

## ONLINE MARKETING ON PRICING STRATEGIES FOR THE INDONESIAN TOURISM INDUSTRY PRODUCTS DURING THE COVID-19 PANDEMIC

**Rahmi ROSITA**\*

LP3I Polytechnic Jakarta, Business Administration, Jakarta, Indonesia, e-mail: rahmirositalp3ijkt@gmail.com

**Marihot MANULLANG**

Universitas Pembinaan Masyarakat Indonesia,  
Management dan Faculty of Economics, Medan, Indonesia, e-mail: marihotmanullang555@gmail.com

**Ratih KUSUMASTUTI**

University of Jambi, Accounting Department and Faculty of Economics and Business, Jambi, Indonesia, e-mail: ratihkusumastuti@unja.ac.id

**Dian Ikha PRAMAYANTI**

STAI Al Muhajirin Purwakarta, Syariah banking Department, Purwakarta, Indonesia, e-mail: dianikhapramayanti@gmail.com:

**Sunday Ade SITORUS**

University of HKBP Nommensen, Management and Faculty of Economics and Business, Medan, Indonesia, e-mail: sundayom.sitorus@gmail.com

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**Abstract:** The purpose of this study is to find out the relationship between the tourism products offered, the tourism services offered and the promotional activities offered whether directly or indirectly affect the interest of tourists to visit during the Pandemic through product pricing strategies. In this study, the only variables that exist are marketing activities of tourism services or services such as products offered, tourist services offered and promotional activities, which only focus on explaining the effect of these three variables on tourist interest in visiting tourist attractions during a pandemic, while the variable intervening marketing activities or the marketing mix of product pricing strategies that are the connecting variables that affect tourist interest in visiting tourist attractions during a pandemic. The research method used in this research is descriptive quantitative research method using path analysis. In this study, the independent variables are marketing activities or marketing mix such as: tourism services such as, products offered, tourism services offered and promotional activities to be carried out, while for the intervening variable is the marketing activity variable, namely the product pricing strategy and the dependent variable is the interest of tourists visiting during a pandemic using SPSS 20. Partially, only the variables of promotional activities carried out have a positive and significant effect on the variable product pricing strategies during a pandemic as well as variables of tourist interest in visiting during a pandemic. Meanwhile, simultaneously, the variables of the products offered, the tourism services offered and the promotional activities that will be carried out have a positive and significant effect on the variable of tourist interest in visiting during the pandemic through the variable pricing strategy of the product during the pandemic as an intervening variable. Through the results of research, it has been stated that the products and services offered through online marketing during the pandemic have not been able to increase the interest of tourists to visit tourist attractions during the COVID-19 pandemic, while the owners of tourist attractions must carry out vigorous promotional activities so that tourists are interested in visiting. Tourist attractions, thus influencing the pricing strategy that will be applied to tourism products and services.

**Key words:** product, service, promotion, strategy, pricing, interest, tourists

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### INTRODUCTION

Covid19 has fundamentally changed the way we see the world, the way we think at , and our lives (Luo, 2021). Despite the human tragedy of lost lives, broken families and devastated communities, the economic and social changes brought about by the 's pandemic-related blockades are the memories of and future generations. It represents a cultural heritage that will remain in your memory for a long time. The Covid-19 pandemic is one of the epidemics that must be faced by the entire world community, where this pandemic has damaged the joints of people's lives, where people's lives have become difficult due to large-scale social restrictions or community restrictions, where with these community restrictions, people unable to carry out their economic activities, some even stop carrying out their economic activities due to termination of employment. (Chang et al., 2020). The Covid-19 pandemic has not only impacted the manufacturing industry, but the tourism industry has also been affected by social restrictions (PPKM). With the existence of this social restriction, it is very detrimental to the tourism industry, as a result of that all tourism industries are closed, so that when social restrictions have been opened, although during a pandemic, tourism business owners have to think of ways to make their tourist attractions more attractive to people. To revive the tourism industry during this pandemic, tourism owners must apply the right

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\* Corresponding author : rahmirositalp3ijkt@gmail.com

strategy so that their tourist attractions are in demand by others, where one way is to do online marketing through existing websites, such as creating tourist attractions that comply with health protocols, and creating services. friendly and healthy tourism, as well as intensive promotions due to a decrease in visitors, consequently affecting the price strategy, so that by increasing the price strategy it can make customers want to visit these tourist attractions with health protocol rules. According to Abou-Shouk and Soliman, 2021 online marketing strategies must be carried out as much as possible so that informed tourism products, tourism services and promotions that will be conveyed to customers can be understood, so that the prices made for these tourism products can reach customers, so that many potential customers who are interested in these tourist attractions. Based on Luo, 2021 The Covid19 pandemic has made a big difference, especially in marketing, with a high digital usage of. Social networks allow people to easily communicate with others, and the provides marketers with many ways to interact with consumers. As a result of the blockade, economic activity has dropped dramatically.

How policymakers, government and industry reactions, and marketers can respond to changing consumer behavior in reversing damage caused by economic factors. (BPS - Badan Pusat Statistik, 2021), In 2020 the number of tourists visiting several regions in Indonesia tends to decrease, where there are around 120 million people who visit Indonesia, where the number decreased by 0.42 percent compared to last year 2019. (Andriani, 2020; Muhyiddin and Nugroho, 2021) said that ,this is due to the Covid-19 Pandemic which forced the Government to carry out large-scale social restrictions (PSBB), as well as the implementation of community activity restrictions (PPKM). This situation has an impact on reducing the interest of tourists to visit tourist attractions. There are several tourist attractions that have experienced total closures (Sigala, 2020), where tourism owners cannot implement a marketing strategy for tourism products and tourism services, and do not carry out promotional activities online and it is difficult to inform tourism products (Streimikiene and Korneeva, 2020). Tourism services and product promotion activities, as well as tourism services. affect the pricing strategy, as a result, tourism owners cannot maximize the pricing strategy adopted for tourism products, services and promotions, thus affecting the income of tourism owners, so that many tourist attractions can no longer be functioned by tourism owners due to lack of capital for operations when social restrictions are reopened and tourists both local and foreign come again to several regions in Indonesia (Oltra González et al., 2021). The tourism services offered and the promotional activities offered whether directly or indirectly affect the interest of tourists to visit during the Pandemic through product pricing strategies. (Kotler et al., 2017; Pantano et al., 2020), in this study, the only variables that exist are marketing activities of tourism services such as, products offered, tourism services offered and promotional activities to tourist interest visit to Indonesia in Pandemic Covid 19. The purpose of this study is to investigate tourism services or services such as, products offered, tourism services offered and promotional activities to tourist interest visit to Indonesia in Pandemic Covid 19.

## LITERATURE REVIEW

### Tourism Products Offered

According to Berbekova et al., 2021 tourism products are a tangible form of facilities or tourist attractions offered to visitors so that visitors want to visit these tourist attractions. According to Cai and Leung, 2020 tourism products are something that is offered to tourists, either in real or physical form, or in the form of services that accompany these tourist attractions. According to Casado-Aranda et al., 2021 tourism products are a form of offering tourist attractions that are offered to tourists as tourist visitors so that they want to visit tourist attractions that have been offered to them. According to Dadová and Soviar, 2021 the tourism products offered are a tangible form of tourism objects offered to tourists with the aim of increasing income. According to González-Torres et al., 2021 tourism products are various places, services or services that are present at tourist attractions that aim to attract tourists to visit in order to increase income and economic growth in the region. According to Hao et al., 2020 tourism products offered to tourists must be in accordance with the wishes of tourists, where tourists want good tourist attractions, and have tourist services that are in accordance with their wishes and have maximum service.

### Tour Services Offered

According to González-Torres et al., 2021 tourism services are things that are offered by tourist owners which are an inseparable part of tourist attractions, which are places or services that exist in tourist objects. According to Manurung, 2014 tourism services are everything that is offered in the form of services that exist in tourist attractions with the intention that tourists feel at home visiting these tourist attractions. According to He and Harris, 2020 tourism services are a tangible form but in the form of services that exist in a tourist attraction with the aim of helping increase visits from tourists. According to He and Harris, 2020 tourism services are a form of offering in the form of services that can support the implementation of existing tourism activities in several regions or countries with the aim of increasing tourist visits in order to increase the country's income. According to Zhang et al., 2009 the tourism services offered are something that is offered and is of value to tourist attractions, so that they become supporters who can attract tourists to visit tourist attractions. According to Bakkelund et al., 2018 the tourism services offered can be in the form of lodging services and hotel services which are a supporting impetus for the running of the tourism industry which is intended to increase income both company income and foreign exchange through the interest of tourists to visit. According to Hu et al., 2021 the tourism services offered are something that is offered and is of value to tourist attractions, so that they become supporters who can attract tourists to visit tourist attractions. According to Bakkelund et al., 2018 the tourism services offered can be in the form of lodging services and hotel services which are a supporting impetus for the running of the tourism industry which is intended to increase income both company income and foreign exchange through the interest of tourists to visit. According to Du et al., 2010 the tourism services offered are something that is offered and is of value to tourist attractions, so that they become supporters who can attract tourists to visit tourist attractions. According to Etim Udoh et al., 2019 the tourism services offered can be in the form of lodging services and hotel services which are a supporting impetus for the running of the tourism industry which is intended to increase income both company income and foreign exchange through the interest of tourists to visit.

### **Promotions Done**

According to Amaral et al., 2013 promotion is a form of offering made through various tools, where the things offered are in the form of products and services that surround the product. According to Underwood et al., 2010 promotion is something that is offered to tourists or visitors to tourist attractions, where what is offered to them is the form of tourist attractions and their supports in the form of services with the aim of increasing tourist visits to the place. According to Mandić and Kennell, 2021 promotion is something that becomes the object of an offer so that someone wants to use the product offered to increase the profits of the company that makes the product. According to Luo, 2021 promotion is something that is given in the form of product and service offerings aimed at product users with the intention that product users can continue to use the products and services of the product. According to Mandić and Kennell, 2021 the promotion of products offered informs about the condition of the product, as well as the form of product service that is issued according to the wishes and desires, as well as the expectations desired by consumers. According to Mirehie et al., 2021 promotion is part of marketing activities intended for consumers to be interested in buying and using products and services from the products offered to them. as well as the form of product service that is issued according to the wishes and desires, as well as the expectations desired by consumers. According to Armstrong et al., 2009 promotion is part of marketing activities intended for consumers to be interested in buying and using products and services from the products offered to them. as well as the form of product service that is issued according to the wishes and desires, as well as the expectations desired by consumers. According to Achrol and Kotler, 2012 promotion is part of marketing activities intended for consumers to be interested in buying and using products and services from the products offered to them.

### **Product Pricing Strategy**

According to Volgger et al., 2021 pricing strategy is a form of activity carried out to determine a product price that will be offered to consumers as a form of appreciation needed by consumers. According to Amaral et al., 2013 pricing strategy is something that is done to create a reasonable price for the products produced by a business or industry. According to Palácios et al., 2021 pricing strategy is an activity carried out to set prices for products and services that can be reached by consumers, so that consumers are interested in having products and services made. According to Pantano et al., 2020 pricing strategy allows companies to always determine what price to make for the products and services offered to consumers. According to Khan et al., 2020 pricing strategy is an activity carried out in the process of determining the price that will be charged by a product, be it goods or services. According to Sanabria-Díaz et al., 2021 the pricing strategy requires the company make prices competitive and not detrimental to consumers, and in accordance with the quality of products and services owned with the aim that consumers are interested in buying and using them.

### **Tourist Interests To Visit During The Pandemic**

According to Tong et al., 2021 the interest of tourists to visit is something that exists in tourists to visit tourist attractions that are in accordance with their hopes and desires. According to González-Torres et al., 2021 tourist interest to visit is the tendency of tourists to visit a place they like or a place for vacation with the aim of carrying out traveling activities. According to Amaral et al., 2013 the interest of tourists to visit is the self-awareness of tourists to choose tourist attractions that are in accordance with the expectations and personal desires of tourists. According to Volgger et al., 2021 stated that the interest of tourists to visit is something that arises in tourists to choose tourist objects according to their personality and consider the place suitable and as desired. According to Wassler and Fan, 2021 tourist interest is the tendency of tourists to do and want tourist attractions that match what they imagine.

According to Yost et al., 2021 the interest of tourists to visit tourist objects illustrates the desire of tourists to visit places that have never been visited and in accordance with their wishes and expectations, thus creating a sense of satisfaction in them to use the services of these attractions. Stated that tourist interest is the tendency of tourists to do and want tourist attractions that are in accordance with what they imagine (Wassler and Fan, 2021). According to Hu et al., 2021 the interest of tourists to visit tourist objects illustrates the desire of tourists to visit places that have never been visited and in accordance with their wishes and expectations, thus creating a sense of satisfaction in them to use the services of these attractions. Stated that tourist interest is the tendency of tourists to do and want tourist attractions that are in accordance with what they imagine (Torres et al., 2021). According to Wang and Feng, 2012 the interest of tourists to visit tourist objects illustrates the desire of tourists to visit places that have never been visited and in accordance with their wishes and expectations, thus creating a sense of satisfaction in them to use the services of these attractions.

## **RESEARCH METHODS**

The research method used is descriptive quantitative. According to Oliveira et al., 2017 the quantitative descriptive research method describes situations and conditions that will actually occur by relying on the relationship between variables that influence each other. For quantitative descriptive data analysis carried out by using path analysis, which according to Oliveira et al., 2017 path analysis is an analysis carried out by finding mutually influencing relationships between various variables with intervening variables as connecting variables between one another variable with other variables. In this study, the independent variable is the marketing activity or marketing mix such as tourism services such as, the products offered, the tourism services offered and the promotional activities to be carried out, while the intervening variable is the marketing activity variable, namely the product pricing strategy and the dependent variable is the interest of tourists visiting during a pandemic using SPSS 26 path analysis. The population of this study is tourists who visit Indonesia as many as 100 tourists, where the sampling technique in this study uses the census method, where according to Sugiyono, 2012 the sampling technique with the census method is a sampling technique whose samples are part of

the population of the population and members of the population. In this case, the sample taken represents 100 tourists visiting Indonesia, through distributing questionnaires via email. Sampling technique with the census method is a sampling technique whose samples are part of the population and members of the population (Suharsimi, 2010). In this case, the sample taken represents 100 tourists visiting Indonesia, through distributing questionnaires via email.

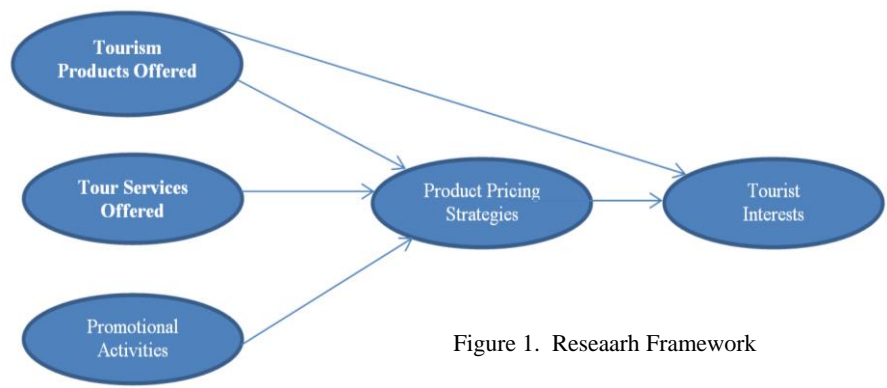


Figure 1. Research Framework

**RESULTS AND DISCUSSION**

The Effect of Tourism Products Offered, Tourism Services Offered, and Promotional Activities Conducted on Tourist Interests to Visit During a Pandemic. Multiple Linear Regression Equation Analysis

Table 1. Multiple Linear Regression Equation (Source: Data Processing SPSS, 2020)

| Coefficients <sup>a</sup> (a. Dependent Variable: Y) |                                       |                             |            |                           |        |      |                         |       |
|--|---------------------------------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
| Model  |                                       | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. | Collinearity Statistics |       |
|  |                                       | B                           | Std. Error | Beta                      |        |      | Tolerance               | VIF   |
| 1  | (Constant)                            | 12,688                      | 4,866      |                           | 3,220  | .000 |                         |       |
|  | X1 (Tourism Products Offered)         | -.378                       | .137       | -.347                     | -2,767 | .255 | .877                    | 1,416 |
|  | X2 (Tour Services Offered)            | -.192                       | .125       | .079                      | -1,428 | .064 | .881                    | 1,427 |
|  | X3 (Promotional Activities Conducted) | .165                        | .168       | .053                      | 7,355  | .001 | .835                    | 1,626 |

Based on Table 1 above, the results of data processing related to the linear regression equation (Sugiyono, 2012) are as follows: **Y = 12.688 - 0.378X1 - 0.192X2 + 0.165X3; Y = Tourist Interests; X1 = Tourism Products Offered**

**X2 = Tour Services Offered; X3 = Promotional Activities Conducted**

1. For the value of the X1 regression coefficient for the tourism product variable offered is -0.378, it means that the tourism product offered has a negative effect on the interest of tourists to visit during the pandemic, where the better the tourism products offered during the pandemic, it does not necessarily increase the interest of tourists to visit during the pandemic by 0.378%;
2. For the value of the regression coefficient X2 for the variable of tourism services offered is -0.192, it means that the tourism services offered have a negative effect on the interest of tourists to visit during the pandemic, where the better the tourist services offered during the pandemic, it will not necessarily increase the interest of tourists to visit during the pandemic by 0.192%;
3. For the value of the regression coefficient X3 for the variable promotional activities carried out is 0.165, meaning that the promotional activities carried out have a positive and significant effect on the interest of tourists to visit during the pandemic, where the better the promotional activities carried out during the pandemic, the more tourists will be interested in visiting tourist attractions during the pandemic by 0.165%.

Table 2. Results of the Coefficient of Determination (Source: Data Processing SPSS, 2020)

| Model Summary <sup>b</sup> (a. Predictors: (Constant), X3, X1, X2; b. Dependent Variable: Y) |       |          |                   |                            |                   |          |     |     |               |               |
|--|-------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|---------------|
| Model  | R     | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics |          |     |     |               | Durbin-Watson |
|  |       |          |                   |                            | R Square Change   | F Change | df1 | df2 | Sig. F Change |               |
| 1  | .769a | .758     | .784              | 3.50335                    | .758              | 6,143    | 3   | 91  | .001          | 2,556         |

Table 3. Simultaneous Test Results (Source: Data Processing SPSS, 2020)

| ANOVA <sup>a</sup> |                |          |             |         |       |       |
|--------------------|----------------|----------|-------------|---------|-------|-------|
| Model              | Sum of Squares | df       | Mean Square | F       | Sig.  |       |
| 1                  | Regression     | 320,244  | 3           | 106,735 | 6,247 | .001b |
|                    | Residual       | 2532,515 | 91          | 19,257  |       |       |
|                    | Total          | 2717,315 | 94          |         |       |       |

a. Dependent Variable: Y b. Predictors: (Constant), X3, X1, X2

**Coefficient of Determination (R2)**

In accordance with Table 2 above, the results of data analysis for the coefficient of determination (Adjusted R Square) of 0.784 means that 78.4% of the variables of tourism products offered, tourism services offered and promotional activities carried out have a strong influence on tourist interest to visit. to tourist attractions during the pandemic, while the remaining 21.6% is influenced by other variables not discussed in this study.

**Simultaneous Hypothesis Testing**

Based on Table 3 above, the data analysis for the table F test value of 6.247 is greater than the calculated F test value of 2.70, so it can be concluded simultaneously that the variables of tourism products offered, tourism services offered and promotional activities carried out have a positive and positive effect. significantly on the interest of tourists to visit tourist attractions during the pandemic.

**Partial Hypothesis Test**

According to Table 4 above, partially only the promotional activities carried out have a positive and significant effect on

tourist interest to visit tourist attractions, this can be seen from the t-value for the three variables, each of which is greater than the t-table value of 1.662. The Effect of Tourism Products Offered, Tourism Services Offered, and Promotional Activities Conducted on Product Pricing Strategies During a Pandemic. Multiple Linear Regression Equation Analysis.

Based on Table 5 above, the data analysis related to the linear regression equation (Sugiyono, 2012) is as follows:

$$Z = 18.752 - 0.239X1 - 0.158X2 + 0.199X3; Z = \text{Product Pricing Strategies}; X1 = \text{Tourism Product}$$

$$X2 = \text{Tourism Service}; X3 = \text{Promotional Activities}$$

Table 4. Partial Test Results (Source: Data Processing SPSS, 2020)

| Coefficients <sup>a</sup> (a. Dependent Variable: Y) |                                       |            |                           |       |        |                         |      |       |
|--|---------------------------------------|------------|---------------------------|-------|--------|-------------------------|------|-------|
| Model  | Unstandardized Coefficients           |            | Standardized Coefficients | t     | Sig.   | Collinearity Statistics |      |       |
|  | B                                     | Std. Error | Beta                      |       |        | Tolerance               | VIF  |       |
| 1  | (Constant)                            | 12,688     | 4,866                     |       | 3,220  | .000                    |      |       |
|  | X1 (Tourism Products Offered)         | -.378      | .137                      | -.347 | -2,767 | .255                    | .877 | 1,416 |
|  | X2 (Tour Services Offered)            | -.192      | .125                      | .079  | -1,428 | .064                    | .881 | 1,427 |
|  | X3 (Promotional Activities Conducted) | .165       | .168                      | .053  | 7,355  | .001                    | .835 | 1,626 |

Table 5. Multiple Linear Regression Equations (Source: Data Processing SPSS, 2020)

| Coefficients <sup>a</sup> (a. Dependent Variable: Z) |                                       |            |                           |       |        |                         |      |       |
|--|---------------------------------------|------------|---------------------------|-------|--------|-------------------------|------|-------|
| Model  | Unstandardized Coefficients           |            | Standardized Coefficients | t     | Sig.   | Collinearity Statistics |      |       |
|  | B                                     | Std. Error | Beta                      |       |        | Tolerance               | VIF  |       |
| 1  | (Constant)                            | 18,752     | 3,357                     |       | 3,530  | .000                    |      |       |
|  | X1 (Tourism Products Offered)         | -.239      | .115                      | -.060 | -2,572 | .101                    | .975 | 1,124 |
|  | X2 (Tour Services Offered)            | -.158      | .117                      | -.039 | -1,321 | .084                    | .965 | 1,120 |
|  | X3 (Promotional Activities Conducted) | .199       | .145                      | .128  | 7,515  | .002                    | .988 | 1,524 |

1. For the value of the X1 regression coefficient for the tourism product variable offered is -0.239, it means that the tourism product offered has a negative effect on product pricing strategy during the pandemic, where the better the tourism products offered during the pandemic, it doesn't necessarily make the product pricing strategy during the pandemic run smoothly by 0.239%;

2. For the X2 regression coefficient value of the tourism service variable offered is -0.158, it means that the tourism service offered has a negative effect on product pricing strategy during a pandemic, where the better the tourist services offered during the pandemic, it is not necessarily going to make a product pricing strategy during the pandemic can run smoothly by 0.158%;

3. For the value of the regression coefficient X3 for the variable of promotional activities carried out is 0.199, this means that the variables of promotional activities carried out have a positive and significant effect on product pricing strategy during the pandemic, where the better the promotional activities carried out through the online system, the better the product pricing strategy during the pandemic by 0.194%.

**Coefficient of Determination (R<sup>2</sup>)**

According to Table 6 above, the value of the coefficient of determination (Adjusted R Square) is 0.852% or 85.2% of the tourism product variables offered, tourism services offered and promotional activities carried out have a strong influence on product pricing strategies during a pandemic, the remaining 14.8% is influenced by other variables not discussed in this study.

Table 6. Results of the Coefficient of Determination (Source: Data Processing SPSS, 2020)

| Model Summary <sup>b</sup> |       |          |                   |                            |                   |          |     |     |               |               |
|----------------------------|-------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|---------------|
| Model                      | R     | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics |          |     |     |               | Durbin-Watson |
|                            |       |          |                   |                            | R Square Change   | F Change | df1 | df2 | Sig. F Change |               |
| 1                          | .725a | .839     | .852              | 5.15250                    | .839              | 8,461    | 3   | 91  | .002          | 2,362         |

a. Predictors: (Constant), X3, X1, X2; b. Dependent Variable: Z

**Simultaneous Hypothesis Testing**

Based on Table 8 above, the data analysis for the calculated F is 8.331 which is greater than the calculated F test value of 2.70, so it can be concluded simultaneously that the variables of tourism products offered, tourism services offered and promotional activities carried out have a positive and significant effect on product pricing strategy during the pandemic.

Table 7. Simultaneous Hypothesis Testing (Source: Data Processing SPSS, 2020)

| ANOVA <sup>a</sup> |                |          |             |        |       |       |
|--------------------|----------------|----------|-------------|--------|-------|-------|
| Model              | Sum of Squares | df       | Mean Square | F      | Sig.  |       |
| 1                  | Regression     | 147,220  | 3           | 32,010 | 8,331 | .002b |
|                    | Residual       | 3167,910 | 91          | 25,310 |       |       |
|                    | Total          | 3345,070 | 94          |        |       |       |

a. Dependent Variable: Z; b. Predictors: (Constant), X3, X1, X2

**Partial Hypothesis Test**

Based on Table 8 above, partially only the promotional activities carried out have a positive and significant effect on product pricing strategies during the pandemic. It can be seen from the t-value for the three variables, each of which is greater than the t-table value of 1.662. **The Effect of Product Pricing Strategy during a Pandemic on Tourist Interests to Visit Tourist Places during a Pandemic**

**Simple Linear Regression Equation Analysis**

Based on Table 9 above, the analysis of data from simple regression is as follows:

$Y = 21,135 + 2.164X1$ ;  $Y = \text{Tourist Interest To Visit}$ ;  $X1 = \text{Product Pricing Strategy}$ . The regression coefficient Z shows a positive value of 2.164, which means that the product pricing strategy variable during a pandemic has a positive and significant effect on tourist interest to visit during a pandemic, where increasing product pricing strategies during a pandemic has an impact on increasing tourist interest. to visit tourist attractions during the pandemic by 2.164%.

Table 8. Partial Hypothesis Test (Source: Data Processing SPSS, 2020)

| Coefficients <sup>a</sup> (a. Dependent Variable: Z) |                                       |            |                           |       |        |                         |      |
|--|---------------------------------------|------------|---------------------------|-------|--------|-------------------------|------|
| Model  | Unstandardized Coefficients           |            | Standardized Coefficients | t     | Sig.   | Collinearity Statistics |      |
|  | B                                     | Std. Error | Beta                      |       |        | Tolerance               | VIF  |
| 1  | (Constant)                            | 18,752     | 3.357                     |       |        |                         |      |
|  | X1 (Tourism Products Offered)         | -.239      | .115                      | -.060 | -2.572 | .101                    | .975 |
|  | X2 (Tour Services Offered)            | -.158      | .117                      | -.039 | -1.321 | .084                    | .965 |
|  | X3 (Promotional Activities Conducted) | .199       | .145                      | .128  | 7.515  | .002                    | .988 |

Table 9. Simple Linear Regression Equations (Source: Data Processing SPSS, 2020)

| Coefficients <sup>a</sup> (a. Dependent Variable: Y) |  |            |                           |      |       |                         |       |
|--|--|------------|---------------------------|------|-------|-------------------------|-------|
| Model  | Unstandardized Coefficients                    |            | Standardized Coefficients | t    | Sig.  | Collinearity Statistics |       |
|  | B  | Std. Error | Beta                      |      |       | Tolerance               | VIF   |
| 1  | (Constant)                                     | 21,135     | 2.251                     |      | 9.145 | .000                    |       |
|  | Z (Product Pricing Strategy During a Pandemic) | 2.164      | .060                      | .088 | 6.648 | .000                    | 1,000 |

**Coefficient of Determination (R<sup>2</sup>)**

Based on Table 10 above, the value of the coefficient of determination (Adjusted R Square) is 0.837 or 83.7%, meaning that the product pricing strategy during a pandemic strongly influences the variable of tourist interest to visit during a pandemic, while the remaining 16.3% is influenced by other factors not explained in this study.

Table 10. Results of the Coefficient of Determination (Source: Data Processing SPSS, 2020)

| Model Summary <sup>b</sup> (a. Predictors: (Constant), Z; b. Dependent Variable: Y) |       |          |                   |                            |                   |          |     |     |               |               |
|---|-------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|---------------|
| Model   | R     | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics |          |     |     |               | Durbin-Watson |
|   |       |          |                   |                            | R Square Change   | F Change | df1 | df2 | Sig. F Change |               |
| 1   | .780a | .825     | .837              | 5.03105                    | .825              | 5.532    | 1   | 91  | .001          | 1,659         |

Table 11. Partial Test Results (Source: Data Processing SPSS, 2020)

| Coefficients <sup>a</sup> (a. Dependent Variable: Y) |  |            |                           |      |       |                         |       |
|--|--|------------|---------------------------|------|-------|-------------------------|-------|
| Model  | Unstandardized Coefficients                    |            | Standardized Coefficients | t    | Sig.  | Collinearity Statistics |       |
|  | B  | Std. Error | Beta                      |      |       | Tolerance               | VIF   |
| 1  | (Constant)                                     | 21,135     | 2.251                     |      | 9.145 | .000                    |       |
|  | Z (Product Pricing Strategy During a Pandemic) | 2.164      | .060                      | .088 | 6.648 | .000                    | 1,000 |

**Partial Test**

Based on Table 11, it can be concluded that the product pricing strategy variable during a pandemic has a positive and significant effect on tourist interest to visit during a pandemic, which can be seen from the t-count value of 6.648, which is greater than the t-table of 1.662. **The Effect of Tourism Products Offered, Tourism Services Offered, and Promotional Activities Conducted on Tourist Interests To Visit During Pandemic Periods With Intervening Variables Product Pricing Strategy during a Pandemic.** Based on the results of the regression equation data analysis, for the first, second and third equations,(Umar, 2018), the output results are obtained as follows:

$Y = - 0.378X1 - 0.192X2 + 0.165X3$  with a coefficient of determination  $R^2 = 0.784$ ;

$Z = - 0.239X1 - 0.158X2 + 0.199X3$  with a coefficient of determination  $R^2 = 0.852$ ;

$Y = 2.164 Z$  with coefficient of determination  $R^2 = 0.837$

**Z = Product Pricing Strategies; X1 = Tourism Product; X2 = Tourism Service; X3 = Promotional Activities; Y = Tourist Interests To Visit**

Influence relationship tourism products offered The tourism services offered and promotional activities carried out to attract tourists to visit tourist attractions during a pandemic with a product pricing strategy during a pandemic as an intervening variable can be seen in Table 12 below:

There is influence tourism products offered on the interest of tourists to visit tourist attractions during the pandemic through product pricing strategy during the pandemic as an intervening variable =  $-0.239 \times (-0.378) \times 2.164 = 0.195$  so the results of the study show the effect of tourism products offered on the interest of tourists to visit tourist attractions during the pandemic through product pricing strategy during the pandemic as the intervening variable is  $Y = 0.195 + 2.164 = 2.359$ .

There is influence tour services offered on the interest of tourists to visit tourist attractions during the pandemic through product pricing strategy during the pandemic as an intervening variable =  $-0.158 \times (-0.192) \times 2.164 = 0.066$ , so the results of the study show the effect of tour services offered on the interest of tourists to visit tourist attractions during the pandemic through product pricing strategy during the pandemic as the intervening variable is  $Y = 0.066 + 2.164 = 2.230$ .

There is a relationship promotional activities carried out on the interest of tourists to visit tourist attractions during the pandemic through product pricing strategy during the pandemic as an intervening variable =  $0.199 \times 0.165 \times 2.164 = 0.071$ , so the results show the effect of promotional activities carried out on the interest of tourists to visit tourist attractions during the pandemic through product pricing strategy during the pandemic as the intervening variable is  $Y = 0.071 + 2.164 = 2.235$ .

The results of indirect research can be seen in Table 13 below:

Table 12. Results of Direct Influence Research (Source: Data Processing SPSS, 2020)

| No | Relationship between Variables  | Regression Coefficient Value | Positive / Negative Coefficient | Description |
|----|---|------------------------------|---------------------------------|-------------|
| 1  | The effect of the tourism products offered on the improvement of product pricing strategies during the pandemic                             | -0.239                       | Negative                        | H1 rejected |
| 2  | The effect of the tourism services offered on improving product pricing strategies during the pandemic                                      | -0.158                       | Negative                        | H2 rejected |
| 3  | The effect of promotional activities carried out on improving product pricing strategies during the pandemic                                | 0.199                        | Positive                        | H3 accepted |
| 4  | The influence of the tourism products offered on the interest of tourists to visit tourist attractions during the pandemic                  | -0.378                       | Negative                        | H4 rejected |
| 5  | The influence of the tourism services offered on the interest of tourists to visit tourist attractions during the pandemic                  | -0.192                       | Negative                        | H5 rejected |
| 6  | The effect of promotional activities carried out on the interest of tourists to visit tourist attractions during the pandemic               | 0.165                        | Positive                        | H6 accepted |
| 7  | The effect of increasing product pricing strategies during a pandemic on tourist interest in visiting tourist attractions during a pandemic | 2,164                        | Positive                        | H7 accepted |

Table 13. Summary of Research Results Indirect Influence (Source: Data Processing SPSS, 2020)

| No | Relationship between Variables  | Regression Coefficient Value | Positive/Negative Coefficient | Description |
|----|---|------------------------------|-------------------------------|-------------|
| 1  | The influence of the tourism products offered on the product pricing strategy during the pandemic and its impact on tourist interest in visiting tourist attractions during the pandemic  | 2,359                        | Positive                      | H8 accepted |
| 2  | The effect of the tourism services offered on product pricing strategies during the pandemic and its impact on tourist interest in visiting tourist attractions during the pandemic       | 2,230                        | Positive                      | H8 accepted |
| 3  | The effect of promotional activities carried out on product pricing strategies during the pandemic and its impact on tourist interest in visiting tourist attractions during the pandemic | 2,235                        | Positive                      | H8 accepted |

## CONCLUSION

Based on the results of the research analysis, overall the researchers can conclude the results of the study as follows: products offered has a negative effect on improving product pricing strategies during a pandemic, the services offered have a negative effect on improving product pricing strategies during a pandemic. The promotional activities carried out have a positive and significant negative effect on improving product pricing strategies during the pandemic. The product offered has a negative effect tourist interest to visit during a pandemic. The services offered have a negative effect on the interest of tourists to visit during the pandemic. The promotional activities carried out have a positive and significant impact on the interest of tourists to visit during the pandemic. Product pricing strategies during a pandemic have a positive and significant impact on tourist interest to visit during a pandemic. Products offered, the services offered and the promotional activities carried out have a positive and significant impact on the interest of tourists to visit during the pandemic through the variable pricing strategy of products during the pandemic. Through the results of research, it has been stated that the products and services offered through online marketing during the pandemic have not been able to increase the interest of tourists to visit tourist attractions during the COVID-19 pandemic, while the owners of tourist attractions must carry out vigorous promotional activities so that tourists are interested in visiting. tourist attractions, thus influencing the pricing strategy that will be applied to tourism products and services.

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