The Influence Of Marketing On Decision Marketing Travelers Tourism Visiting Medan City

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Abstract: Each region has its own unique tourism that is different from the others. To promote a tourism industry a region must be well aware of the marketing mix used. This study aims to determine and analyze the influence of marketing mix consisting of product, price, place, promotion, person, physical proof and process to decision of foreign tourist to visit Medan city either partially. Type of research is associative explanation. The population in this study amounted to infinity, the determination of the number of samples using the formula Rao Purba with accidental sampling technique and in the sample obtained as many as 97 people. Technique of data analysis in this research use multiple regression analysis. The results of the study found that product, price, place, promotion, person, physical evidence and process have a positive and significant impact on the decision of foreign tourists to visit Medan city. And partially place variables have the most dominant influence on the decision of foreign tourists visiting the city of Medan.

Index Terms: Product, Price, Place, Promotion, Person, Physical Evidence, Process, Decision.

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1 INTRODUCTION

Tourism is one of the sectors that the government relies on to earn foreign exchange. Besides, it also contributes a lot to other fields, including creating and expanding business fields, increasing public and government revenue, encouraging the conservation of the environment and culture of the nation, strengthening the unity and unity of the nation and so forth. Tourism, both domestic and international tourism, contains various aspects, namely sociological, psychological, legal, economic, ecological, and other aspects. However, among these aspects which often get its own attention and considered important is the economic aspect. This is because tourism is very influential on state revenues through foreign exchange and taxes, in addition it also affects the increase in incomes of local residents. Given the importance of tourism in the development of the world economy so that tourism is often dubbed as passport to development, it is not excessive when almost all countries now compete to sell their natural beauty, cultural uniqueness, and hospitality of its citizens to various countries that become potential markets. The Indonesian nation is not only blessed with a homeland that has abundant natural beauty, but also has a fascinating attraction. The condition of flora and fauna, ancient relics, historical relics, arts and culture owned by the Indonesian people is a great resource and capital for tourism handling and improvement efforts. The development of Indonesian tourism uses the concept of cultural tourism formulated in the Tourism Act No. 09 of 1990 which states that "tourism has an important role to expand and pave the way for employment, encourage regional development, increase national income in order to improve prosperity and prosperity people and foster the love of the homeland, enrich the national culture, and consolidate its development in order to strengthen the national identity and strengthen friendship among nations". Tourism services industry in Indonesia has become an important part in the development of the country, marked by the issuance of Law of the Republic of Indonesia Number 10 Year 2009 on Tourism. In the Era of Law Number 22 Year 1999 on Regional Autonomy and Number 25 of 1999 on the Central and Regional Central Fiscal Balance, it gives the Local Government the opportunity to open opportunities to manage and manage its own region including tourism development. Tourism is an activity that directly touches and involves the community, thus bringing various benefits to the local community and surrounding areas. Even tourism is said to have a tremendous energy break, which is able to make local

people experience changes in various aspects. The tourism industry needs a marketing concept whose application is inseparable from the prevailing marketing theory to gain strong interest from prospective foreign tourists. Marketing mix strategy in the form of product, price, place, promotion, person, physical proof and process started with creative effort in order to achieve understanding between Medan Tourism Office as producer with potential tourist as consumer. Medan City is the capital of North Sumatera province with a land area of 265.10 km2. This area stretches between 3 ° 30 '- 3 ° 43' North Latitude and 98 ° 35'-98 ° 44 'East Longitude. For that topographic Medan City tend to tilt to the north and located at an altitude of 2.5-37.5 meters above sea level. Medan City is one of the potential tourist destinations. The tourist destinations in Medan City include cultural tourism, historical tours and nature tours.

Table 1. *Realization Data of Tourist Visits Abroad to Medan City During 2013-2015 Year*

No	Month	Year		
		2013	2014	2015
1	Januari	15.107	19.692	18.187
2	Februari	17.572	19.109	19.298
3	Maret	18.642	19.207	18.183
4	April	15.649	16.676	15.790
5	Mei	21.308	20.316	18.292
6	Juni	21.264	19.972	16.003
7	Juli	16.306	17.182	16.629
8	Agustus	16.930	17.843	17.403
9	September	18.857	18.589	15.529
10	Oktober	17.978	21.725	14.618
11	November	25.615	23.578	16.597
12	December	28.770	29.752	19.397
	Total	233.988	243.641	205.926

Source: Medan City Tourism Office (2016)

Year 2015 Medan City Tourism Department set the target of foreign tourists to the city of Medan as much as 250,000 people. Based on data in Table 1.1 it can be seen that not reaching the number of foreign tourists to the city of Medan from 2013-2015. It even experienced a very drastic decline in 2015 and occurred Gap of 44,074. Not reaching the target of foreign tourist visit to Medan City can not be separated from marketing service mix strategy. Products can be interpreted as something offered to the market to be noticed, taken, used, or consumed so as to satisfy the needs or desires. As a city filled with various ethnic, Medan City has a lot of culture and historic

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places that become a mainstay tourist products. But the lack of care for tourist attractions and cultural preservation makes many tourist sites in the city of Medan is not known by local and foreign tourists. Judging from the definition, the price represents the amount of value that the consumer exchanges for the benefit of owning or using a product or service whose value is determined by the buyer or seller (through bargaining) or set by the seller for a similar price to all buyers. Medan city has one of the advantages compared with other tourist attractions of the price factor. Thus it can be said that tourists visit the city of Medan because it is cheaper. It is actually very possible to attract tourists to visit the city of Medan but in fact it does not affect the interests of tourists to visit the city of Medan. Distribution strategy is a strategy to determine the right place to distribute or distribute products to tourists. Distribution channels are needed to facilitate the market (tourists) who are generally located far from the destination in getting information about the product. For that Medan Tourism Office is the most appropriate place for tourists to get information on tourism products located in the city of Medan. While the promotion strategy can be done using five ways, namely by advertising products in some media, personal sales, promoting sales, creating a positive image through public relations activities and direct marketing to tourists. However, the lack of promotion and the lack of interesting promotions made become a major problem in the introduction of tourist products to tourists. The majority of the population of Medan City are the Javanese, Batak and Minangkabau ethnic groups with native Malay. The ethnic diversity in Medan is seen from the number of mosques, churches and Chinese temples scattered throughout the city, the hospitality of the people of Medan City is also one of the great dance power of tourism. But the lack of public knowledge about tourist sites and poor communication becomes a problem that often arise when tourists visiting the city of Medan.

Identification of Problems
From the research problem can be formulated research questions as follows:
1. What products, prices, places, promotions, and people affect the level of decision of foreign tourists visiting the city of Medan?
2. Does physical evidence affect the level of decision of foreign tourists visiting Medan City?
3. Does the process affect the level of decision of foreign tourists visiting the city of Medan?

Research Objectives
The purpose of this research are:
1. To know and analyze the influence of product, price, place, promotion, and people to the decision of tourists choose Medan City.
2. To know and analyze the influence of physical evidence on the decision of tourists choose Medan City.
3. To know and analyze the influence of the process on the decision of tourists choose Medan City.

Research Benefits
The results of this study is expected to provide insight for researchers, help provide input and new ideas for the Department of Tourism Medan in determining the policy and marketing mix strategy in accordance with market needs.

Hypothesis proposed in this research are:
1. That product, price, place, promotion and people influence positively and significantly to decision level of foreign tourist visit Medan City.
2. Physical evidence influences positively and significantly to the decision level of foreign tourists visiting Medan City.
3. The process influences positively and significantly to the decision level of foreign tourists visiting Medan City.

III. RESEARCH METHODS

3.1. Types of Research
Type of research in this research is associative explanation research, that is research which aims to know relation between two variables or more (Sugiyono, 2012: 11). This research is done by descriptive method. The purpose of a descriptive study is to give the researcher a history or to describe aspects relevant to the phenomenon of concern from a person's perspective, organization, industry orientation, or other.

3.2. Research Sites and Time of Study
The location of research in Medan Tourism Office is located on Prof. road. H. M. Yamin no.40 Medan and some tourist information counter located at Merdeka Walk, arrival terminal at Airport Railink Services station, Pinang Baris station. The research time is from November 2016 until January 2017.

3.3. Population and Sample
1. Population
Population is a generalization region consisting of objects or subjects that have a certain quantity or quality set by the researcher to be studied and investigated and then drawn its conclusions (Kurniawan, 2012: 59). The population in this study all foreign tourists (tourists) who visit the city of Medan that the number is unknown.

2. Sample
The sample is part of the number and characteristics possessed by the population that we will examine (Kurniawan, 2012: 59). Criteria samples taken in doing this research is foreign tourists who have visited Indonesia before. Correspondingly, the selection method used is accidental sampling. Determination of the size of the sample is done with the formula Rao Purba (Sujarweni, 2012: 8):

$$n = \frac{z^2}{4(Moe)^2}$$

n = number of samples
Z = normal distribution level at significant level = 1.96%
Moe = Margin of Error Max, ie the maximal fault rate of sampling that is still tolerable or desirable
So it can be concluded:
= $(1.96) / 4 \llbracket (0.10)^2 \rrbracket$
n = 96.04 or rounded to 97
This study took sample of 97 samples.

3.4. Data Collection Techniques
Interview conducted directly to the party who has the right / authorized to provide information / data systematically based on the research objectives of employees of the Department of

Tourism Medan. Data question (questionnaire) given directly to tourists who become respondents in this study. Documentation study by collecting and studying data or documents that support this research is the number of tourists to the city of Medan from 2013 to 2015.

3.5. Types of Research Data

Primary data
The data obtained from the first source either from individuals or individuals, such as from interviews or filling out questionnaires conducted by researchers (Umar, 2005: 42). Sources of data used in this study are responses of respondents obtained through questionnaires about products, prices, places, promotions, people, physical evidence, processes and decisions of tourists who visit the city of Medan.

Secondary Data
Secondary data is data obtained indirectly, secondary data in this study comes from the data of tourist visits to the city of Medan.

3.6. Operational Definition of Research Variables
The operational definition of each variable can be seen in Table 3.1. the following.

Table 2.Operationalization of Research Variables

Variable	Operational definition	Indicator	Measure of scale
Product (X_1)	All types of tours offered by the city of Medan to tourists.	1. Diversity of tourism products offered 2. 2. The quality of tourism products offered 3. 3. The hallmark of a tourist product 4. 4. Medan is known for its culinary paradise	Interval scale
Price (X_2)	Sum of money to be spent by tourists to get a tourist attraction in the city of Medan.	1. A clear price list of tourist products 2. Competitive prices 3. Easy payment *4.* Discounts	Interval scale
PLace (X_3)	The destination of Medan is available	1.The tourist location is easy to reach 2. Security of tourist attractions 3.Different impressions/ experiences when visited	Interval scale
Promotion (X_4)	All activities undertaken by the Medan City government to communicate tourist attractions	1.Provide accurate information 2. Complete information 3. The contents of an attractive promotional message	Interval scale
People (X_5)	All tourism service actors who play part of the presentation of services and therefore affect the perception of foreign tourists to visit the city of Medan.	1. Tourism service providers are competent in answering various questions about Medan tourism proposed by foreign tourists 2. Friendly 3. Can speak foreign language 4. Willing and ready to help	Interval Scale
Physics proof (X_6)	Facilities and infrastructure used by the city of Medan to support tourism activities	1. The physical appearance of the tourist attraction is interesting 2. Facilities 3. Adequate transportation facilities 4. Cleanliness 5. Comfortable lodgings	Interval scale
Proses (X_7)	Various activities undertaken by the government of Medan City to make tourist attractions recognizable and easy to access.	1. Easy procedures and conditions. 2. The process of ordering services quickly 3. Service hours are timely 4. Good service .	Interval scale
Decision (Y)	The end result of the process of foreign tourists in choosing a tourist spot	1. Decisions based on information 2. 2. Trips to the city of Medan can meet the needs and desires 3. 3. Prefer Medan tourist attractions than other cities	Interval scale

Sources : Kotler and Keller (2008)

3.7. Test Validity and Reliability
Validity test is used to determine the valid or valid measure of a questionnaire. A questionnaire is said to be valid if the question on the questionnaire is able to reveal something that will be measured by the questionnaire (Ghozali, 2011). This validity test can be done by using the correlation between the questionnaire scores with the total score of constructs or variables. After that specify hypothesis H0: the score of the

question item is not positively correlated with the total score of constructs and Ha: the score of the question item is not positively correlated with the total score of the construct. After determining the hypothesis H0 and Ha, then the test is significant by comparing the value of r-count (table corrected item-total correlation) with r table (Table Product Moment with significant 0,05) for degree of freedom (df) = nk (Ghozali, 2011: 52 - 53). Criteria for determining the validity of a questionnaire are as follows:
If r arithmetic> r table then the question is valid.
If r arithmetic <r table then the question is invalid.

Another criterion in determining the validity of a questionnaire is as follows: If the positive correlation and r> = 0.3 then the instrument is declared valid (Azwar in Situmorang and Lufti, 2014). Invalid item bullet is not included in the hypothesis test. Reliability is a tool that measures a questionnaire that is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if one's answer to the question is consistent or stable over time (Ghozali, 2011). The significance test performed at the 0.05 significance level means that a variable is said to be reliable if it gives Cronbach Alpha value> 0.60. The good Cronbach Alpha is closer to 1. In this research, validity and reliability testing is done to 30 foreign tourists who are in Maimun Palace and Rumah Tjong A Fie. According to Umar (2005) it is strongly recommended that the respondent to be tested at least 30 people. With the number of 30 people then the distributor score (value) will be closer to the normal curve.

3.7.1. Instrument Variable Instrument Validity Test Results
The result of instrument test of product variable in SPSS management can be seen in Table 3.

Table 3 Instrument Validity Test Results of Product

Statetments	r-count	r-table	Noted
Medan city known as a city with a variety of products such as culinary, heritage, religion, etc.	0,868	0,3061	Valid
Medan city has quality of tourism products offered	0,810	0,3061	Valid
Medan city has a characteristic product features	0,822	0,3061	Valid

The service while visiting the tourist attraction is very well known 0.713 0.3061 Valid

Source: Research Results, 2017 (Data Processed)

Based on Table 3, it can be seen that the instrument test of product variables shows that all r - count values are greater than r - tables. This shows that the research instrument is said to be valid and can then be used in research.

3.7.2. Instrument Validity Test Result of Price Variables
The result of price range instrument test in SPSS management can be seen in Table 4:

Table 4. Instrument Validity Test Result of Price Variables

Statements	r-count	r-table	Noted
Tourist sites are within easy reach	0,475	0,3061	Valid
Medan city has good security system	0,656	0,3061	Valid
It gives a different impression during the visit	0,604	0,3061	Valid

Source: Research Results, 2017 (data processed)

Based on Table 4, it can be seen that testing of the v ar iable price instrument shows that all r - count values are greater than r - tables. This shows that the research instrument is said to be valid and can then be used in research.

3.7.3. Validity Test Results Instrument Variable Place
The result of instrument test of place variable in SPSS management can be seen in Table 5:

Table 5. Validity Test Results Instrument Variable Place
Source: Research Results, 2017 (data processed)

Statements	r-count	r-table	Noted
Tourist sites are within easy reach	0,475	0,3061	Valid
Medan city has good security system	0,656	0,3061	Valid
It gives a different impression during the visit	0,604	0,3061	Valid

Based on Table 5 it can be seen that instrument testing of place variables shows that all r - count values are greater than r - tables. This shows that the research instrument is said to be valid and can then be used in research.

3.7.4. Test Result Validity of Promotional Variable Instruments
The result of testing instrument of promotion variable in SPSS management can be seen in Table 6.

Table 6. Test Result Validity of Promotional Variable Instrument

Statements	r-count	r-table	Noted
Medan city provides accurate information	0,837	0,3061	Valid
I get full information	0,828	0,3061	Valid
The content of promotional messages is interesting	0,665	0,3061	Valid

Source: Research Results, 2017 (data processed)

Based on Table 6 it can be seen that the testing of the promotional variable instrument shows that all r - count values are greater than r - tables. This indicates that the research instrument is said to be valid and can then be used in the research.

3.7.5. Instrument Variable Validity Test Results

The result of the instrument test of Person variable in SPSS management can be seen in Table 7.

Table 7. Instrument Validity Instrument Variable Test Results

Statement	r-count	r-table	Noted
Travel service providers are competent in answering the question of tourism	0,894	0,3061	Valid
Local people are friendly	0,608	0,3061	Valid
It's ease to communicating with the natives	0,634	0,3061	Valid
The natives are willing and ready to help	0,618	0,3061	Valid

Source: Research Results, 2017 (data processed)

Based on Table 7, it can be seen that the testing of the p people variable instrument shows that all r - count values are greater than r - tables. This shows that the research instrument is said to be valid and can then be used in research.

3.7.6. Instrument Validity Test Result of Variable of Physical Evidence

The result of physical instrument test of Physical Evidence vaariable in SPSS management can be seen in Table 8:

Table 8. Test Result of Validity of Instrument of Physical Evidence

Statement	r-count	r-table	Noted
It has a tourist attraction with an attractive physical appereance	0,944	0,3061	Valid
Medan city has complete facilities	0,641	0,3061	Valid
it has adequate transportation facilities	0,665	0,3061	Valid
Medan city has cleanliness of public facilities	0,655	0,3061	Valid
it has cozy lodge	0,944	0,3061	Valid

Source: Research Results, 2017 (data processed)

Based on Table 8, it can be seen that the testing of the Physical Evidence variable indicates that all r - count values are greater than r - tables. This shows that the research instrument is said to be valid and can then be used in research.

3.7.7. Instrument Variable Instrument Validity Test Results

Instrument test results of Process variables in the management of SPSS can be seen in Table 9:

Table 9. Instrument Validity Test Results Process Variable

Statement	r-count	r-table	Noted
The procedures and requirements given service provider easily	0,925	0,3061	Valid
Fast booking process services	0,657	0,3061	Valid
Hour sevice is on time	0,680	0,3061	Valid
I get good service	0,925	0,3061	Valid

Source: Research Results, 2017 (data processed)

Based on Table 9 it can be seen that instrument testing of Process variables shows that all r - count values are greater than r - tables. This shows that the research instrument is said to be valid and can then be used in research.

3.7.8. Validity Test Results Instrument Decision Variables

The result of instrument test of decision variable in SPSS management can be seen in Table 10:

Table 10. Instrument Validity Test Results Decision Variables

Statement	r-count	r-table	Noted
I decided to visit Medan city based on information from colleagues who had previously visited	0,524	0,3061	Valid
I decided to visit Medan city to be able to meet the needs and desires	0,525	0,3061	Valid
I decided to visit Medan city because I choose Medan city than other cities	0,537	0,3061	Valid

Source: Research Results, 2017 (Data Processed)

Based on Table 10 it can be seen that testing of decision variable instruments shows that all r - count values are greater than r - tables. This shows that the research instrument is said to be valid and can then be used in research.

3.7.9. Reliability Test Results Instruments Research Variables

The results of reliability testing instrument of research variables in the management of SPSS can be seen in Table 11:

Table 11. *Reliability Test Results Instrument Variable Research*

Statement	Cronbach's Alpha	Noted
Product	0,912	Reliable
Price	0,844	Reliable
Place	0,746	Reliable
Promotion	0,884	Reliable
Peoples	0,844	Reliable
Physical Proof	0,904	Reliable
Proses	0,905	Reliable
Keputusan	0,711	Reliable

Source: Research Results, 2017 (data processed)

Based on Table 3.10 it can be seen that reliability testing on the instrument of research variables shows that all values of Cronbach's Alpha> 0.60. This shows that the research instrument is said to be reliable.

3.7.10. Classic Assumption Test
The classical assumption test is a statistical requirement that must be met on linear least square (OLS) linear regression analysis (Situmorang and lutfi, 2014: 114). Prior to further analysis and evaluation, it is still necessary to test the model with a classical assumption test that is divided into three test models, namely normality test, heteroscedasticity test, and multicollinearity test.

3.7.11. Normality Test
The normality test aims to test whether in the regression model, the residual or residual variable has a normal distribution or not. T test and F test assume that the residual value follows the normal distribution. There are two ways to detect whether residuals are normally distributed or not by graphical analysis and statistical tests (Ghozali, 2011: 160). "It is said to be normal if the histogram graph of the variable is normally distributed indicated by the data distribution is not deviated to the left and to the right. It is said normal if the scatter plot looks the point that follows the data along the diagonal line. For the Kolmogorov - Smirnov approach it is said that the residural variable is normally distributed when the value of Asymp.sig. (2-tailed) above the significant value (0.05). The value Kolmogorov - Smirnov <1.97 means said to be normal "(Situmorang and Lutfi 2014: 117-12).

3.7.12. Heteroscedasticity Test
The heteroscedasticity test aims to test whether in the regression model there is a variance inequality of the residual of one observation of another. If the variance of the residual one observation to another observation remains, then it is called homoscedasticity and if different is called heteroscedasticity (Ghazali, 2011: 139). A good regression model is homoscedasticity or does not occur heteroscedasticity. Heteroskedasticity test in this study using glejser test, where if the independent variable significant to the dependent variable, then there is indication of heteroscedasticity occurred. The Glejser test is performed by

regressing between independent variables (product, price, place, promotion, person, physical proof and process) and residual absolute value. If the value of significance between independent variables (product, price, place, promotion, person, physical proof and process) with absolute residual more than 0.05 then no heterokedastisity problem.

3.7.13. Multicolinearity Test
Multicollonearity test aims to test whether the regression model found the correlation between independent variables (independent). Good regression model should not occur correlation between independent variables (Ghozali, 2011: 105). If independent variables are correlated, these variables are not orthogonal. The orthogonal variable is the independent variable whose correlation value among the independent variables equals zero. To detect the presence or absence of multicollonierity in the regression model is as follows if the tolerance value is less than 0.1 or equal to Varance Inflation Factor (VIF)> 10, then it can indicate the presence of multicolonierity or otherwise (Ghozali, 2011: 106). The existence of multicollinearity can be seen from Tolerance value or Variance Inflation Factor (VIF) value. Tolerance value limit is 0.1 and the VIF limit is 10. If Tolerance value <0,1 or VIF> 10 then there is multicollinearity. But if the Tolerance value> 0.1 or VIF <10 then there is no multicolinearity.

3.8. Data Analysis Techniques

3.8.1 Descriptive Analysis
Descriptive analysis method is a method of analysis where the data has been obtained, compiled, grouped, analyzed, then interpreted objectively so that the description of the problems encountered and explain the results of calculations.

3.8.2. Multiple Linear Analysis
Multiple regression analysis is intended to determine the linear relationship between several independent variables called X, and so on with the dependent variable called Y. The equation used:

$$Y = a + b_1 X_1 + b_2 X_2 + b_2 X_3 + b_4 X_4 + b_5 X_5 + b_6 X_6 + b_7 X_7 + e$$

Information :
Y = Tourist decision to Medan City
a = Constants
b1, b2, b3, b4, b5, b6, b7 = multiple regression coefficients
X1 = Product variable
X2 = Price variable
X3 = Place variable
X4 = Promotional variable
X5 = Variable person
X6 = Variable physical proof
X7 = Process variable
e = Variable error (standard error)

3.9. Hypothesis Testing

3.9.1. Test t (Partial Test)
To see the effect of variable X one by one to Y
1) H0 accepted if t count> t Table (α)
2) H1 accepted if t count> t Table (α)
If the level of significance is below 0.05 then H0 is rejected and Ha accepted or otherwise. Or if t arithmetic> t Table then

H0 rejected Ha accepted (Situmorang et al, 2014: 179).

3.9.2. F Test (Simultaneous Test)

Used to know the influence of independent variable that is product, price, place, promotion, person, physical proof and process simultaneously to decision of foreign tourist visit Medan City with confidence level 95% (α 5%). The criteria of hypothesis testing simultaneously (simultaneously) are as follows: Simultaneous test can be done by comparing the value of Fcount and FTable at 95% confidence level (0.95). The test criteria used are: When Fcount> FTable then Ho is rejected at significant 0.05. Means statistically the data used to test the independent variable (Xi) effect on the value of the variable (Y). When Fhitung <FTable then Ho is received at significant 0.05. Means statistically the data used to test all independent variables (Xi) does not affect the value of the variable (Y).

3.9.3 Coefficient of Determination Test

The coefficient of determination (R2) essentially measures the extent of the model's ability to explain the variation of the dependent variable. The coefficient of determination is between zero and one. The small value of R2 means the ability of the independent variables to explain the variation of the dependent variable is very limited. A value close to one means the independent variables provide almost all the information needed to predict the variation of the dependent variable. The fundamental weakness of the use of the coefficient of determination is the bias against the number of independent variables entered into the model, each additional one independent variable then R2 must increase regardless of whether the variable significantly affects the dependent variable. Therefore many researchers recommend using Adjusted R2 value when evaluating the best regression model (Ghozali, 2011: 97).

IV. THE TEST RESULTS AND DISCUSSIONS

4.1. Descriptive Analysis of Respondents

a. Characteristics of Respondents by Sex
To know the characteristics of the response based on sex, it can be seen from the characteristics of the following respondents:

Table 12.Distribution of Respondents by Sex

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	40	41.2	41.2	41.2
	Female	57	58.8	58.8	100.0
	Total	97	100.0	100.0	

Based on Table 412, it can be seen that the respondents who have male gender as many as 40 people or 41.2% and female tourists 57 or 58.8%. This shows that most of the tourists who visited the city of Medan is female sex of 58.8% of the total sample studied in this study.

b. Characteristics of Respondents by Age
To know the characteristics of the response based on age, it can be seen from the characteristics of the following respondents in Table 13:

Table 13.Distribution of Respondents by Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 - 30 year	46	47.4	47.4	47.4
	31 - 40 year	28	28.9	28.9	76.3
	41 - 50 year	19	19.6	19.6	95.9
	> 50 year	4	4.1	4.1	100.0
	Total	97	100.0	100.0	

Based on Table 13, it can be seen that the respondents who have age between 20-30 years as many as 46 people or by 47.4%, age between 31 - 40 years as many as 28 people or 28.9%, ages 41-50 years as many as 19 people or 19.6% and tourists aged over 50 years as many as 4 people or by 4.1. This indicates that most tourists who visit Medan City have age between 20-30 years, indicating that the average tourist is still young.

4.2. Analysis of Descriptive Statistics of Research Variables

The analysis used in this study is descriptive statistical analysis that is to describe the respondent's perception of the items of the questions posed. Respondents answer numbers ranging from 1 to 5 in each question questionnaire of product variables, prices, places, promotions, people, physical evidence, process, decision of foreign tourists to the city of Medan. Scores of scale interval of respondent's explanation can be seen by:
1.00 - 1.80 is never / very bad / very unsuitable / very low
1.81 - 2.60 is rare / bad / not appropriate / low
2.61 - 3.40 is never / less good / less appropriate / usual
3.41 - 4.20 is often / good / appropriate / high
4.21 - 5.00 is always / very good / very appropriate / very high

4.2.1. Explanation of Respondents, Average, Mode, Min, Max, Dev Std, and Frequency of Product Research Variables

Descriptive statistical analysis of respondents 'answers about product variables (X1) is based on respondents' answers to statements such as those contained in the questionnaires distributed to the respondents. Respondents' answers to the variables in the form of questionnaires can be seen in Table 14 below:

Table 14.Explanation of Average Respondents, Modus, Min, Max, Std Dev, and Variable Frequency Products

Statement	Mean	Modus	Std Dev	Min	Max	Frequency				
						SDA	DA	NA	A	SA
Medan city known as a city with a variety of products such as culinary, heritage, religion, etc	3,47	3	0,818	1	5	2	4	47	34	10
The quality of tourism products offered	3,49	4	0,903	1	5	1	12	34	38	12
Medan city has a characteristic product features	3,64	4	1,002	1	5	1	13	27	35	21
Tourism products have additional privileges	2,98	3	0,721	1	5	4	12	65	14	2

Source: Research Results, 2017 (Data Processed)

Average scores are viewed from the interval scale
STS = 1.00 - 1.80 TS = 1.81 - 2.60 N = 2.61 - 3.40 S = 3.41 - 4.20 SS = 4.21 - 5.00
In Table 14, it can be explained that answers to the first statement questionnaire, Medan city known as a city with a variety of products such as culinary, heritage, religion, etc. Tourists who answered strongly agree as many as 10 people (10%), agree as many as 34 people (35%), neutral as many as 47 people (48%), disagree as many as 4 people (4%) and strongly disagree as much 2 people (2%). Then it can be concluded the overall response of tourists in the category is neutral. Answers to the second questionnaire, The quality of tourism products offered. Tourists who answered strongly agree as many as 12 people (12%), agree as many as 38 people (39%), neutral as many as 34 people (35%), disagree as many as 12 people (12%) and strongly disagree as much as 1 person (1%). So it can be concluded the overall response of travelers in the category is agreed. Answers to the third statement, Medan city has a characteristic product features. Tourists who answered strongly agree as many as 21 people (22%), agree as many as 35 people (36%), neutral as many as 27 people (28%), disagree as many as 13 people (13%) and strongly disagree as much as 1 person (1%). So it can be concluded the overall response of travelers in the category is agreed. Answers to the fourth questionnaire, Tourism products have additional privileges. Tourists who answered strongly agree as many as 2 people (2%), agreed as many as 14 people (14%), neutral as many as 65 people (67%), disagree as many as 12 people (12%) and strongly disagree as many as 4 people (4%). Then it can be concluded the overall response of tourists in the category is neutral.

4.2.2. Explanation of Average Respondents, Modus, Min, Max, Std Dev, and Variable Frequency Rates
Descriptive statistical analysis of respondents 'answers about price variables (X2) is based on respondents' answers to statements such as those contained in questionnaires distributed to respondents. Respondents' answers to the variables in the form of questionnaires can be seen in Table 15:

Table 15.Explanation of Average Respondents, Modus, Min, Max, Std Dev, and Variable Frequency Rates

Statements	Mean	Modus	Std Dev	Min	Max	Frequency				
						SDA	DA	NA	A	SA
The appropriateness of the price list with the promoted	2,77	2	0,797	1	5	1	40	37	18	1
Medan city has a competitive price	2,93	3	0,832	1	5	2	27	48	16	4
Medan city has easiness in payment	2,90	3	0,797	1	5	1	32	41	22	1
Booking with an attractive discount	3,44	3	0,829	1	5		8	51	25	13

Source: Research Results, 2017 (Data Processed)

Average scores are viewed from the interval scale
STS = 1.00 - 1.80 TS = 1.81 - 2.60 N = 2.61 - 3.40 S = 3.41 - 4.20 SS = 4.21 - 5.00

In Table 15, it can be explained that the questionnaire answers to the statement first, The appropriateness of the price list with the promoted. The tourists who answered strongly agree as many as 1 person (1%), agree as many as 18 people (19%), neutral counted 37 people (38%), disagree as many as 40 people (41%) and strongly disagree as much as 1 person (1%). So it can be concluded the overall answer of tourists in the category is not agree. Answer the questionnaire will be the second statement, Medan city has a competitive price. The tourists who answered strongly agree as many as 4 people (4%), agreed as many as 16 people (16%), neutral as many as 48 people (49%), disagree as many as 27 people (28%) and strongly disagree as much 2 people (2%). Then it can be concluded the overall response of tourists in the category is neutral. The answer of the questionnaire will be the third statement, Medan city has easiness in payment. The respondents strongly agree as much as 1 person (1%), agree as many as 22 people (23%), 41 (42%) neutral, 33%) and strongly disagree as much as 1 person (1%). Then it can be concluded the overall response of tourists in the category is neutral. Answer the questionnaire to the fourth statement, Booking with an attractive discount. Tourists who answered strongly agree as many as 13 people (13%), agreed as many as 25 people (26%), neutral as many as 51 people (53%), disagree as many as 8 people (8%). Then it can be concluded the overall response of tourists in the category is neutral.

4.2.3. Explanation of Average Respondents, Modus, Min, Max, Std Dev, and Place Variable Frequency
Descriptive statistical analysis of respondents' answers about the place variables (X3) is based on the respondent's answer to the statements as contained in the questionnaires

distributed to the respondents. Respondents' answers to the variables in the form of questionnaires can be seen in Table 16:

Table 16._Explanation of Average Respondents, Modus, Min, Max, Std Dev, and Place Variable Frequency_

Statement	Mean	Modus	Std Dev	Min	Max	Frequency				
						SDA	DA	NA	A	SA
Tourist sites are within easy reach	3,39	3	0,885	1	5	3	9	40	37	8
Medan city has good security system	3,48	3	0,879	1	5	1	10	39	35	12
It gives a different impression during the visit	3,51	4	0,818	1	5	0	11	35	42	9

Source: Research Results, 2017 (Data Processed)

Average scores are viewed from the interval scale
STS = 1.00 - 1.80 TS = 1.81 - 2.60 KS = 2.61 - 3.40 S = 3.41 - 4.20 SS = 4.21 - 5.00

In Table 16, it can be explained that the answer questionnaire will be the first statement, Tourist sites are within easy reach. Tourists who answered strongly agree as many as 8 people (8%), agree as many as 37 people (38%), 40 people neutral (41%), disagree as many as 9 people (9%), strongly disagree as much 3 people (3%). Then it can be concluded the overall response of tourists in the category is neutral. Answer the questionnaire to the second statement, Medan city has good security system. Tourists who answered strongly agree as many as 12 people (12%), agreed as many as 35 people (36%), 39 people neutral (40%), disagree as many as 10 people (10%), strongly disagree as much as 1 person (1%). Then it can be concluded the overall response of tourists in the category is neutral Answer the questionnaire to the third statement, It gives a different impression during the visit. Tourists who answered strongly agree as many as 9 people (9%), agree as many as 42 people (43%), neutral as many as 35 people (36%), disagree as many as 11 people (11%). So it can be concluded the overall response of travelers in the category is agreed.

4.2.4. Explanation of Average Respondents, Modus, Min, Max, Std Dev, and Frequency of Promotional Variables
Descriptive statistical analysis of respondents 'answers about promotional variables (X4) is based on respondents' answers to statements such as those contained in questionnaires distributed to respondents. Respondents' answers to the variables in the form of questionnaires can be seen in Table 17:

Table 17._Explanation of Average Respondents, Modus, Min, Max, Dev Std, and Frequency of Promotional Variables_

Statement	Mean	Modus	Std Dev	Min	Max	Frequency				
						SDA	DA	NA	A	SA
It provides accurate information	3,64	4	0,793	1	5	1	5	33	47	11
I get full information	3,68	4	0,974	2	5	0	14	24	38	21
The content of promotional messages is interersting	3,72	4	0,875	2	5	0	8	30	40	19

Source: Research Results, 2017 (data processed)

Average scores are viewed from the interval scale
STS = 1.00 - 1.80 TS = 1.81 - 2.60 KS = 2.61 - 3.40 S = 3.41 - 4.20 SS = 4.21 - 5.00

In Table 17, it can be explained that the answer questionnaire will be the first statement, Tourist sites are within easy reach. Tourists who answered strongly agree as many as 8 people (8%), agree as many as 37 people (38%), 40 people neutral (41%), disagree as many as 9 people (9%), strongly disagree as much 3 people (3%). Then it can be concluded the overall response of tourists in the category is neutral. Answer the questionnaire to the second statement, Medan city has good security system. Tourists who answered strongly agree as many as 12 people (12%), agreed as many as 35 people (36%), 39 people neutral (40%), disagree as many as 10 people (10%), strongly disagree as much as 1 person (1%). Then it can be concluded the overall response of tourists in the category is neutral Answer the questionnaire to the third statement, It gives a different impression during the visit. Tourists who answered strongly agree as many as 9 people (9%), agree as many as 42 people (43%), neutral as many as 35 people (36%), disagree as many as 11 people (11%). So it can be concluded the overall response of travelers in the category is agreed.

4.2.4. Explanation of Average Respondents, Modus, Min, Max, Std Dev, and Frequency of Promotional Variables
Descriptive statistical analysis of respondents 'answers about promotional variables (X4) is based on respondents' answers to statements such as those contained in questionnaires distributed to respondents. Respondents' answers to the variables in the form of questionnaires can be seen in Table 18:

Table 18 Explanation of Average Respondents, Modus, Min, Max, Dev Std, and Frequency of Promotional Variables

Statement	Mean	Modus	Std Dev	Min	Max	Frequency				
						SDA	DA	NA	A	SA
Travel service providers are competent in answering the question of tourism	3,85	4	0,682	3	5	0	0	31	50	16
Local people are friendly	3,89	4	0,877	2	5	0	7	22	43	25
It's ease to communicating with the natives	3,91	4	0,818	2	5	0	4	25	44	24
The natives are willing and ready to help	3,62	4	0,962	2	5	0	14	28	36	19

Source: Research Results, 2017 (Data Processed)

Average scores are viewed from the interval scale
STS = 1.00 - 1.80 TS = 1.81 - 2.60 KS = 2.61 - 3.40 S = 3.41 - 4.20 SS = 4.21 - 5.00

In Table 18, it can be explained that the answer to the questionnaire will be the first statement, Travel service providers are competent in answering the question of tourism. Travelers who answered strongly agree as many as 16 people (16%), agreed as many as 50 people (52%), neutral as many as 31 people (32%). So it can be concluded the overall response of travelers in the category is agreed. The answer to the questionnaire will be the second statement, Local people are friendly. Tourists who answered strongly agree as many as 25 people (26%), agree as many as 43 people (44%), neutral as many as 22 people (23%), disagree as many as 7 people (7%). So it can be concluded the overall response of travelers in the category is agreed. Answer the questionnaire to the third statement, It's ease to communicating with the natives. Tourists who answered strongly agree as many as 24 people (25%), agree as many as 44 people (44%), neutral as many as 25 people (26%), disagree as many as 4 people (4%). So it can be concluded the overall response of travelers in the category is agreed. Answer the questionnaire to the fourth statement, The natives are willing and ready to help. Tourists who answered strongly agree as many as 19 people (20%), agree as many as 36 people (37%), neutral as many as 28 people (29%), disagree as many as 14 people (14%). So it can be concluded the overall response of travelers in the category is agreed.

4.2.6. Explanation of Average Respondents, Modus, Min, Max, Std Dev, and Variable Frequency of Physical Evidence

Descriptive statistical analysis of respondents 'answers about physical evidence variables (X6) is based on respondents' answers to statements such as those contained in the questionnaires distributed to the respondents. Respondents' answers to the variables in the form of questionnaires can be seen in Table 19 below:

Table 19. Average Respondents Explanation, Mode, Min, Max, Std Dev, and Variable Frequency of Physical Evidence

Statement	Mean	Modus	Std Dev	Min	Max	Frekuensi				
						SDA	DA	NA	A	SA
Medan city has a tourist attraction with an attractive physical appereance	3,71	4	0,803	1	5	1	4	31	47	14
It has complete facilities	3,74	4	0,960	2	5	0	12	24	38	23
It has adequate transportation facilities	3,78	4	0,869	2	5	0	6	31	38	22
It has cleanliness of public facilities	3,77	4	0,860	2	5	0	7	28	42	20
Medan city has cozy lodge	3,42	3	0,922	1	5	2	12	37	35	11

Source: Research Results, 2017 (data processed)

Average scores are viewed from the interval scale
STS = 1.00 - 1.80 TS = 1.81 - 2.60 KS = 2.61 - 3.40 S = 3.41 - 4.20 SS = 4.21 - 5.00

In Table 19, it can be explained that the answer to the questionnaire will be the first statement, Medan city has a tourist attraction with an attractive physical appearance. The tourists who answered strongly agree as many as 14 people (14%), agree as many as 47 people (48%), neutral as many as 31 people (32%), disagree as many as 4 people (4%), strongly disagree as much as 1 person (1%). So it can be concluded the overall response of travelers in the category is agreed. Answer the questionnaire to the second statement, It has complete facilities. Tourists who answered strongly agree as many as 23 people (24%), agree as many as 38 people (39%), neutral counted 24 people (25%), disagree as many as 12 people (12%). So it can be concluded the overall response of travelers in the category is agreed. Answers to the questionnaire will be the third statement, It has adequate transportation facilities. Tourists who answered strongly agree as many as 22 people (23%), agree as many as 38 people (39%), neutral as many as 31 people (32%), disagree as much 6 people (6%). So it can be concluded the overall response of travelers in the category is agreed. Answers to the fourth questionnaire, Medan city has cleanliness of public facilities. Tourists who answered strongly agree as many as 20 people (21%), agreed as many as 42 people (43%), neutral as many as 28 people (29%), disagree as many as 7 people (7%). So it can be concluded the overall response of travelers in the category is agreed. Answers to the fifth questionnaire, Medan city has cozy lodge. Tourists who answered strongly agree as many as 11 people (11%), agree as many as 35 people (36%), neutral as many as 37 people (38%), disagree as many as 12 people (12%), strongly disagree as much 2 people (2%). So it can be concluded the overall answer of tourists in the category is neutral.

4.2.7. Explanation of Average Respondents, Modus, Min, Max, Std Dev, and Variable Process Variables

Descriptive statistical analysis of respondents 'answers about Process variables (X7) is based on respondents' answers to statements such as those contained in the questionnaires distributed to respondents. Respondents' answers to the variables in the form of questionnaires can be seen in Table 20 below

Table 20. *Explanation of Average Respondents, Modus, Min, Max, Std Dev, and Variable Process Variables*

Statement	Mean	Modus	Std Dev	Min	Max	Frekuensi				
						TS	TS	N	S	SS
The procedures and requirements given service provider easily	3,80	4	0,731	2	5	0	2	31	48	16
Fast booking process services	3,85	4	0,905	2	5	0	8	24	40	25
Hour service is on time	3,85	4	0,846	2	5	0	5	28	41	23
I get good service	3,46	3	0,867	1	5	1	10	40	35	11

Source: Research Results, 2017 (data processed)

Average scores are viewed from the interval scale
STS = 1.00 - 1.80 TS = 1.81 - 2.60 KS = 2.61 - 3.40 S = 3.41 - 4.20 SS = 4.21 - 5.00

In Table 20, it can be explained that the answer to the questionnaire will be the first statement, The procedures and the requirements given service provider easily. Tourists who answered strongly agree as many as 16 people (16%), agreed as many as 48 people (49%), neutral as many as 31 people (32%), disagree as much as 2 people (2%). So it can be concluded the overall response of travelers in the category is agreed. The answer of the questionnaire will be the second statement, Fast booking process services. The respondents strongly agree as many as 25 people (26%), agree as many as 40 people (41%), neutral counted 24 people (25%), disagree as many as 8 people (8%). So it can be concluded the overall response of travelers in the category is agreed. Answer the questionnaire will be the third statement, Hour sevice is on time. Tourists who answered strongly agree as many as 23 people (24%), agree as many as 41 people (42%), 28 people neutral (29%), disagree as many as 5 people (5%). So it can be concluded the overall response of travelers in the category is agreed. Answer the questionnaire to the fourth statement, I get good service. The tourists who answered strongly agree as many as 11 people (11%), agree as many as 35 people (36%), 40 people neutral (41%), disagree as many as 10 people (10%), strongly disagree as much as 1 person (1%). Then it can be concluded the overall response of tourists in the category is neutral.

4.2.8. Explanation of Average Respondents, Modus, Min, Max, Dev Std, and Variable Frequency of Visiting Decisions

Descriptive statistical analysis of respondents 'answers about the variables Visiting Decision (Y) is based on respondents' answers to statements such as those contained in the questionnaires distributed to the respondents. Respondents' answers to the variables in the form of questionnaires can be seen in Table 4.10 follows:

Table 21. *Explanation of Average Respondents, Modus, Min, Max, Dev Std, and Variable Frequency of Visiting Decisions*

Statement	Mean	Modus	Std Dev	Min	Max	Frequency				
						SDA	DA	NA	A	SA
I decided to visit Medan city based on information from colleagues who had previously visited	3,49	3		1	5	1	9	43	29	15
I decided to visit Medan city to be able to meet the needs and desires	3,61	3	0,848	2	5	0	6	43	31	17
decided to visit Medan city because I choose Medan city than other cities	3,60	4	0,909	2	5	0	11	34	35	17

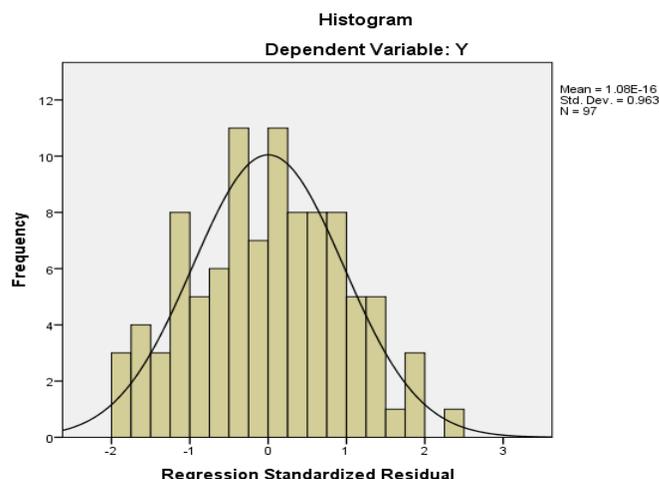Source: Research Results, 2017 (data processed)

Average scores are viewed from the interval scale
STS = 1.00 - 1.80 TS = 1.81 - 2.60 KS = 2.61 - 3.40 S = 3.41 - 4.20 SS = 4.21 - 5.00

In Table 21, can be explained that the answer questionnaire will be the first statement, I decided to visit Medan city based on information from colleagues who had previously visited. The tourists who answered strongly agree as many as 15 people (15%), agreed as many as 29 people (30%), neutral as many as 43 people (44%), disagree as many as 9 people (9%), strongly disagree as much as 1 person (1%). Then it can be concluded the overall response of tourists in the category is neutral. Answer the questionnaire will be the second statement, I decided to visit Medan city to be able to meet the needs and desires. Tourists who answered strongly agree as many as 17 people (18%), agreed as many as 31

people (32%), neutral as many as 43 people (44 %), do not agree as much as 6 people (6%). Then it can be concluded the overall response of tourists in the category is neutral. The answer to the questionnaire will be the third statement, I decided to visit Medan city because I choose Medan city than other cities. Tourists who answered strongly agreed as many as 17 people (18%), agreed as many as 35 people (36%), neutral as many as 34 people (35%), disagree as many as 11 people (11%). So it can be concluded the overall response of travelers in the category is agreed. Answer the questionnaire to the fourth statement, I decided to visit Medan city because the natives are willing and ready to help. Tourists who answered strongly agree as many as 19 people (20%), agree as many as 36 people (37%), neutral as many as 28 people (29%), disagree as many as 14 people (14%). So it can be concluded the overall response of travelers in the category is agreed.

4.3. Classic Assumption Test Results

4.3.1. Normality test
The normality data test used in this study was done by normality plot test by looking at P-Plot graph, histogram and Kolmogorov Smirnov test graph. Basic decision-making that is:
1. If the data spreads around the diagonal and follows the direction of the diagonal line, then the regression model meets the assumption of normality.
2. Graphical display The histogram also provides a normal distribution pattern as it spreads outwardly to the left and right.
3. To approach kolmogrov - smirnov said variable residural normal distribution if value Asymp.sig. (2-tailed) above the significant value (0.05).

Normality test results with normality plot approach (p-plot) performed is shown in Figure

Figure 1 *Normality Test Results*
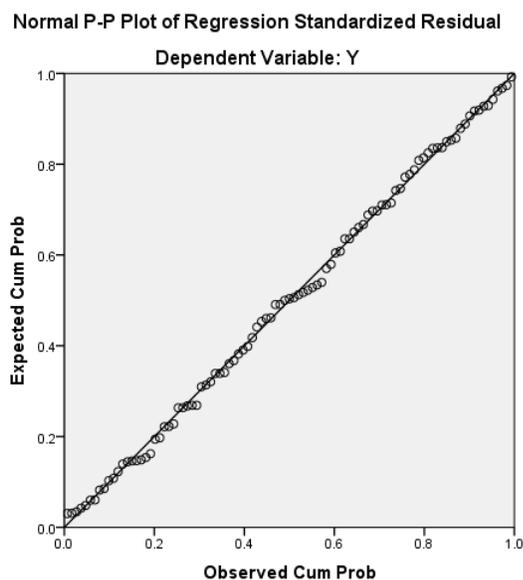
Source: Research Results, 2017 (Data Processed)

Based on Figure 1, it can be seen that the data is distributed evenly along the diagonal line. This proves that the data used

in this study meet the assumption of normality.

Figure 2. *Histogram Graphic*

Source :Results of Data Research (2017)

Figure 2 shows that the line and its histogram transverse from left to right form a perfect curve. This figure shows that the data that has been processed has been normally distributed. While Table 22 showed Kolmogorov-Smirnov Test Results.

Table 22. *Kolmogorov Smirnov Test Results: One-Sample Kolmogorov-Smirnov Test*

		Unstandardized Residual
N		97
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.09844968
Most Extreme Differences	Absolute	.043
	Positive	.043
	Negative	-.034
Test Statistic		.043
Asymp. Sig. (2-tailed)		.200[c,d]

Source: Research Results, 2017 (Data Processed)

In Table 4.11 it is explained that the result of normality test using Kolmogorov Smirnov test shows that Asymp.Sig (2-tailed) value is 0,200 or more than 5% (0,05), the conclusion of regression model in this research has normal distribution

4.3.2 Test of Multicollinearity
Multicolinearity is a condition in which there is a significant correlation between the independent variables. If there are relatively complete multicolinearity symptoms, then the least squares interpretation becomes indefinite and the deviant sertastandar variance becomes undefined. This leads to an increase in deviations regarding the accuracy of the independent variables in explaining the dependent variable. From the results of hypothesis analysis obtained the value of tolerance and Variance Inflation Factor (VIF) in Table 23 as follows:

Table 23. *Multicollonearity Test Results*

| Model		Collinearity Statistics	Collinearity Statistics
		VIF	Tolerance
	(Constant)		
	X1	.756	.756
	X2	.850	.850
	X3	.788	.788
	X4	.817	.817
	X5	.582	.582
	X6	.847	.847
	X7	.643	.643

Source: Research Results, 2017 (data processed)

Based on Table 23, it is known that the VIF value for independent variables consisting of product, price, place, promotion, person, physical proof, process is less than 10 (VIF <10), while its tolerance value is close to 1.

4.3.3 Heteroscedasticity Test

The heteroscedasticity test aims to test whether in multiple linear regression models there is a variance inequality of the residual one observation to another. If the variance of the residual one observation to another observation remains, then it is called homoscedasticity, otherwise if different is called heteroscedasticity. A good regression model is homoscedasticity or does not occur heteroscedasticity. With SPSS processing, the following results are below:

Figure 2. *Heterocedasticity Test Results*
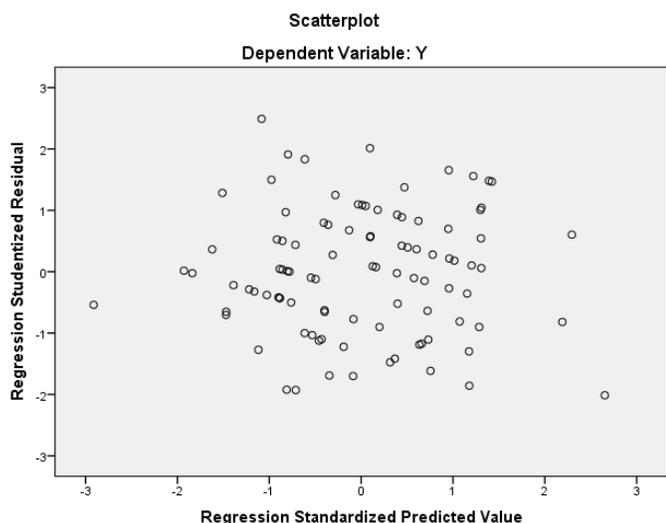
Source: Research Results, 2017 (Data Processed)

Based on Figure 4.3 it is seen that the points spread randomly above and below the number 0 on the Y axis. Thus it can be concluded that multiple linear regression model in this study free of symptoms of heterokedastisitas.

4.3.4 Results of Multiple Linear Regression Equations

The result of multiple regression analysis that is from product variable, price, place, promotion, person, physical proof, process to purchase decision can be seen in Table 24:

Table 24. *Results of Multiple Linear Regression Equations*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
		B	Std. Error	Beta			Tolerance
1	(Constant)	3.697	2.772		1.334	.186	
	X1	.108	.111	.109	2.076	.009	.756
	X2	.127	.143	.104	2.891	.005	.850
	X3	.310	.124	.275	3.508	.000	.788
	X4	.159	.107	.160	2.555	.000	.817
	X5	.214	.127	.215	2.686	.014	.582
	X6	.160	.091	.152	2.570	.104	.847
	X7	.154	.120	.155	2.454	.019	.643

Source: Research Results, 2017 (Data Processed)

Based on Table 4:13 can be seen the equation of linear regression analysis in this study are:
Y = 3.679 + 0.108X1 + 0.127X2 + 0.310X3 + 0.159X4 + 0.214X5 + 0.160X6 + 0.154X7

Based on the equation can show that the regression coefficient of all independent variables shows a positive value. This means that all independent variables have a direct / positive relationship to the dependent variable. This indicates that:
1. The value of constant (a) of 3.679. Positive results on constants show a positive effect on free variables (product, price, place, promotion, person, physical evidence, process).
2. Variable X1 (product) with the value of coefficient of 0.108, then each increase of one point value on the product variables affect the decision of 0.108 with the assumption coefficient value for variable price, place, promotion, person, physical evidence, process is fixed (unchanged).
3. Variable X2 (price) with coefficient value equal to 0,127, hence every one point value increase at variable price hence positive influence at decision equal to 0,127 with assumption coefficient value for product variable, place, promotion, person, physical proof, process is fixed or do not change.
4. Variable X3 (place) with the value of coefficient of 0.310, then each increase in the value of one point on the variable tempatmaka positively influence on the decision of 0.310 with the assumption value coefficient for product variables, price, promotion, people, physical evidence, process is fixed changed.
5. Variable X4 (promotion) with the value of coefficient of 0.159, then each increase in value of one point on the variable campaign then positively influence on the decision of 0.159 assuming the value of coefficients for product variables, price, place, people, physical evidence, process is fixed or do not change.
6. Variable X5 (people) with the value of coefficient of 0.214, then each increase in the value of one point on the variable of people then have a positive effect on the

decision of 0.214 with the assumption value coefficient for product variables, price, place, promotion, physical evidence, do not change.

7. Variable X6 (physical evidence) with coefficient value of 0.160, then each increase of one point value on the physical evidence variable positively affects the decision of 0.160 assuming the coefficient value for product variables, price, place, promotion, physical evidence, process is fixed or unchanged.

8. Variable X7 (process) with the value of coefficient of 0.154, then each increase of one point value on the process variable then positively influence on the decision of 0.154 with the assumption of coefficient value for product variables, price, place, promotion, physical evidence, process is fixed or do not change.

4.4. Hypothesis Testing using Multiple Linear Regression Analysis

4.4.1 Test Simultaneous (F Test)
To test this hypothesis used statistic F with decision criteria if the value of F-count is greater than F-table, then H0 is rejected and H1 is accepted. The simultaneous influence of product variables, price, place, promotion, people, physical evidence, the process of visiting decision on multiple linear regression analysis can be seen in Table 25:

Table 25. F Test Result (Simultaneous)

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	77.595	7	11.085	2.334	.031[b]
	Residual	422.735	89	4.750		
	Total	500.330	96			

Total 500,330 96
Source: Research Results, 2017 (Data Processed)

Based on Table 26 obtained that the value of F-count is 2.334 with a significant level of 0.031 <alpha 0.05 (5%). F-arithmetic is 2,334> F-table 2.11. The provisions of table F are derived from the number of samples minus the number of variables (danakdon dance, 2010) ie df2 = n - k = 96 - 7 = 89, and the number of variables is subtracted by 1, so that df1 = k-1 = 8 -1 = 7. And the results obtained from table F of 2.11. Thus simultaneously product variables, price, place, promotion, people, physical evidence, process have positive and significant influence to the decision of tourists in visiting Medan City.

4.4.2 Partial Test (t test)
The t test is used to find out and look for the influence of the independent variables (product variables, price, place, promotion, person, physical proof, process) individually affect the dependent variable (visiting decision). The t-table value in this study is 1.66 (by looking at t-table at the 0.05 significance level). Hypothesis testing is done by comparing t-count value with t-table value with decision criteria is if t-count <t-table H0 accepted or H1 is rejected, and if t-hit> t-table H0 refused or H1 accepted in Table 26 described.

Table 26. Partial Test (t test)

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance
1	(Constant)	3.697	2.772		1.334	.186	
	X1	.108	.111	.109	2.076	.009	.756
	X2	.127	.143	.104	2.891	.005	.850
	X3	.310	.124	.275	3.508	.000	.788
	X4	.159	.107	.160	2.555	.000	.817
	X5	.214	.127	.215	2.686	.014	.582
	X6	.160	.091	.152	1.470	.104	.847
	X7	.154	.120	.155	2.454	.019	.643

Source: Research Results, 2017 (data processed)

Based on Table 26 can be explained as follows;
1. T-count value> t-table of product variables is 2.076> 1.66 and significant value for product variables of 0.009 <alpha 0.05, so that variable of product variable have positive and significant influence to decision of foreign tourist in visiting Medan City, thus the hypothesis is accepted.

2. The value of t-count> t-table of the price variable is 2.891> 1.66 and significant value for the variable price of 0.005 <alpha 0.05, so that the price variable has a positive and significant influence on the decision of foreign tourists in visiting the city of Medan, with thus the hypothesis is accepted.

3. T-arithmetic value> t-table of place variables is 3.508> 1.66 and significant value for place variables of 0.000 <alpha 0,05, so that place variable have positive and significant influence to decision of foreign tourist in visiting Medan City, with thus the hypothesis is accepted.

4. T-arithmetic value> t-table of promotional variables are 2.555> 1.66 and significant value for promotional variables of 0.000 <alpha 0.05, so that the promotion variable has a positive and significant impact on the decision of foreign tourists in visiting the city of Medan, with thus the hypothesis is accepted.

5. The t-count value> t-table of the person variables is 2.686> 1.66 and the significant value for the variable of people is 0.014 <alpha 0.05, so that the variable of people have positive and significant influence on the decision of foreign tourists in visiting Medan City, with thus the hypothesis is accepted.

6. The t-count value> t-table of the physical evidence variable is 1.470> 1.66 and the significant value for the physical evidence variable is 0.104> alpha 0.05, so that the physical evidence variable has a positive effect is insignificant to the decision of the foreign tourist in visiting the City Medan, thus the hypothesis is accepted.

7. The t-count value <t-table of the physical evidence variable is 1.470 <1.66 and the significant value for the physical evidence variable is 0.104> alpha 0.05, so that the physical evidence variable has a positive but not significant effect on the decision of foreign tourists in visiting Medan City, thus the hypothesis is accepted.

8. The t-count value> t-table of the process variable is 2.454> 1.66 and the significant value for the process

variable is 0.104> alpha 0.05, so that the process variable has a positive and significant effect on the decision of foreign tourists in visiting Medan City, with thus the hypothesis is accepted.

4.5. Coefficient of Determination (R2)
Test the coefficient of determination to test the magnitude of the effect given the independent variable (7P) to the dependent variable (visiting decision). From the results of SPSS processing obtained from respondents' answers, the following test results are presented coefficient of determination as follows in Table 27:

Table 27. *Results of Determination Coeeficient Test*

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.694[a]	.515	.589	1.179

Source: Research Results, 2017 (Data Processed)

Based on Table 27 shows the magnitude of the correlation coefficient berg (R), coefficient of determination (R Square), and Adjusted R square coefficient. The value of multiple correlation coefficient (R) of 0.694.It shows that product variables, price, place, promotion , people, physical evidence, the process of decision tourists in visiting the city of Medan has a strong relationship. The result of table also shows the magnitude of R Square value is 0,515 and the value of adjusted coefficient of determination (Adjusted R Square) is 0,589. From Adjusted R2 value equal to 0,589, it can be concluded that decision variable of tourists in visiting Medan City can be explained by product, place, promotion, person, physical proof, process equal to 58,90% in this research, while the rest 41,10% explained by other factor not included in this research

DISCUSSION
In this research data analysis technique used is partial and simultant test by using multiple linear regression coefficient. In the calculation of partial test of this regression coefficient, used the method of selection of variables (forward, backward or stepwise) with the model depending on the significance (probability) of the value of F or value of F significant value is determined (p value) contained in Table anova F value of processed data (output) of the SPSS application program, where if the probability (p value) <0.05, then all independent variables simultaneously influence at a significance level of 5%. If the results obtained are greater than the level of significance, then the distribution of research data is normal. Conversely, if the probability is smaller than the level of significance then the distribution of data is not normal. The homogeneity test of the data group used Levene's Test for Equality of Variances. The resulting number is a two-sided probability, which is then compared with a significant level set at 0.05. If the probability value is greater than the level of significance, then the intergroup variant is homogeneous. Conversely, if the resulting probability is smaller than the level of significance, then the variant between groups is heterogeneous.

4.1. The influence of the product on the decision of tourists visiting the city of Medan
Based on the results of data processing obtained shows hat titung 2.076 with significance 0.009 with a minimum value of 1 and maximum 5. This means there is a positive and significant influence between the product on the decision of tourists visiting the city of Medan. This means showing that the product has a real effect on the decision of tourists visiting the city of Medan. In other words without good tourism products will result in low decision of tourists visiting the city of Medan and vice versa. The most influential product indicator is the diversity of tourism products where with more and more tourism products that we offer then this will make tourists more interested to visit it is seen from the respondents who gave the answer the maximum value for the statement that tourists decided to visit the city of Medan on the grounds diversity of tourism products offered in Medan City. The minimum indicator in the research results of product influence is the typical product characteristic in which the tourists prefer not to agree to visit because of the product characteristic because for the diversity, quality and service of the product offered is the main reason for tourists to visit Medan City. This study is reinforced by the results of research Bachtiar (2016) states the product relationship to the decision has a high relevance to the organization and the individual concerned. Where attractive tourism products will re-attract tourists to visit again.

4.2 Price Influence on the decision of tourists visiting the city of Medan
Influence of price variable to decision of tourist by determining tTable value equal to 1,66, with probability sig a = 0,05, in other words tcount> tTable is 2,891> 1,66 or probability of significant level 0,005 <0,05 with maximum value 1 and minimum value 5, it can be concluded that the price (X2) partially has a positive and significant influence on the decision (Y) tourists. This means that the policy about price variables will influence the decision of tourists visiting the city of Medan. In this study consumers assess that the city of Medan has a tourist that is not less interesting with the City or other countries with the cost of tourism is much cheaper. This study is in line with research from Bachtiar (2016) which states that price-to-decision relationships have high relevance to the organizations and individuals concerned. And also Purnamasari research (2011) stating that the price offered in the holiday packageis very influential on consumer decisions.

4.5.3 The influence of the place on the decision of tourists visiting the city of Medan
The result of research on the effect of place variables on the decision of tourists by determining tTable value of 1.66, with probability sig a = 0.05, in other words tcount> tTable is 3.508> 1.66 or probability significant level 0,000 <0,05 with minimum value 1 and the maximum value 5. It means that place (X3) partially has a positive and significant influence on the decision (Y) a tourist. A comfortable place is the best choice for tourists to visit because by being in a comfortable place then the tourists will feel like at home alone. In this study tourists assess that the city of Medan is a comfortable place that affects the decision of tourists to visit the city of Medan. This research is in accordance with research Lita (2010) which states that the place affects the decision of a tourist to visit the tourist attraction in the city of Padang. This means that if the service or the party responsible for introducing the city of

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Medan can indicate that the city of Medan is a comfortable place for a vacation to eat will affect the decision to visit the city of Medan tourist.

4.3. The influence of promotion on the decision of tourists visiting the city of Medan

The result of research of influence of promotion variable to decision of tourist by determining tTable value equal to 1,66, with probability sig a = 0,05, in other words tcount> tTable is 2,555> 1,66 or probability of significant level 0,000 <0,05 with minimum value 1 and maximum value 5. This means promotion (X3) partially has a positive and significant influence on the decision (Y) a tourist. Promotion of interest will make one curious with the tourism products offered so as to make tourists decide to visit. This means that promotion is the first step that must be done carefully so that the promotion will increase the decision of a tourist to visit. These results are in line with research from Bachtiar (2016) which states that with an attractive promotion will give a sense of curiosity for tourists to see the tour being promoted, so that tourists will decide to visit. In addition, this study is also in line with the study of Purnamasari (2011) which states that with more frequent promotions it will cause a sense of interest for tourists to visit.

4.4. The influence of people on the decision of tourists visiting the city of Medan

The result of research influence the variable of people to the decision of tourists by determining tTable value equal to 1,66, with probability sig a = 0,05, in other words tcount> tTable is 2,686> 1,66 or probability of significant level 0,014 <0,05 with minimum value 2 and a maximum value of 5. It means that person (X5) partially has a positive and significant influence on a tourist's (Y) decision. Peoples or friendly community is one of the main attraction for tourists while visiting a tourist attraction. The friendly people will make the tourists comfortable and comfortable while visiting and will decide to visit again in the next time. The results of this study are in line with the research Lita (2010) which states that the friendly community will make tourists like being in the middle of the family. In addition, community knowledge of existing tourism will make tourists feel at home because it will easily obtain the required information.

4.5. The influence of Physical Evidence on the decision of tourists visiting the city of Medan

The result of research influence the variable of physical evidence to the decision of tourist by determining tTables value of 1,66, with probability sig a = 0,05, in other words tcount <tTable is 1470 <1,66 or probability of significant level 0104> 0,05 with minimum value 1 and maximum value 5. It means physical proof (X6) is partially positively insignificant to the decision (Y) a tourist. This does not support the research of Bachtiar (2016) which states that the physical evidence offered by the tour greatly affects consumer decisions where when visiting tourists amazed by the physical evidence of the tour offered will make him feel satisfied so that on the next occasion will return visit. In addition, the physical evidence of an interesting tour will also affect consumers to visit.

4.6. The influence of the process on the decision of tourists visiting the city of Medan

The result of research of influence of process variable to decision of tourist by determining tTable value equal to 1,66,

with probability sig a = 0,05, in other words tcount> tTable is 2,454> 1,66 or probability of significant level 0,019 <0,05 with minimum value 1 and maximum value 5. It means process (X7)partially have a positive and significant influence on the decision (Y) a tourist. This supports the research of Bachtiar (2016) which states that the offered tourism process is very influential on consumer decisions where when visiting tourists feel that the whole process such as: the transaction process, transportation, services, procedures and conditions, and services provided during a trip in the city Medan is satisfied so that next time will return visit.

V. CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

Based on the formulation of the problem, the results of data analysis and discussion have been put forward researchers, can be taken some conclusions are as follows:

1. Partially the product has a positive and significant impact on the decision of tourists to visit the city of Medan.
2. Partially, prices have a positive and significant influence on the decision of tourists to visit Medan City.
3. Partially, the place has a positive and significant influence on the decision of tourists to visit Medan City.
4. Partially promotion has a positive and significant impact on the decision of tourists to visit the city of Medan.
5. Partially people have a positive and significant impact on the decision of tourists to visit the city of Medan.
6. Partially physical evidence has a positive effect is not significant on the decision of tourists to visit the city of Medan.
7. Partially the process has a positive and significant impact on the decision of tourists to visit the city of Medan.

5.2 Suggestions

Based on the results of research and discussion that has been discussed, the researchers provide suggestions related to the results of this study are:

a. The historical sites like Maimun Palace and Tjong A Fie House are fully managed by the government to be better.
b. In order for cleanliness is always maintained, it requires additional janitor.
c. Service providers / tour products are honest in giving prices, not looking at local people or tourists.
d. Placement of souvenir location should be in one area, in order to facilitate the tourists to choose.
e. The existence of adequate transportation to the tourist sites because there are still many good tourist sites that are difficult to reach from the center of Medan.
f. Different new promotions are required from other cities, causing tourists to visit Medan.
g. Socialization is needed for the public to be aware of tourism, so it is expected that people know exactly what the tourism in the city of Medan and can serve the tourists well.

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