Research.

MARKETING MIX EFFECT OF INTEREST TO VISIT IN THE LAKE TOBA
(CASE STUDY: BALIGE AND SAMOSIR)

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Abstract. *The natural beauty of Lake Toba has become popular tourism area, both on national and international scales. BPS data show before the pre-crisis the number of tourists reached about average 500 thousand per year, after the crisis the number of visits never 100 thousand per year. The tourism objects are not managed and the variety of tourism products are not developed, make tourists less interested. Bad marketing factors were believed the cause of problems of sales travel services. The research was conducted using by survey with correlation approach.*

The questionnaire asked to measure tourists response to marketing mix and survey research responses to measure the effect of marketing mix against interest visiting to Lake Toba. The technique used to obtain data marketing mix and interests through questionnaires. Analysis to measure the effect using the Pearson product moment correlation. Interest in visiting using Likert scale options. Questionnaire made by own and performed by field trials with the respondents as many as 15 people. The test result has 1 (one) invalid point on the promotion of indicators with score of 0.213 and one (1) item of physical evidence with score of 0.302. Conditions of acceptance of the validity if $r_{hit} > r_{tab}$ then 0.213 < 0.553 and 0.302 < 0.553 and 15 variable instruments of interest visiting in Lake Toba area, everything is valid, because the score results with r above 0.553. Scale reliability coefficient calculated for the marketing mix of 0.979, and interest amounting to 0.905.

There are influences of marketing mix 7P against of interest visiting to Lake Toba, either partially or simultaneously. The size effect the indicators of the marketing mix to interest visiting Lake Toba, namely: the product of 64.5%, 62.4% of the price, the place of (59.4%), physical evidence of 57.2%, promotion by 50.7%, the person or the quality of human resources by 12% and the smallest and most influential is the process by 9.4%. Great influence of the marketing mix (P7) all the elements together or simultaneous to the interest visiting Lake Toba as much 68.8%. The marketing strategy using the marketing mix simultaneously to contribute has greater influence than individually.

Keyword: marketing, promotion mix, sales promotion.

A. BACKGROUND.

Lake Toba is located in North Sumatra, Indonesia, and was recorded as the largest freshwater lake in Southeast Asia and one of the deepest lake in the world (over 500 m) which centered there is Samosir island and the currently proposed as World Heritage, as a cultural heritage, which according to Bowes (1989) not only in the form of heritage sites but also includes an area and the elements contained therein. The resources of the lake and mountains provide an attraction for tourist developments, namely in the form of lakes and mountains area use both physically and visually. The natural beauty of Lake Toba make the popular tourist area tours both nationally and internationally. The visit succeeded in spurring country earn foreign exchange through tourist Spending (Suprijadi, 1997).

In addressing the deterioration of a tourism destination needs serious handling and structured. Based on the administrative map of the area, the region is among the seven (7) districts namely North Tapanuli, Hasunndutan, Samosir, Balige, Simalungun, Karo and Dairi. In writing this thesis, the authors take 2 only region that is Samosir and Toba Samosir, better

known by the name of Balige. In the past decade, tourism is becoming very popular for most societies. Therefore, use of natural resources and culture along with supporting infrastructure and facilities required to be implemented while preserving the principle of building. Every tourist is a visitor and the offender has traveled the activities to their individual tastes of so many choices of types of tourism offered.

With regard to the tastes of the tourists, then implicitly them can not be separated from the influence of the characteristics and tourists behavior, the implications of tourism destinations; the psikograph characteristics influence or the demograph terms. Where it is also certainly influenced by the purpose and objectives of the visit of the tourists are. In other words can also be said that these things play a role in giving effect to the tourist motivation to determine the tourism destinations.

The Indonesian government made a "Program Sapta Pesona" as an attempt to socialize 7 (seven) elements that permeate efforts to develop tourism, and is used as a benchmark to improve the quality of tourism products, in order toward increasing awareness of a sense of responsibility of all levels of society, including government, private and individuals to be able to act and embody in life fairy. Where to 7 (seven) charm is Safety, Orderliness, Cleanliness, Coolness, Beauty, Hospitality and Memories.

With regard to the tourist attraction of Lake Toba in this decade more than 10 years, where there is a significant decline in the number of visitors or tourists who come. In the electronic media through the website of the newspaper; Daily Alert (Alert on-line), where the object is now Lake Toba declared as no longer meaningful. The occurrence of prolonged economic crisis is certainly a significant effect on the condition of the attractions of Lake Toba. Since time immemorial, the Lake Toba has been recognized by the international community and the people of the archipelago as one of the natural attractions in North Sumatra. Sightseeing in the area of Lake Toba, is not enough just to capitalize beautiful natural scenery, captivating, and exciting potential, but certainly needed also among the main contributing factors such as; quality of service (service quality) the safety, comfort and enjoyment that can be offered by these attractions in order to harmonize with personal values, attitudes and motivation of the visitors (tourists).

In order to develop the area of Lake Toba become an attractive tourist destination, it is necessary to formulate a comprehensive plan, both regarding the provision of the technical components in the form of facilities and infrastructure, form of management, as well as a form of involvement of local governments, the private sector, and local communities with regard to the potentiality owned, both the natural resources and human resources. With regard to the potential area of Lake Toba, there should be a diversified business attractions offered to tourists, that with added attractions of a new and combine them with resources other travel in the region which has advantages and competitiveness of the tourism products that have been no, both in the region and in other areas tourist areas.

Lake Toba region is one of the tourist destinations of North Sumatra Province community pride. According to BPS data shows, before the crisis the average number of foreign tourists reached about 500 thousand per year. After the crisis of 2003 and 2004 the number of visits has never reached 100 thousand per year. With regard to tourism in the region of Lake Toba as said by the chairman of the IHRA (Indonesia Hotel and Restaurant Association) North Sumatra, Mr. Browse S. Kaban, that from 1995 to 1999 the flow of tourists to the area of North Sumatra decrease each year. Then From 2000 to 2002 back have increased but unfortunately dropped again in 2003. And in 2005 up to now can be said the flow of tourists to the area of North Sumatra did not experience a significant increase.

Therefore, to remain in existence tourist attraction in the region of Lake Toba need to do strategy in the management and marketing of these attractions. In general, when tourism is not managed and developed varieties of tourism products, making tourists less interested. In addition, the marketing factor also be the cause of sales problems of the travel services and the longer dropped and eventually became less known by tourists.

B. FORMULATION OF THE PROBLEM.
1. Is there any influence of marketing mix to the interest to visit in the area of Lake Toba?

2. How much influence each of the elements in the marketing mix of the interest to visit in the area of Lake Toba?
3. How much influence the marketing mix to the interest to visit in the area of Lake Toba?

C. OBJECTIVES

1. To determine the influence of the marketing mix to the interest to visit in the area of Lake Toba.
2. To determine how much influence each of the elements in the marketing mix of the interest to visit in the area of Lake Toba.
3. To determine the influence together the elements of the marketing mix to the interest to visit in The area of Lake Toba.

D. LITERATURE.

Tourism Marketing Mix

The traditional approach in marketing carried out so far carried out by concentrate product development, pricing, distribution channel planning, and determination of the form of promotion. But in the future this approach "4P" is no longer sufficiently used as tool to face business competition. Reorientation or new thinking that is now being developed with a focus in marketing analytics, targeting markets and strategic investments as a whole.

Tourism marketing strategy is not enough simply to rely on "4P". But there needs to 2P (ie Power and Public Relation). Power is the need for support from the Government, especially the local government or other agencies related to the field of tourism. In addition to the support from the Government, the marketing strategy is also not allowed to leave the public relations activities of public relations.

By upgrading communications with various parties in the framework of public relations, it would be reached activities Mega Marketing or marketing is quite spacious with segment market various agencies at the central and local businessmen, tour transportation services and services related to travel, as well as related agencies.

In order for business marketing activities goes well, the first product to be offered should suit the tastes of the market or in a language known marketing accordance with the requirements (needs) and desire (wants) the intended target market. It is necessary for the development of products that suit the tastes of the market as a result of the marketing research is done, then given price, distributed to places such products are sold, and at the same time communicated or promoted to potential buyers in this case is the potential tourists.

Combination or a mixture consisting of a variety of elements which each support each other and influence each other to achieve the goal. Type mix among marketing is no longer the 4p, but became a marketing strategy with the 7 P's. Marketing strategy with the 7 P's it, the elements are product, price, place, promotion, people, physical evidence and process should be in the form of cooperation.

The elements of the marketing mix (marketing mix) in relation to the target market will look like in the picture as below:
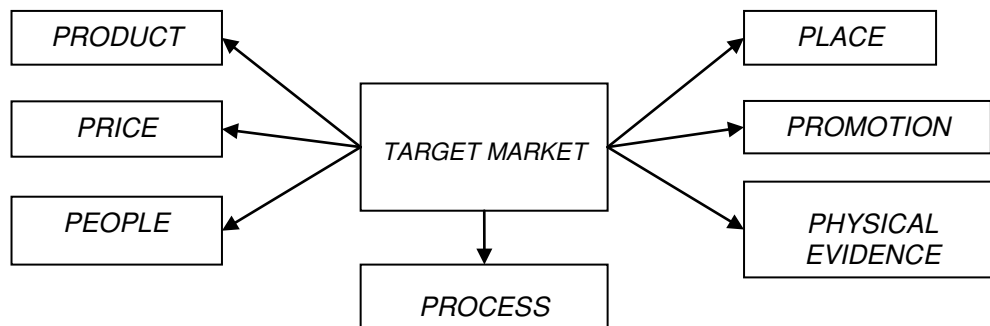
Picture 1.Target Marketing

Based on the conceptual framework of the marketing mix with the 7 P's associated with the marketing of the tourism industry can be described as follows:

1. Product

    Industrial products in tourism is a combination of the three components that are considered very important one with the other complementary, namely:

    a. The Accessibilities of the destination.

        Ie all the factors that can provide convenience to tourists to come to visit on a DTW such as:

        1) The availability of infrastructure such as airports, ports, terminals, railway stations, roads and bridges.
        2) Ease to obtain a visit visa.
        3) The flight schedules or other transport mode which is timely and can be guided to arrange tour packages.
        4) The determination of freight rates applicable for a period of time effective to construct and sales promotion package tours.
        5) The availability of adequate means of communication between the countries of origin of tourists, diving on the way to DTW, and on the country or region that receives the arrival of tourists.

    b. The Facilities of the Destination

        Ie all the factors that can give or serve the needs of travelers if it comes at a DTW such as:

        1) Hotels and other accommodation-shape form.
        2) Restaurants and other eating houses.
        3) The entertainment center and other recreational facilities.
        4) Shopping or souvenir shops, art galleries and craft center ata more.

    c. The Tourist atrractions of The Destination That is all that appeal why tourists come to visit on a particular DTW such as:

        1) Natural resources such as flora and fauna, natural beauty (natural beauty), mountains, beaches, lakes, waterfalls, canyons, caves, san forth.
        2) Cultural resources such as the legacy of historical sites, ancient buildings, temples, temples, monuments, Coliseum, muselium, customs, art tradicional or the way of life tribes and others.
        3) Theme Park like Disneyland, Project Ancol Dream Park and the like

2. Price.

    This is the most variable sensitiveness and even become a factor of crisis in the mix of pemasaran. For a travel package that cost is competitive largely determined by the cost of transportation to commute to DTW is concerned, the room rate hotel where tourists will stay, the cost of local tour for DTW, transport costs local travel and the price of goods as a stepping the last element. These prices need to be discussed between the Regional Organization (WTO) and the association of similar companies such as Indonesian Hotel and Restaurant Association (IHRA) and the Association of Indonesian Travel Agents (ASITA), Indonesia Civil Carrier Association (INACA), the local government. Those prices must be analyzed and compared to the cost of other travel packages DTW considered a competitor

3. Place / Distribution

    This is a key factor through the BPW, Travel Agent or Tour Operator which travel packages are offered for sale, either area itself, in other cities that are centers of tourism such as Bali, Jakarta, Manado, Makassar, Batam and many other cities that potential for it. Weakness during this time, a DTW besides not having a representative office in the city center tourist arrivals are also not cooperating with tour operators abroad that are considered strategic, so tourists who come more individually. For this problem by itself OPD should discuss together with the ASITA in areas more concerned.

4. Promotion

    Promotional function is to inform the products to be offered to potential tourists who are targeted of promotion market. Activity ideally conducted continuously through several media that are considered effective to reach the target market, whether print media, electronic media, but the election is very dependent on the target market to be

addressed. The weakness of Indonesian tourism promotion has been the lack of a budget, so it is not able to open Office Indonesian Tourism Promotion Center, not to mention preparing promotion materials, flyers, booklets, leaflets and the like. The use of the concept of integrated marketing in tourism was originally introduced by the International Union of Offical Travel Organization (IUOTO), now the World Tourism Organization (WTO) in a briefing in preparation for the tourism marketing plan that will be carried out. IUOTO introducing elements of the marketing mix in tourism consists of elements (Oka A.Yoeti 1996: 6):

a. Mix some products (Product Mix)

By IUTO, which is owned by the product mix was an assortment of power Pull joined friendliness (amenities) are offered in the market.

b. Mixed means of distribution (Distribution Mix)

That is all the intermediaries that operate in markets such as Travel Agent, Tour Operator or Travel Bureau (BPW), including companies tourism transport which together cater to tourists when they buy tickets for travel packages and then bring tourists to the objects and tourist attraction in accordance with the tour itinerary has been arranged.

c. The mix of communication (Communication Mix)

That is included in this communication mix include advertising, sales promotion, personal selling, brochures printing, publicty and trade presentations.

d. Mix some form of waiters (Service Mix)

An analog or can be equated with the notion of after-sales services that provide services to tourists satisfactory, started since tourists pay the price of travel packages purchased, until they enjoy sightseeing trips planned at a DTW approved and finally back to the house where the tourists live normally.

5. People

People function as service providers is affecting the quality of services. For achieve the necessary quality of staff training so that employees are able to give satisfaction to the consumer.

a. People are all over the human actors who took part in the delivery of services and also influence the perception of the buyer which, company personnel, customers and other customers in a service environment.

b. People by Philip Kotler is the process of selection, training, and motivating employees, which can later be used as a distinction the company in customer satisfaction.

c. People are all the actors who took part in the presentation of services and in this case affect the perception of the buyer. Included in this element.

6. Physical Evidence (Physical Evidence).

a. Physical evidence that the environment in which the services be delivered and where companies interact with customers, and all the tangible components that facilitate performance and communication services.

b. Physical evidence and representing (Physical Evidence and Presentation). Physical evidence possessed by the service provider aimed at consumers as the proposed value-added consumer (Philip Kotler).

c. Physical evidence of services includes all tangible things that relate to a service such as brochures, business cards, report formats and equipment (Booms and Bitner 2000; 234).

7. Process (Process).

a. Processes are the procedures, mechanisms and flow of actual activity when the service is delivered: delivery and operating system services.

b. That process all actual procedures, mechanisms and flow of activities by which services are delivered the presentation on the operating system services (Booms and Bitner cited by Buchari Alma (2000; 234).

c. The process is a method of operation or series of actions required to present products and services to customers (Lovelocak and Wright 2002: 13-15).

E. RESEARCH METHODOLOGY

The study was conducted in the area of Lake Toba and Samosir is Balige in Sumatra Utara. research conducted December 2010 through June 2011.

The methodology in this study conducted a survey with the approach of quantitative analysis (correlation studies), which measures the effect of the marketing mix to the interest to visit in the area of Lake Toba. Correlation study by Ronny Kountur (2004; 108) are studies looking at the relationship between two variables, or variables examined to see relationships that occur. Analysis between them without trying to change or hold the treatment of these variables, that are used by the analysis of the effect intended to measure each element in the marketing mix.

In this study, there are two variables as the independent variable marketing mix variables and the dependent variable is the interest to visit in the area of Lake Toba. Marketing mix there are 7 (seven) elements of the product (x_1), price (x_2) sale (x_3), distribution (x_4), the person or the quality of human resources (x_5), physical evidence (x_6), and process (x_7), connected with interest to visit in the area of Lake Toba.

Furthermore, the authors analyze the marketing mix variables either individually for each element or jointly associated with the dependent variable (interest to visit in the region of Lake Toba). The constellation of research model that describes the influence of independent variables with the dependent variable either individually each element in the marketing mix well together that can be described as follows:
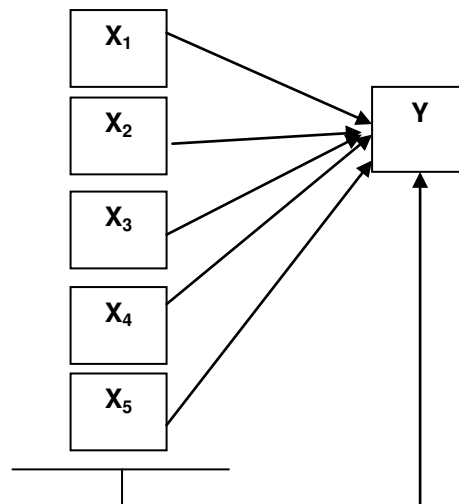
Information :
Y   =   Interests Been in the region Lake Toba
X_1 =   product
X_2 =   price
X_3 =   sale
X_4 =   distribution
X_5 =   the (quality HR)
X_6 =   Evidence of physical
X_7 =   process

The data required in this study will be collected using the following methods:

Spreading Questionnaire.

Distributing questionnaires conducted to look for research data. The data will be explored in this study is data and data concerning the characteristics of respondents

respondents' assessment of the marketing mix by the management of Lake Toba Travel. Data on this form of assessment of the marketing mix; an assessment of the facilities and tourist infrastructure (product), an assessment of the price (the price paid for tourists), place (place where tourists will visit the tourist attraction area of Lake Toba, promotion (how to promote a point of attraction, especially the region of Lake Toba), people (human resources and local communities), physical evidence (physical evidence part of the infrastructure, process (in this case the process of service provided to tourists who come to Lake Toba. Data on the characteristics of travelers are recognizing profile information and their assessment of the actual conditions that are in Balige and Samosir (tourist attraction, infrastructure facilities, activities).

Questionnaire to gauge response to marketing mix Attraction travelers in the region of Lake Toba with each answer choice Likert scale associated with any statement or gesture of support expressed in words as follows:
1. Strongly Disagree = 1
2. Disagree = 2
3. Ordinary = 3
4. Agree = 4
5. Strongly Agree = 5

Rating to gauge the response to the interest in the area of Lake Toba with each answer choice Likert scale associated with any statement or gesture of support expressed in words as follows:
1. Not interested = 1
2. Less interest = 2
3. Self-interest = 3
4. Interested = 4
5. Very interested = 5

Furthermore, the data collection tool used in this research using questionnaire instrument. Questionnaires were made for each of the marketing mix about 8 numbers for each element in the marketing mix and to instruments of interest to visit the region of Lake Toba No 15 item instrument. In the process of the research, conducted prior distributing questionnaires to 15 tourists in the region of Lake Toba, which is then used to test the validity and reliability of the instrument grains.

Testing the validity of the instrument using the correlation coefficient between scores items with a total point score (r count) through Pearson Product Moment Correlation technique. The analysis was performed on all the items of the instrument. Testing criteria set by comparing the calculation results (count r) (r table). If (count r) > (r table), the instrument is considered valid. Conversely, if (count r) < (r table) then the item is considered invalid instrument, so it can not be used for research purposes.

From the analysis of 8 items instruments each marketing mix variables indicate an invalid item on α = 0.05 and degrees of freedom (df) is 13, with n (sample) = 15, the critical number r value obtained magnitude r tabel = 0.553. The result of the calculation of validity of eight-point declaration does not meet the requirements for $r_{hit} < r_{tab}$. The following items are not valid numbers marked in red. While the otherwise valid point is that the value of r table (results if the data) above .553. From the results if the data showed grain invalid only one (1) point to elements of the promotion instruments with a score of 0.213 and one (1) point for instruments of physical evidence with a score of 0,302. Entrance requirements validity if $r_{hit} > r_{tab}$. then 0.213 < 0.553 and 0.302 < 0.553. Next to the 15-point instrument variable interest to visit in the region of Lake Toba, all valid, because the score with r above .553. (attached data). Calculation of each variable reliability of the instrument was done by using Cronbach Alpha. This method is chosen and considered in accordance with the instruments drawn up for the whole grains are considered instruments measure the same concept. The coefficient of reliability of each element in the marketing mix variables with as many as 8 points of the reliability coefficient calculated at .979, and for instruments with a variable interest in the amount of calculated reliability coefficient of 0.905

Data analysis method.

In this study, the analysis method used is quantitative analysis methods to approach the analysis of the effect. Data processing is directed to methods of quantitative analysis and statistical calculations so that the results are expected to show the market overview (profile), and assessment of visitors to the actual conditions of tourism products are in two areas, namely Balige Lake Toba and Samosir.

One statistical calculations used in this research is descriptive statistics to know the characteristics of respondents. According Sugiyono (2000: 112) descriptive statistics are statistics used to analyze data in ways that describe or depict the data that has been collected as it is without intending to make conclusions apply to the public.

For the purposes of quantitative analysis based on the answers to the questionnaires were scored and analyzed by descriptive statistics (Husein Umar; 1999; 100-101). Furthermore, according to Sugiyono, (2005; 169) is a data analysis activities of all respondents after data or other data sources collected. Activities in data analysis is classifying data based on variables and types of respondents, tabulate the data based on the variables of all respondents, presenting the data of each variable studied, perform calculations to test the hypothesis that has been proposed.

In analyzing the relationship between the marketing mix with an interest in those areas of Lake Toba been used data analysis techniques as follows:

Testing Requirements Analysis

Test Data Normalization

Normality test aims to determine the distribution of variable data to be used in research. Data that is good and decent used in the study are those that have a normal distribution. Normality test can be approximated by graphic observation and statistical calculations. Normality of the data in this study using the normal curve and histogram display kosmogorov Smirnov test.

Homogeneity Data Test

Homogeneity test aims to determine the absence of differences and data homgen done levene test.

Hypothesis testing

Correlation analysis and hypothesis testing

To determine the degree of correlation independent variables (the marketing mix) with dependent variable that is of interest to visit in the region of Lake Toba by using the Pearson product moment correlation.

Hypothesis testing is done to test the hypothesis on the correlation coefficient can be briefly described as follows: that the hypothesis test on the coefficient, by comparing the value of t arithmetic with t table on a confident level of 0.05 (α = 5%). When the value t is greater than t table, then H0 is rejected, and vice versa if the t value is smaller than t table then H0 is accepted.

Determination analysis (measuring the amount of influence)

Furthermore, in measuring the magnitude of the effect was analyzed with contributions influence of independent variables (the marketing mix) with the dependent variable, either partially or simultaneously. Further analysis is done with determinant coefficient (R^2) is to determine how much or how many% contribution relationships influence free variable with variable tied.

Analysis of simple and multiple linear regression

To determine the distribution of free variable data (marketing mix) and dependent variable using the equation: Y = a + bx. Where: Y = the dependent variable and X = a free variable that is the marketing mix for each indicator. For a = constant, namely the value of Y

when X = 0. And the price b = parameter, indicating a change in Y when X changes by 1 (one) unit.

The next step multiple linear regression analysis, is used to determine the effect of the relationship between the independent variables (the marketing mix) simultaneously with the dependent variable by the equation:

$$\hat{Y} = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7$$

Having obtained the simple linear regression calculation as well as double made also significant linear regression analysis. The entire data analysis was performed using SPSS version 18 o'clock for window:

F. RESULTS AND DISCUSSION

In this research, there are two types of variables, the independent variable is the variable marketing mix consisting of product (X_1), price (X_2), point (X_3), promotion (X_4), the / HR (X_5), proof of physical (X_6), process (X_7), as well as the dependent variable is the interest to visit in the region of Lake Toba (Y).

Table 1. Respondents Age

Respondents Age	F	%
≤ 30 year	3	3 %
31-40 year	87	87 %
41-50 year	10	10 %
≥ 51 year	0	0 %
Amount	100	100 %

Source: Primary data examined 2011

Furthermore, the data on respondents' gender research that a number of 67 people or 67% of travelers of men and women as many as 33 of the total 100 respondents. The distribution of the data can be seen in the following table:

Table 2. Gender

Gender	F	%
Male	67	67 %
female	33	33 %
Amount	100	100 %

Source: Primary data examined 2011

Table 3. Origin of Respondents

Origin of Respondents	F	%
Aceh	2	1 %
Bandung	1	1 %
Bengkulu	10	10 %
Jakarta	7	7 %
Lampung	18	18 %
Padang	12	12 %

Origin of Respondents	F	%
Palembang	7	7 %
Pekan baru	20	20 %
Surabaya	1	1 %
Jerman	9	9 %
Malaysia	10	10 %
Rusia	1	1 %
Singapore	2	2 %
Amount	100	100 %

Source: Primary data examined 2011

Furthermore, the authors show information about the respondents' education, namely:

Table 4. Education

Education	F	%
SMU	0	0 %
Diploma	31	31 %
Sarjana	69	69 %
Amount	100	100 %

Source: Primary data examined 2011

Table 5. Information Source

Information Source	F	%
Internet	20	20 %
Family	1	1 %
Newspaper	1	1 %
Friends	28	28 %
Travel agent	50	50 %
Amount	100	100 %

Source: Primary data examined 2011

Table 6. Jobs Respondents

Jobs Respondents	F	%
Artist	1	1 %
Business	14	14 %
Engeneer	2	2 %
Lecture	1	1 %
government employees	13	13 %
Student	4	4 %
private	62	62 %
teacher	3	3 %
Amount	100	100%

Source: Primary data examined 2011

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Table 7. Number of Visits

Number of Visits	F	%
First	3	3 %
Second	96	96 %
Fourth	1	1 %
Amount	100	100 %

Source: Primary data examined 2011

Testing Requirements Analysis

Requirements analysis is conducted to test the normality and homogeneity test score distribution. Here are explained in cascading of testing data requirements are:

Normality Test Data

Normality distribution of scores can be confirmed by statistical data output, which in the opinion of Imam Ghozali (2005, 27-33) with reference to: (i) observations of the residual value, ie the difference between the predicted value of the actual score, or scores will be distributed symmetrically about the value mean equal to zero; and (ii) the distribution of each variable to be studied by the two components of normality, namely: a) skewness related to symmetry distribution and b) kurtois associated with the peak of a distribution. Furthermore, citing the opinion in his book I made Putrawan (1990, 132-133) stated that the analysis used to test the normality of the population distribution of the data sample is the Kolmogorov-Smirnov test.

In exposure to this thesis, the author uses the normal probability plot trials as illustrated below, which compares the cumulative distribution by a normal distribution shaped waveguide diagonal line. In the above graphic image accumulation distribution point coincides with the diagonal stripe waveguide, which means the normal residual distribution alone. Normality test charts can be tested on the distribution of data in each variable generated from processing SPSS is as follows
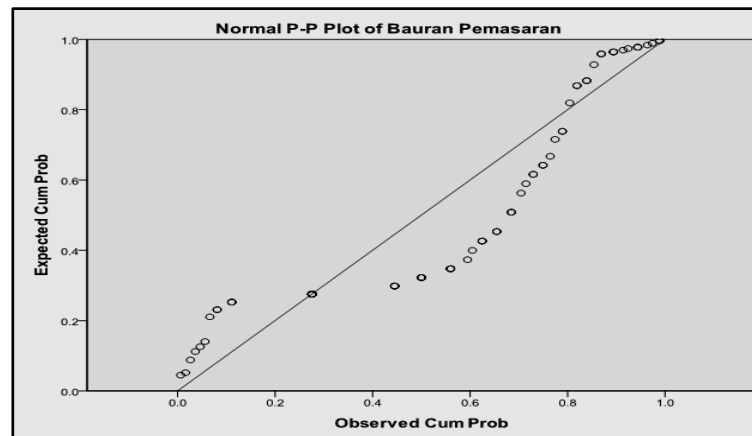
Picture 2. Normal Plot Residual Regresi Variabel

Then test for normality also through statistical tests Kosmogorov-Smirnov (K-S). Normality test is done by determining in advance the hypothesis testing, the null hypothesis (Ho), which means data is distributed normally, and the alternative hypothesis (Ha) which means the data is not distributed normally. To detect the normality of the data, following the results of data processing of both research variables are: the marketing mix and interest to visit in the region of Lake Toba which can be illustrated by the table of K-S test results.

From the table above obtained values of K-S variable X: 2.423 and Y: 1.969 and probability (2-tailed) respectively: 0605; 0502. Of the two variables, probability entirely significance above α 0:05. means the entire marketing mix variables and variable interest in visiting the null hypothesis is accepted. This means that the data variables X and Y are normally distributed.

Table 8. Test Result Sample K-S

One-Sample Kolmogorov-Smirnov Test			
		Marketing Mix	Interests Been Region lake Toba
N		100	100
Normal Parameters[a,b]	Mean	176.7000	27.7700
	Std. Deviation	14.55363	2.83860
Most Extreme Differences	Absolute	.242	.197
	Positive	.242	.197
	Negative	-.163	-.146
Kolmogorov-Smirnov Z		**2.423**	**1.969**
Asymp. Sig. (2-tailed)		**.605**	**.502**
a. Test distribution is Normal.			
b. Calculated from data.			

Homogeneity Test

Data Homogeneity of variance of Y on X predictor groups at any point along the regression line is done through Levene test. The null hypothesis in this test is there is equality of variance. Statistically, the hypothesis is as follows: H_0 = variance Y group by group X homogenous versus H_1 = variance of Y group by group X is not homogeneous. The criteria in this test the null hypothesis is rejected if a significant level produced less than or equal to 0.05. Analysis of homogeneity testing is done based on calculations by SPSS for windows. Based on calculations homogeneity test statistic Y over X obtained levene obtained at 2.981 at significant level 0.102 significantly larger than 0.05. This means that the null hypothesis is accepted, so that the variance between groups of Y on X is homogeneous (data attached)

Table 9. Result Test Homogenitas

Test of Homogeneity of Variances
Marketing Mix

Levene Statistic	df1	df2	Sig.
2.981[a]	12	86	.102

Hypothesis testing

1. Effect of the product (X_1) on the interest to visit (Y). In the table of results if the SPPS below explains the significance influence is shown by the determinant coefficient (R^2) of the acquisition value: 0645 which means that 64.5% of product variations (X_1) giving effect to the interest to visit in the region of Lake Toba (Y).

Table 10. Products correlation to the Interests

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.803[a]	.645	.642	1.699

a. Predictors: (Constant), Produk

Furthermore, for the simple linear regression analysis between products with interest in discussing a guide to the regression coefficient "b" of 0.785 and the constant "a" of 7.368. Thus the form of the functional relationship between a product with interest been shown by the regression equation $Y = 7.368 + 0,785X_1$.

While the significance level (odds errors and confidence) variables influence product direction (X_1) on the interest to visit (Y) is a beta coefficient (r_{yx1}), ie by 0803 greater than r table: 0.195 (significant 5%).

The regression with t test to compare the value of t arithmetic with t table. T value: 4,338 (attached data), while t table (product moment) on df (n-2): 98 to signikansi 5%, were: 2.62. This means that t is greater than t table. Reviewed significant value (α): 0.000 > 0.05 (4,793 > 262).

It means that the parameters of the regression coefficients X_1 to Y is significant. Based on the results of correlation and regression analysis above it can be concluded that there is significant influence between the product (X_1) with an interest to visit in the region of Lake Toba (Y).

2. Effect of price (X_2) on the interest to visit (Y)
    In the following table explains the significance influence is shown by the determinant coefficient (R^2) with the acquisition value: 0624 which means that 62.4% of the variation in interest to visit in the region of Lake Toba (Y) can be explained by variations in price (X_2).

Table 11. Price Correlation to The Interests

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.790[a]	.624	.621	1.749

Predictors: (Constant), Price

Furthermore, for the simple linear regression analysis between price and interest been generating direction of the regression coefficient "b" of 0.821 and the constant "a" of 6.756. Thus the form of a functional relationship between price and interest been shown by the regression equation $Y = 6.756 + 0,821X_2$.

While the significance level of price variables influence the direction (X_2) on the interest to visit (Y) is a beta coefficient (r_{yx2}), ie by 0790, and greater than r table: 0.195 (significant level 5%). This means the direction is a significant regression.

The regression with t test to compare the value of t arithmetic with t table. T value: 4.081 (attached data), while t table (product moment) on df (n-2): 98 to signikansi 5%, were: 2.62. This means that t is greater than t table. Reviewed signikansi value (α): 0.000 > 0.05 (4.081 > 2.62). It means that the regression coefficient parameter X_2 to Y is significant.

Based on the results of correlation and regression analysis above it can be concluded that a significant difference between the price (X_2) with an interest to visit in the region of Lake Toba (Y).

3. Effect of the place (X_3) against the interest of visiting (Y)
    In the table of results if the SPPS below explains the significance influence is shown by the determinant coefficient (R^2) with the acquisition value: 0.594 which means

that 59.4% of variation in interest to visit in the region of Lake Toba (Y) can be explained by variations in place (X_3).

Table 12. Correlation place to the interest

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.771[a]	.594	.590	1.819

a. Predictors: (Constant), distribution

Furthermore, for the simple linear regression analysis between the interests been generating direction of the regression coefficient "b" of 0.826 and the constant "a" of 6.711. Thus the form of a functional relationship between the interests been demonstrated by the regression equation $Y = 6.711 + 0,826X_3$.

While the significance level of variables influence the direction of the place (X_3) against the interest of visiting (Y) is a beta coefficient (r_{yx3}), amounting to 0.771 greater than r table: 0195 (level of significant 5%). This means the direction is a significant regression.

The regression with t test to compare the value of t arithmetic with t table. T value: 3.793 (attached data), while t table (product moment) on df (n-2): 98 to signikansi 5%, were: 2.62. This means that t is greater than t table. Reviewed signikansi value (α): 0.000 > 0.05 (3.793 > 262). It means that the parameters of the regression coefficient X_3 to Y is significant. Based on the results of correlation and regression analysis above it can be concluded that a significant difference between the (X_3) with an interest to visit in the region of Lake Toba (Y).

4. Effect of sale (X_4) on the interest to visit (Y)

    In the table below explains the significance influence is shown by the determinant coefficient (R^2) with the acquisition value: 0.507 which means that 50.7% of the variation in interest to visit the region of Lake Toba (Y) can be explained by variations in the promotion (X_4).

Tabel 13. Promotion Correlation to the interest

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.712[a]	.507	.502	2.003

a. Predictors: (Constant), Promotion

Furthermore, for the simple linear regression analysis between the promotion of the interests been generating direction of the regression coefficient "b" of 0.698 and the constant "a" of 9.853. Thus the form of the functional relationship between the promotion of the interest been shown by the regression equation $Y = 9.853 + 0,698X_4$.

While the significance level (odds errors and confidence) promotion variables influence the direction (X_4) on the interest to visit (Y) is a beta coefficient (r_{yx4}), ie by 0712 greater than r table: 0195 (level significant 5%). This means the direction is a significant regression.

The regression with t test to compare the value of t arithmetic with t table. T value: 5,486 (attached data), while t table (product moment) on df (n-2): 98 to signikansi 5%, were: 2.62. This means that t is greater than t table. Reviewed signikansi value (α): 0.000 > 0.05 (5,486 > 262). It means that the parameters of the regression coefficient on Y X_4 is significant. Based on the results of correlation and regression analysis above it can be concluded that there is significant influence between promotion (X_4) with an interest to visit in the region of Lake Toba (Y).

5. Effect person / HR (X_5) on the interest to visit (Y)

    In the table below explains the significance influence is shown by the determinant coefficient (R^2) with the acquisition value: 0120 which means that 12.0% of the variation in interest to visit in the region of Lake Toba (Y) can be explained by a variety of people / HR (X_5).

Table 14. People Correlation to the Interest

Model Summary

| Model | | | Adjusted R | Std. Error of |
	R	R Square	Square	the Estimate
1	.346[a]	.120	.111	2.677

a. Predictors: (Constant),people

Furthermore, for the simple linear regression analysis between people / HR qaulity been generating interest towards regression coefficient "b" of 0.619 and the constant "a" of 12.797. Thus the form of the functional relationship between people / HR with interest been shown by the regression equation Y = 12.797 + 0,619X_5.

While the significance level (odds errors and confidence) direction variables influence people / HR (X_5) on the interest to visit (Y) is a beta coefficient (r_{yx5}), amounting to 0.346 greater than r table: 0195 (level significant 5%). This means the direction is a significant regression.

The regression with t test to compare the value of t arithmetic with t table. T value: 5,486 (data terampir), while t table (product moment) on df (n-2): 98 to signikansi 5%, were: 2.62. This means that t is greater than t table. Reviewed signikansi value (α): 0.000 > 0.05 (3.114 > 2.62). It means that the parameters of the regression coefficient X_5 to Y is significant. Based on the results of correlation and regression analysis above it can be concluded that there is significant influence between people / HR (X_5) with an interest to visit in the region of Lake Toba (Y).

6. Effect of physical evidence (X_6) on the interest to visit (Y)

    In the table below explains the significance influence is shown by the determinant coefficient (R^2) with the acquisition value: 0572 which means that 57.2% of the variation in interest to visit in the region of Lake Toba (Y) can be explained by the variation of physical evidence (X_6).

Table 15. Physical Evidence

Model Summary

| Model | | | Adjusted R | Std. Error of the |
	R	R Square	Square	Estimate
1	.757[a]	.572	.568	1.866

a. Predictors: (Constant), physical evidence

Furthermore, for the simple linear regression analysis between the physical evidence with interest been generating direction of the regression coefficient "b" of $ 0,745 and the constant "a" of 8.762. Thus the form of the functional relationship between the physical evidence with interest been shown by the regression equation Y = 8.762 + 0,745X_6.

While the significance level (odds errors and confidence) direction of the effect of variable b (X_6) against MIKTI physical searches of interest to visit (Y) is a beta coefficient (r_{yx6}), amounting to 0.757 greater than r table: 0195 (level significant 5%), This means the direction is a significant regression.

The regression with t test to compare the value of t arithmetic with t table. T value: 5.246 (attachment), while t table (product moment) on df (n-2): 98 to signikansi 5%, were: 2.62.

This means that t is greater than t table. Reviewed signikansi value (α): 0.000 > 0.05 (5.246 > 2.62). It means that the parameters of the regression coefficient on Y X_6 is significant. Based on the results of correlation and regression analysis above it can be concluded that there is significant influence between the physical evidence (X_6) with an interest to visit in the region of Lake Toba (Y)

7. Effect of process (X_7) against the interest of visiting (Y)

In the table below explains the significance influence is shown by the determinant coefficient (R^2) with the acquisition value: 0094 which means that 9.4% variation in interest to visit in the region of Lake Toba (Y) can be explained by variations in process (X_7).

Table 16. Process

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.307[a]	.094	.085	2.715

a. Predictors: (Constant), process

Furthermore, for the simple linear regression analysis between the interests been generating direction of the regression coefficient "b" of 0.613 and the constant "a" of 12.935. Thus the form of the functional relationship between the process with interest been shown by the regression equation Y = 12.935 + 0,613X_7.

While the significance level (odds errors and confidence) direction of the influence of process variables (X_7) against the interest of visiting (Y) is a beta coefficient (r_{yx7}), amounting to 0.306 greater than r table: 0195 (level significant 5%). This means the direction is a significant regression.

The regression with t test to compare the value of t arithmetic with t table. T value: 2.779 (attached data), while t table (product moment) on df (n-2): 98 to signikansi 5%, were: 2.62. This means that t is greater than t table. Reviewed signikansi value (α): 0.000 < 0.05 (2.779 > 2.62). It means that the parameters of the regression coefficient on Y X_7 is significant. Based on the results of correlation and regression analysis above it can be concluded that a significant difference between the process (X_7) with an interest to visit in the region of Lake Toba (Y).

Table 17. Marketing Mix

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.830[a]	.688	.665	1.644

a. Predictors: (Constant), Marketing Mix

In the table above shows the significance relationship with determinant coefficient R^2 of the acquisition value: 0688. This means that 68.8% of the variation of interest to visit (Y) can be explained by the variation of the marketing mix (X) simultaneously. And vice versa been 31.2% in interest (Y) is influenced by variables other than the variation in the marketing mix. While the significance of the direction of the power relationship with the marketing mix variables of interest to visit in the region of Lake Toba with a beta coefficient (r_{yx}), ie 0.696, 0.283, 0.390, 0415. and 0.252 are mostly larger than r table: 0.195 (on df: 98; level 5% significance). While the beta coefficient on the promotion and the process is negative, meaning that even if unless, but affect the interest to visit in the area of Lake Toba.

Therefore, it can be concluded that the direction of closeness double correlation is significant on indicators of product and price in the marketing mix, the other variables in the marketing mix (place, promotion, human resources, physical evidence and process) affect the interest to visit but not significantly. Data if the results can be seen in Table 18 below:

Table 18. Marketing Mix

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	1.646	3.130		3.526	.600
Product	.680	.304	.696	2.238	.028
Price	.328	.145	.283	2.261	.026
Place	.097	.193	.390	2.502	.617
Promotion	.269	.166	-.274	1.617	.109
People	.015	.274	.415	2.055	.956
Physical Evidence	.248	.156	.252	1.588	.116
Process	.074	.164	-.037	.451	.653
a. Dependent Variable: Interests Been to Lake Toba					

Source: Primary data examined 2011

F statistical value or significance test simultaneously on multiple regression can be seen in F calculated from the table above, namely: 29.030 while the F table at df: 98: signifansi rate of 5% is: 1:59 means that F count larger than F table.

And the value signikansi (α): 0.000 > 0.05. Based on the results of multiple regression analysis and correlation of this, it can be concluded that the null hypothesis is rejected and the research hypothesis is accepted, which means that there are significant marketing mix elements together on the interest to visit in the area of Lake Toba.

G. CONCLUSIONS AND SUGGEST

Conclusion:
1. There is the influence of the marketing mix to the interest to visit in the area of Lake Toba. Hypothesis testing results indicate that there are significant influence on each element in the marketing mix of the interest to visit in the area of Lake Toba, either partially or simultaneously.
2. The magnitude of the effect of each element in the marketing mix towards interest been visited in the region of Lake Toba in descending order of magnitude, namely: products with the highest impact strength (64.5%), price (62.4%), where the amount of (59,4%), physical evidence by 57.2%, amounting to 50.7% the next promotion, the person or the quality of human resources by 12% and the most influential is the smallest only 9.4%.
3. Large influence of the marketing mix (P7) to the interest been visiting the Lake Toba region of 68.8%. It shows the relationship and significant contribution to the interest to visit in the area of Lake Toba. The marketing strategy using the marketing mix simultaneously contribute a greater influence than the use of the marketing mix is done individually.

Suggests:
In connection with the findings of this research, it is advisable to inform the management and personally associated with the area manager of Lake Toba is generally as follows:
1. In order to improve the quality of tourism products need to pay attention to the management of core products, products that simplify the product support facilities and travel services as well as additional product offers a combination of what is purchased by tourists and how tourists get to experience trips.

2. The need for a re-pricing with prevailing during this time. Pricing is an important factor that can set standards at competitive prices. Consideration pricing even performed for a travel package that cost is competitive.
3. For a place that had been submitted to the suggested travel managers need to be equipped with monitoring whether a place is able to make an impression on tourists. Additionally, to increase the marketting.

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