwalkan secara tetap mengikuti pelatihan tentang product knowledge.
- b. Sebaiknya melakukan perbandingan harga dan menambah relasi kontribusi disetiap destinasi.
- c. Agar dapat lebih bertahan dalam persaingan usaha jasa perjalanan pariwisata, pengusaha harus bekerjasama dengan hotel mulai dari berbintang tiga untuk menaruh brosur paket wisata dan website harus sering di update secara berkala.

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