The Influence of Personal Selling and Promotion Through Social Media on Tourists' Decisions in Buying Fishing Tour Packages in the Coastal Areas of Bali

*1 Putu Agus Prayogi, 2Ni Komang Julyanti Paramita Sari

*1, 2 Universitas Triatma Mulya, Indonesia

*Correspondence:
agus.prayogi@triatmamulya.ac.id

Submission History:
Submitted: January 19th, 2023
Revised: February 18th, 2023
Accepted: May 25th, 2023
Available Online: June 30th, 2023

Abstract

The purpose of this study was to analyze the effect of promotion on social media and personal selling on guests' decisions in buying fishing tour packages in the coastal areas of Bali. This study used the purposive sampling method to analyze it, samples from guests who had used fishing tour packages in the coastal areas of Bali. Data was taken from 60 customers. It is analyzed with Regression Analysis Technic, it has been validated, reliability, and classical assumptions. Research shows that 1) Promotion on social media has a positive and significant effect on purchasing fishing tour packages in Bali's coastal areas; 2) Personal selling has a positive and significant effect on the decision to buy fishing tour packages in the coastal areas of Bali; 3) Promotions on social media and personal selling have a positive and significant effect on the decision to buy fishing tour packages in the coastal areas of Bali; 4) The variable effect of promoting through social and personal media becomes the guest's decision to purchase a fishing package in the coastal area; and 5) The personal selling variable is more dominant in influencing the purchasing decision of fishing tour packages in the coastal areas of Bali. The implication of this study is the management of Bali's coastal areas to increase promotion through social media and personal selling to get customer intentions and they make the decision to buy fishing tour packages in the coastal areas of Bali

Keywords: Promotion through social media, Personal selling, Buying decision.
INTRODUCTION

As the largest archipelagic country in the world, Indonesia has 17,499 islands with a total area of about 7.81 million km². Of the total area, 3.25 million km² is ocean and 2.55 million km² is Exclusive Economic Zone (kkp.go.id, 2020) one country that has a vast ocean Fishing tourist attractions are starting to be in demand by tourists visiting Bali. Not only in demand by foreign tourists, fishing tourist attractions, are also in demand by domestic tourists.

The development of fishing tour packages certainly requires careful planning. This development plan aims to enable the development of fishing tour packages to provide economic benefits for the community and be able to increase development in the area. According to Maryani (2019), tourism development is an increase in the components related to tourism, with that aim the number of tourists who come more, stay longer, spend more money, and tourist satisfaction can be fulfilled as optimally, and the destination environment can be maintained. This is important considering that planning requires a follow-up, both in the form of physical work and handling that is socioeconomic in nature. In addition, it should be noted that for planning often a certain unit of magnitude is needed. In developing tourism in an area, of course, it is inseparable from the role of the government. One of the roles of the government in tourism itself is to issue related policies on the development of tourism in an area. The development of tourism in an area according to Wardiyanto and Baiquni (2015) will bring changes to the area. The changes in question can be positive value if tourism development is carried out by following the correct procedures, namely through careful and careful planning to suit local conditions. However, if the implementation is not planned properly, it will bring losses or have a negative impact on stakeholders and areas where tourism develops. The goal in developing tourism is to obtain a positive economic value where a tourism can develop as a catalyst in economic development in several sectors.

The development of fishing tourist attractions is supported by the condition of several beaches in Bali whose natural conditions are still clean with seawater ecosystems that are still preserved. Based on the Regulation of the Minister of Maritime Affairs and Fisheries (Permen KP) in the provisions of Article 114 paragraph (4) of Government Regulation Number 27 of 2021 concerning the Implementation of the Marine and Fisheries Sector, it is explained that fishing tourism is a fishing activity carried out for recreational purposes and not to make a living and/or profit. For each time of this activity, the total fish caught per vessel weighs at most 100 (one hundred) kilograms or at most 50 (fifty) heads.
In the event that the number of fish catches exceeds this amount, the excess must be released and reported to the Director General (jdih.maritim.go.id, 2021). Regarding the fishing facilities allowed under the PP are fishing rods, fishing rods and arrows. Some beaches in Bali like, Kedonganan Beach, Tegal Wangi Beach, Beaches in Nusa Penida Island, Benoa Beach, Labuan Amuk Beach, and several other beaches in Bali offer fishing activities to visiting tourists. One of the efforts of managing tourist attractions on the beach in increasing the interest of tourists to participate in this fishing tourist attraction is by marketing activities.

Kotler and Armstrong (2014) marketing is the process of creating value by a company for customers as well as building relationships with customers that are strong in obtaining value from customers as their wages. Marketing activities carried out effectively and efficiently are expected to be able to increase sales of products and services of a company to achieve the desired target. Marketing activities are often defined as the activity of selling products and offering products, but if you look at it further, it turns out that the meaning of marketing is not just selling or offering goods, but activities that evaluate and analyze the wishes and needs of consumers. Marketing in a company plays a very important role, where marketing is one of the activities carried out to maintain the survival of the company. In general, marketing includes very broad activities such as sales activities, marketing research, planning distribution channels, planning pricing policies, promotional policies. According to Kotler and Armstrong (2008) marketing is the process by which companies create value for customers and build strong relationships with customers with the aim of capturing value from customers in return.

According to Kotler and Keller (2009) marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services in order to create an exchange that satisfies the goals of individuals and organizations. Kotler Keller (2016) says that marketing is a social process when individuals and groups get what they need and want through offering, creating and exchanging goods and services of one value with another.

In selling fishing tour packages, potential consumers have a variety of complex desires and expectations so that personal selling is one way to meet all expectations or expectations of potential consumers in this case potential consumers will be an instrument to promote fishing tour packages owned by the manager consisting of places for fishing activities, attractions offered and facilities that complement the fishing tour packages.
However, this is inseparable from the decision of potential consumers to buy a fishing tour package.

In selling fishing tour packages, potential consumers have a variety of complex desires and expectations so that personal selling is one way to meet all expectations or expectations of potential consumers in this case potential consumers will be an instrument to promote fishing tour packages owned by the manager consisting of places for fishing activities, attractions offered and facilities that complement the fishing tour packages. However, this is inseparable from the decision of potential consumers to buy a fishing tour package. In its implementation, the marketing of fishing tour packages in the coastal areas of Bali has not run optimally. This can be seen from this fishing tourism activity, most of which are carried out by tourists who do have fishing hobby. From this background, the author conducted a study wanting to know the influence of promotion through social media and personal selling on the decision to buy fishing tour packages in the coastal areas of Bali.

The issues that will be discussed are related to the background of the above issues, as follows:

1. How does promotion through social media affect the decision to buy fishing tour packages in the coastal areas of Bali?
2. How does personal selling affect the decision to buy fishing tour packages in the coastal areas of Bali?
3. How does promotion through social media and personal selling affect the decision to buy fishing packages in the coastal areas of Bali?
4. How much influence does promotion through social media and personal selling have on the decision to buy fishing packages in the coastal areas of Bali?
5. Which variable has the dominant influence on the purchasing decision of fishing tour packages in the coastal areas of Bali?

The objectives to be achieved in this study are:

1. To find out the influence of promotion through social media on the decision to buy fishing tour packages in the coastal areas of Bali.
2. To find out the influence of personal selling on the decision to buy fishing tour packages in the coastal areas of Bali.
3. To find out the influence of promotion through social media and personal selling on the decision to buy fishing tour packages in the coastal areas of Bali.
4. To find out how much influence promotion through social media and personal selling has on the decision to buy fishing packages in the coastal areas of Bali.
5. To find out which variable has the dominant influence on the decision to buy fishing tour packages in the coastal areas of Bali.

While the benefits to be obtained from this research are

1. For the authors, this study was able to make a meaningful contribution to the authors in measuring the extent of the influence of promotion through social media and personal selling on the purchasing decision of fishing tour packages.

2. Practical benefits, this research can be used as input for fishing tour package managers in the coastal area of Bali in an effort to improve the purchase decision of fishing / fishing tour packages hammering social media promotions and personal selling.

**Marketing**

According to Kotler and Keller (Noor, 2014:102) Marketing has a variety of meanings. 'From a Managerial Point of View, marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create an exchange that satisfies the goals of individuals and organizations. According to Saleh and Said (2019:1) marketing is a social and managerial process that makes individuals and groups obtain what they need and want through the creation and mutual exchange of products and values with others.

**Marketing Mix**

According to Sofjan (2013: 12), the marketing mix is a combination of activities or variables that state the core of the marketing methods, marketing is able to influence which variables to be able to control the responses of consumers or buyers. The marketing mix has a set of marketing tools known as 4P, namely product / product, price / price, place / distribution channel or place and promotion / promotion, while in service marketing 3 additional marketing instruments are obtained, namely people / people, physical evidence and process / process, so it is known by the term 7P.

According to Isoraite (Wardhana, 2021) the marketing mix is a product strategy, pricing, distribution and promotion by channeling it to market destinations. According to Abromaitė in Isoraite (Wardhana, 2021) the marketing mix is a series of actions and solutions in meeting consumer needs and achieving the company's marketing goals. Meanwhile, according to Pruskus (Wardhana, 2021) explained that the marketing mix is a factor and solution that encourages consumers to meet their needs and achieve the goals that have been set by the company. McCharty at the beginning of 1960 in Wardhana (2021) stated that the marketing mix can be grouped into four large groups known as 4P, namely...
product, price, place, promotion. Booms and Bitner (Wardhana, 2021) re-added 3P, namely participants, physical evidence, and process to the original 4P for the application of the marketing mix concept to services (service). Pogorelova, Yakhneeva & Anna (2016) and Kotler, Keller, Brady, Goodman, Hansen (2019) in Wardhana, 2021 state the marketing mix consists of 7P (product, price, place, promotion, people, process & physical evidence). The marketing mix as a set of corporate tactical marketing tools can be described as follows:

1. **Product.** According to Kotler, Keller, Brady, Goodman, Hansen (2019), a product is everything that can be offered to the market to satisfy the wants and needs of consumers. According to Kotler & Armstrong (2018) some of the characteristics of the product attributes are as follows:
   a. Product quality (product quality) is the ability of the product including product durability, product reliability, the level of accuracy produced by the product, ease of operating and repairing the product, and so on.
   b. Product features are a tool to distinguish a company's products from similar competitors' products.
   c. Product style and design describes the sensational appearance of a product and artistic value that will receive the attention of the consumer.
   d. Product variety (product variant) is a variant of the type or type of product that a company makes and offers to consumers.
   e. Brand name is the name of a product created by a company to distinguish their product from its competitors' products.
   f. Packaging (packaging) is a creative design of the container or packaging for the resulting product.
   g. Sizes (sizes) are the shape or weight of products produced by companies to attract the attention of consumers.
   h. Services (services) are services provided by companies to support the sustainability of product sales.
   i. Returns are cancellations of transactions provided by the company to consumers if they receive a failed or damaged product.

2. **Price.** Al Baidi (2015), Uzeme and Ohen (2015), and Kotler, Keller, Brady, Goodman, Hansen (2019) state that price is an amount of money by which consumers pay to obtain a product or service or a certain amount of money that consumers exchange for the value of a product in order to obtain benefits or ownership or use of the product. Price is the most flexible element of the marketing mix that can change rapidly in the short
term compared to other elements of the marketing mix. or such services. Kotler and Armstrong (2018) explain that there are several indicators in setting prices, namely:

a. Affordability, is the ability of consumers to reach product prices set by the company.

b. The suitability of price with product quality, consumers tend to choose higher prices in the presence of differences in quality.

c. Price competitiveness is a consumer’s decision to buy a product if the perceived benefits are higher or equal to those that have been spent to get the product.

d. The suitability of price with benefits is a comparison of the price of a product with other products, where in this case the high cost of a product is highly considered by consumers related to the benefits felt by consumers when buying the product.

3. Promotion. According to Kotler, Keller, Brady, Goodman, Hansen (2019) and Uzeme and Ohen (2015), promotion is something that is used to communicate and persuade the market related to a new product or service through advertising, personal sales, sales promotions, and publications. The promotion mix consists of eight marketing communication models, namely:

a. Advertising (advertising), which is a form of promotion of ideas, non-personal goods or services by certain parties that require payment.

b. Sales promotion, which is a form of short-term promotion to encourage the purchase or sale of a product or service.

c. Events and experiences, that is, the activities of a company designed to communicate a particular brand.

d. Public relations and publicity, which is a comprehensive communication from the company to the public to obtain profitable publicity, build a good corporate image, handle or straighten out rumors, news, and unfavorable events.

e. Online and social media marketing, which is an online activity designed to involve customers or prospect customers directly or indirectly in order to increase awareness, increase image, or cause sales of products and services.
f. Mobile marketing, a special form of online marketing that places promotions through consumers' mobile devices such as consumers' cellphones, smartphones, and tablets.

g. Personal selling is a form of promotion through direct interaction with potential buyers to make presentations, answer questions, and receive orders.

4. Place (marketing or distribution channel). According to Kotler, Keller, Brady, Goodman, Hansen (2019), Uzeme and Ohen (2015), Nurseto (2018), and Kotler and Armstrong (2018), distribution is the act of selecting and managing product or service marketing channels using a collection of companies or individuals who assist in the distribution of products or services in serving the target market so that consumers can meet their needs and desires. Therefore, in determining distribution channels, manufacturers should pay attention to the elements related to the distribution mix consisting of: channel system, reachability, location, inventory and transportation.

5. People (employees). According to Kotler, Keller, Brady, Goodman, Hansen (2019), Uzeme and Ohen (2015) and Hurriyati (2010), the process of selection, training, and providing motivation to employees as a differentiator in influencing buyer perceptions and meeting customer satisfaction.


**Promotion Mix**

Personal Selling Kotler and Keller (2010) are an ancient art, however, effective salespeople today have more than just instincts they are trained in customer analysis and management methods. Public Relations Public relations According to Kotler and Keller (2010) are various programs designed to promote or protect individual images or products. The promotion mix consists of five namely: Advertising According to Kotler and Keller (2010) Advertising is all forms paid off for the non-personal presentation and promotion of ideas, goods, or services by a clear sponsor. Sales Promotion According to Kotler and Keller (2010) The promotion of selling core substances in a marketing campaign, consists of a collection of incentive tools, mostly short-term, designed to stimulate faster or larger
purchases of a particular product or service by consumers or commerce. Personal Selling
Kotler and Keller (2010) are an ancient art. However, effective salespeople today have more
than just instincts they are trained in customer analysis and management methods. Public
Relations Public relations According to Kotler and Keller (2010) are various programs
designed to promote or protect individual images or products

Social Media

According to Nasrullah (2017:11) social media and social software are tools to improve users’ ability to share, work together (to corporate) between users and carry out actions collectively which are all outside the institutional and organizational framework. Social media is about being an ordinary human being who shares ideas, collaborates, and collaborates to create, think, argue, and find people who can be good friends, find a partner, and build a commitment. The point is by using social media we can express ourselves.

Social media is an online media, where users can easily participate, share, and create content including blogs, social networks, wikis, forums and virtual worlds. Blogs, social networks and wikis are the most common forms of social media used by people around the world. Another opinion says that social media is an online media that supports social interaction and social media uses web-based technologies that turn communication into interactive dialogue. Social media is a new set of communication and collaboration tools that allow for different types of interactions that were previously unavailable to ordinary people (Brogan, 2010).

Van Dijk in Nasrullah (2015) states that social media is a media platform that focuses on the existence of users who facilitate them in activities and collaboration. Therefore, social media can be seen as an online medium (facilitator) that strengthens relationships between users as well as a social bond. Meike and Young in Nasrullah (2015) interpret the word social media as a convergence between personal communication in the sense of sharing between individuals (to be share one-to-one) and public media to share with anyone without any individual specificity In essence, with social media can be carried out various two-way activities in various forms of exchange, collaboration, and mutual acquaintance in the form of writing, visual as well as audiovisual. Social media starts from three things, namely Sharing, Collaborating and Connecting (Puntoadi, 2011).

The Characteristics of social media

The characteristics of social media are not much different from cyber media because social media is one of the platforms of cyber media. However, according to Nasrullah (2015) social media has special characteristics, namely:
1. **Network**

   Network is an infrastructure that connects computers with other hardware. This connection is necessary because communication can occur if between computers is connected, including data movement.

2. **Informations**

   Information becomes an important entity in social media because social media users create representations of their identity, produce content, and interact based on information.

3. **Archive**

   For social media users, archives become a character that explains that information has been stored and can be accessed anytime and through any device.

4. **Interactivity**

   Social media forms networks between users that not only expand friend or follower relationships alone, but must be built with interactions between these users.

5. **Simulation of Society**

   Social media has a character as a media for society to take place in the virtual world. Social media has uniqueness and patterns that in many cases are different and are not found in the real order of society.

6. **User-generated content**

   On social media, content is fully owned and based on the contributions of users or account owners. UGC is a symbiotic relationship in a new media culture that provides opportunities and flexibility for users to participate. This is different from old (traditional) media where the audience is limited to being a passive object or target in message distribution.

**Types of Social Media**

According to Nasullah (2015) there are at least six major categories to see the division of social media, namely:

1. **Social Networking**

   Media Social networking media is the most popular medium. This media is a means that users can use to carry out social relationships, including the consequences or effects of these social relationships in the virtual world. The main characteristic of social networking sites is that each user forms a network of friends, both towards users he already knows and the possibility of meeting each other in the real world (offline) or
forming a new network of friends. Examples of widely used social networks are Facebook and LinkedIn.

2. Online journal

Blog is a social media that allows users to upload daily activities, comment on each other and share, both other web links, information and so on. At first a blog was a form of personal site that contained a collection of links to other sites that were considered interesting and updated daily. In subsequent developments, blogs have many journals (personal daily writings) of media owners and there are comment columns that can be filled in by users. Mechanically, this type of social media can be divided into two, namely the personal homepage category, namely the owner uses his own domain name seperti.com atau.net and the second by using the failitas of a free weblog page provider, such as wordpress or blogspot.

3. Simple online journal or microblog

No different from online journals, microblogging is a type of social media that facilitates users to write and publish their activities and / or opinions. The most widely used example of microblogging is Twitter.

4. Sharing media

Media sharing sites are a type of social media that facilitates users to share media, ranging from documents (files), videos, audio, images, and so on. Examples of these media are: Youtube, Flickr, Photo-bucket, or snapfish.

5. Social bookmarks

Social bookmarks are social media that work to organize, store, manage, and search for certain information or news online. Some popular social bookmarking sites are delicious.com, stumbleUpon.com, Digg.com, Reddit.com, and for Indonesia there is LintasMe.

6. Shared content media or wikis

This social media is a site whose content is the result of collaboration from its users. Similar to a dictionary or encyclopedia, wikis present users with understanding, history to book references or links about a single word

Personal Selling

In an international journal (Yousif, 2016) mentions that Personal selling represents the strategy that salespeople use to persuade customers to buy their products, provide them with all the information relating to the products, and work to eliminate consumer fears about such good. So, based on the definition above, it can be concluded that personal selling is the
second most important element for companies to determine the combination of promotions in getting orders.

Personal Selling Goals

According to Kotler and Keller (2016: 673) the personal selling method has the following objectives: a. Looking for potential customers, that is, looking for potential customers or clues. b. Setting goals, that is, deciding on a method of allocating time between potential customers and existing customers. c. Communicating, that is, conveying information about the company's products and services. d. Selling, i.e. approaching, presenting, answering questions, overcoming objections, and closing the sale. e. Serving, it is providing a series of services to consumers, receiving consultations on various products, providing various technical assistance, managing financing, and ultimately making deliveries. f. Collect information by searching for additional information.

Personal Selling Process


Benefits of Personal Selling According to Ali Hasan (2014:72) states that as one of the instrument that can be used in marketing communication activities, personal selling is quite effective in building preferences, beliefs and buying actions. Personal selling has the following three benefits: a. Personal confrontation b. Cultivation c. Response. Dimensions of Personal Selling The dimension of personal selling according to Kotler & Keller (2016: 673) in (Cendriyansyah and Mustikasari, 2017) says that personal selling has 6 main dimensions that are very important, namely: a. Finding and selecting Leads b. Introductory Approach c. Presentations and Demonstrations d. Handling Rejections e. Closing Sales Transactions f. Follow Up

According to Fandy Tjiptono (2015: 219) Promotion is one of the determining factors for the success of a marketing program. No matter how quality a product is, if consumers have never heard of it and are not sure that it will be useful to them, then they will never buy it. Promotions serve to stimulate consumers to make purchases so that they can increase sales. Marketing activities are indeed very complex and interrelated with one another, such as promotions and sales should be managed properly to achieve the company’s goals, namely profit or profit as much as possible. In general, companies that want to speed up the process of increasing sales volume will carry out promotional activities through advertising,
personal selling, direct marketing or others. If the sales are felt to be large enough as desired and stable enough, usually the company lowering promotional activities or simply reducing.

Coastal Areas

The coastal area is a meeting between land and sea towards land. Coastal areas include parts of land, both dry and submerged, which are still influenced by marine properties such as tides, sea breezes and saltwater seepage. Meanwhile, towards the sea, coastal areas include parts of the sea that are still influenced by natural processes that occur on land such as sedimentation, freshwater flow, as well as due to human activities on land such as deforestation and pollution (Prayogi, 2019). According to Nikijuluw (2001) Coastal communities are groups of people who live in coastal areas and depend directly on the use of marine and coastal resources for survival, which includes coastal communities including fishermen, fishermen, cultivators of marine organisms, traders and processors of marine catches, sellers of tourism and transportation services, souvenir sellers and community groups that utilize non-biological marine and coastal resources for daily living needs (Prayogi, 2019)

METHOD

This research was conducted in several coastal areas in Bali such as the Sanur Beach, Benoa, Nusa Dua, Tulamben areas. This research is very important to be carried out considering that these areas have excellent fisheries potential. However, fishing activities so far are still only carried out by fishermen. With the development of the tourism industry in the area, it is expected that fishing activities can be combined and can develop synergistically with tourism development. One alternative activity that can be offered to tourists is fishing tourism activities. The types of data used are quantitative data and qualitative data. Qualitative data is data in the form of numbers used in this study. While qualitative data, is data in term of explanations or descriptions of all kinds of information needed by researchers. Interviews with the management were conducted to find out the marketing activities that have been carried out in marketing fishing tour packages and the obstacles faced.

This research is carried out in several stages, where the implementation of research activities includes the preparation stage, the data collection stage which is continued with the questionnaire dissemination stage and data processing. The sample analysis technique uses the purposive sampling method, where the sample is tourists who have bought fishing packages in the coastal area of Bali as many as 60 people. The analysis technique used is
Multiple Regression Analysis, which has previously been tested for validity, reliability test and classical assumption test.

RESULTS AND DISCUSSION

Multiple Linear Regression Analysis

Table 1

<table>
<thead>
<tr>
<th>Variabel</th>
<th>B</th>
<th>Beta</th>
<th>t</th>
<th>Sig. t</th>
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<tbody>
<tr>
<td>Constanta</td>
<td>-1,149</td>
<td>-</td>
<td>-0,375</td>
<td>0,709</td>
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<tr>
<td>Promotion through social media X1)</td>
<td>0,163</td>
<td>0,400</td>
<td>3,609</td>
<td>0,001</td>
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<tr>
<td>Personal Selling (X2)</td>
<td>0,865</td>
<td>0,495</td>
<td>4,467</td>
<td>0,000</td>
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<tr>
<td>R</td>
<td>0,572</td>
<td>F count</td>
<td>13,856</td>
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<td>R Squared</td>
<td>0,327</td>
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<td>Adjusted R Squared</td>
<td>0,304</td>
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<td>F-Tabel (3;57)= 3,16</td>
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The results of multiple regression analysis in Table 1, can be formulated regression equation as follows:

\[ Y = -1,149 + 0,163X1 + 0,865X2 \]

Based on the regression equation, it can be seen the value of the influence of promotion through social media and personal selling on the decision to buy fishing tour packages in the coastal areas of Bali which can be explained as follows.

1. Constant = -1.491; this means that if there is no change in promotion through social and personal selling media, the decision to buy fishing tour packages in the coastal area of Bali will decrease by 6,821.
2. B1 = 0.163; this means that if promotion through social media is increased by 1%, it will be followed by an increase in the decision to purchase fishing tour packages in the coastal area of Bali by 16.3%, assuming other factors are considered constant.
3. B2 = 0.865; this means that if personal selling increases by 1%, it will be followed by an increase in the decision to buy fishing tour packages in the Bali Coastal Area by 86.5 percent, assuming other factors are considered constant.
The Effect of Promotion through Social Media on Decision to Buy Fishing Tour Packages in the Coastal Areas of Bali

To carry out promotions, it requires instruments to support these activities which are commonly understood as marketing communication mix or promotion mix. Boone & Kurtz (2015) said that promotion mix has 7 elements: advertising, sales promotion, personal selling, public relations, direct marketing, guerilla marketing, and sponsorship.

Kotler dan Armstrong (2012) “The particular blend of promotion instruments that the companies use to persuasively communicate the customer value and build customer relationships”. According to Kotler and Keller (2010) Advertising is all forms paid off for the non-personal presentation and promotion of ideas, goods, or services by a clear sponsor. Sales Promotion According to Kotler and Keller (2010) The promotion of selling core materials in a marketing campaign, consists of a collection of incentive instruments, mostly short-term, designed to stimulate faster or larger purchases of a particular product or service by consumers or commerce.

From the research on the influence of social media on tourists’ desire in buying fishing tour packages, it can be seen from the following figure 1:

![Figure 1 Normal Curve of Distribution t Effect of Promotion through Social Media on Purchasing Decisions](image)

The results of the analysis are consistent with research conducted by Ali, Karmila (2020) which found that promotion through social media has a positive and significant effect on the decision to buy fishing tour packages. Promotion through social media is one of the promotional methods carried out by Bali coastal area managers to promote fishing/fishing tour packages. The indicators of promotion through social media used are context, communication, collaboration, and connection. Based on the results of the study, it was found that promotion through social media carried out by the manager of the coastal area of Bali has gone well. The four indicators used in measuring promotional variables through social
media. The connection indicator received the highest response. Fishing sales can create good relationships with guests, so that the image of the coastal area of Bali through social media is very good and can attract guests to buy fishing / fishing tour packages offered by the coastal areas of Bali.

**The Influence of Personal Selling on the Decision to Buy Fishing Tour Packages in the Coastal Areas of Bali**

Kotler Armstrong (2014: 484) says personal selling is the interaction between individuals and consumers and potential consumers in order to make sales and maintain relationships with consumers. Meanwhile, Ali Hasan (2013:604) says personal selling is an oral presentation to one or more potential consumers aimed at making sales. From the results of research on the influence of personal selling on the purchase of fishing tour packages in Bali, the following results were found in Figure 2 shows the value of the multiple regression coefficient (B2) of 0.865 which means that any increase in personal selling by 1% can increase purchasing decisions by 86.5%. These results show that personal selling has a positive and significant effect on the decision to buy fishing tour packages in the coastal areas of Bali. This result is reinforced by a calculated t value of 4.467 with a significant of 0.000. The calculated t value of 4.467 is greater than the t-table value of 1.672. Thus the Ho hypothesis is rejected and the H1 hypothesis is accepted. This means that personal selling has a positive and significant effect on the decision to buy fishing packages in the coastal areas of Bali. For more details can be seen in figure 2 below:

![Normal Curve Distribution t](image)

**Figure 2 Normal Curve Distribution t. The effect of personal selling on purchasing decisions**

The results of the analysis are consistent with research conducted by Louismono (2019) which found that personal selling has a positive and significant effect on the decision to buy fishing tour packages. Personal selling is an interaction carried out by managers with
consumers by meeting each other face to face which is intended to provide information about fishing/fishing tour packages owned by the coastal areas of Bali. Based on the results of the study, it was found that the personal selling carried out by fishing tour package managers is very good. Personal selling is measured by the communication skills, product knowledge, creativity, and empathy shown by the manager in providing solutions for guests who buy fishing tour packages. The results of the analysis also found that the manager's communication ability in delivering products is the main factor that can attract guests to buy fishing tour packages.

**The Effect of Promotion Through Social Media and Personal Selling on the Decision to Buy Fishing Tour Packages in the coastal areas of Bali**

From the results of research on the Effect of Promotion through Social Media and Personal Selling on the Decision to Buy Fishing Tour Packages in the coastal areas of Bali, the following results were obtained

![Distribution curve](image)

**Figure 3 Distribution curve** The effect of promotion through social media and personal selling on purchasing decisions

Figure 3 shows that the calculated F value is 13.856 with a significant 0.000. The calculated F value of 13.856 is greater than the F-table value of 3.16. Thus the Ho hypothesis is rejected and the H3 hypothesis is accepted. This means that promotion through social media and personal selling has a positive and significant effect on the decision to buy fishing tour packages.
The Effect Of How Much Promotion Through Social Media And Personal Selling On The Decision To Buy Fishing Tour Packages In Bali's coastal areas

Kotler (2008) says personal selling is the most effective means in the subsequent buying process, especially in establishing buyers' preferences, actions and beliefs. Buchari Alma (2013:96) said a purchasing decision is an action taken by a consumer who is influenced by technology, financial economy, politics, products, culture, location, price, physical evidence, people, processes and promotion.

To find out the percentage of influence of promotion through social media (X1) and personal selling (X2) on the decision to buy fishing / fishing tour packages (Y) can be done with a determination test. The formula for determining the magnitude of the coefficient of determination is D = R² x 100%, and it is known that the value of R = 0.327 then:

\[ D = R^2 \times 100\% \]
\[ = 0.327 \times 0.327 \times 100\% \]
\[ = 32.7\% \]

Based on these results, it is known that the value of R² = 32.7%, meaning that 32.7% of purchasing fishing packages is influenced by promotions through social media and personal selling. The remaining 67.3% was influenced by other variables not analyzed in the study.

**Which variable has the dominant influence on the purchasing decision of fishing tour packages in the coastal area of Bali**

Kotler Keller (2016:195) mentions that the purchase decision process is a stage that is strongly influenced by the risk felt by consumers when making a desire to buy goods that are very liked, consumers' decisions to change, delay or avoid. From the results of the study, the following results were found.

Based on the results of the analysis, the Standardized Coefficients Beta value for the promotion variable through social media (X1) was obtained by 0.400, while for the personal selling variable (X2) it was obtained by 0.495. This means that the value of the personal selling variable is greater than the value of the promotion variable through social media (0.495 > 0.400). So it can be seen that the personal selling variable is more dominant in influencing the decision to buy fishing tour packages.
CONCLUSIONS

Conclusions

a. Promotion through social media has a positive and significant effect on the decision to buy fishing packages in the coastal areas of Bali. This result means that an increase in promotion through social media will be able to increase the decision to buy fishing tour packages in the coastal areas of Bali.

b. Personal selling has a positive and significant effect on the decision to buy fishing packages in the coastal areas of Bali. This result means that an increase in personal selling will be able to increase the decision to buy fishing packages in the coastal areas of Bali.

c. Promotion through social media and personal selling has a positive and significant effect on the decision to buy fishing packages in the coastal areas of Bali.

d. This result means that an increase in promotion through social media and personal selling will be able to increase the decision to buy fishing tour packages in the coastal areas of Bali. The magnitude of the influence of promotional variables through social media and personal selling on the decision to buy fishing tour packages in the coastal areas of Bali was 32.7%.

e. The variable that has a dominant influence on the decision to buy fishing tour packages in the coastal areas of Bali is the personal selling variable.

Suggestions

a. Based on the findings of the research results, it is hoped that managers will be able to pay attention to promotions through social media and personal selling to improve the decision to purchase fishing tour packages.

b. Increasing promotion through social media can be done by increasing communication so that fishing tour package advertisements that appear on social media make guests interested. Increased communication can be done by conducting impressions on social media such as posts, live streaming videos so that potential consumers see testimonials from tourists who have enjoyed fishing tour packages.

c. Increasing personal selling can be done by increasing high creativity in attracting the attention of tourists in offering products. Increasing creativity can be done by making fishing tour packages compared to other tour packages, especially in coastal areas.
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