THE INFLUENCE OF LEVER ON TOURISTS' VISIT TO *SAPI SONOK* CULTURAL TOURISM SITES IN PAMEKASAN REGENCY

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ABSTRACT: The purpose of this study was to determine the influence of advertising, sales promotion, and direct marketing on Sapi Sonol cultural tourism using the multiple-linear analysis method. The results showed advertising variables have a significant effect on *Sapi Sonok* cultural tourism than sales promotion and direct marketing. Simultaneous test (F-test) also showed that F_{count} 131.506 > F_{table} 2.86 while the significant level 0.000 <0.05 and this means variable X including advertising, sales promotion, and direct marketing simultaneously has a significant effect on tourists' visits. Meanwhile, the partial test (t-test) showed that advertising (X1), sales promotion (X2), and direct marketing (X3) have a partial influence on tourists' visits. Moreover, the coefficient of determination or R Square was discovered to be 0.916 and this means 91.6% of the customers were affected by these variables while the remaining 8.4% was determined by others not mentioned in this study.

KEYWORDS: Lever, *Sapi Sonok*, Multiple Linear Regression

I. INTRODUCTION

Background of the problem : Indonesia is an archipelagic country with natural beauty and different tourist attractions used in developing tourism. This geographical condition with many charms of beauty and natural resources provides an opportunity for the government to make tourism a leading sector to increase national income and, subsequently, the country's economy. This makes the sector very important to economic development. Meanwhile, tourism is defined as a fun activity characterized by spending money or participating in some consumptive activities (Heriawan, 2004). According to Norval in Mujadi and Nurhayati (2002), the concept is also explained as the overall activity related to the entry, stay, and movement of foreign residents inside or outside a certain country, city, or region. Tourism has undergone several changes in pattern, form, and nature of travel activities for tourist attractions, and others to the extent that it is currently the main option for regional development. Moreover, a developed area provides an opportunity for the emergence of a new tourist attraction site. Therefore, the abundant tourism potential in Indonesia has the ability to improve the country's economy. This is possible through proper management by the government and other parties involved in tourism to increase the number of tourists and, consequently, to cause an increment in foreign exchange. According to Suryadana and Octavia (2015), different components of tourism have been listed in previous studies with some basic ones observed to be interacting with each other.

There is, therefore, an urgent need for the role of levers in tourism planning, in this case, *Sapi Sonok* cultural tourism. This is required due to the increasing complexity and competitiveness of the tourism industry which is associated with the massive promotion being conducted locally, nationally, and even internationally. It is, however, important to note that tourism influences everyone in a particular community to thrive and survive in introducing and preserving regional wealth (Zali, 2018a). This means there is a need to integrate all important components in the planning process to ensure Indonesia tourism competes effectively with other countries.*Sapi Sonok* cultural tourism is one of the sectors currently developing in Indonesia and also serves as a means to show the general public the area has a prospect for the cattle business. The activity involves showing the beauty and body performance of Madura cattle equipped with accessories in a competition (*Pangangguy*) (Zali, 2018b). This, therefore, has a positive impact on many parties including the community, entrepreneurs, and government. There is a quite rapid development of cultural tourist attractions on Madura through the continuous improvement of facilities and infrastructure to aid the increment of visitors. One of these tourist attractions,

especially in Pamekasan Regency, is "*Sapi Sonok* Cultural Tourism of Madura". The conservation of the culture started with a simple contest first introduced in 1964 by H. Achmad Hairuddin (Former Head of Dempo Barat Village, Pasean Sub-district) and has been continuously developed up to the present moment. It was officially held by the Livestock Service Office of Pamekasan Regency in 1982 as the opening event of the Karapan Sapi annual ceremony (Zali, et al. 2019). Meanwhile, the Waru Barat Soca Center which is the icon for the *Sapi Sonok* is very rarely visited by tourists due to the lack of tourism lever activities by local parties. It is, however, important to note that tourism lever action is very important to the development of this area due to the usefulness of promotional activities in selling a product or service to potential consumers. This lever action involves inviting, persuading, and convincing potential consumers to buy, accept, or use a particular product. Some of the promotional strategies usually employed include advertising, sales promotions, publications, personal selling, and direct marketing. According to Antariksa (2016), all activities related to tourism are multidimensional and multidisciplinary based on the needs of each person and country as well as the interactions between tourists and local communities, fellow tourists, central and local governments, entrepreneurs, and the establishment of a dynamic institution. Moreover, these institutions are needed to develop and manage tourism activities through the provision of manpower, education, and training programs, development of marketing strategies and promotional programs, coordination of public and private tourism organizations, provision of regulations and laws related to tourism, determination of the investment policies for the public and private sectors, and the control of economic, environmental, and socio-cultural programs.

II.   METHODOLOGY

Study Design : The background information provided and the problems formulated led to the use of an associative research design. This method was defined by Sugiyono (2006) to have the ability of determining the influence or relationship between two or more variables. It is observed to be better than descriptive and comparative methods due to its ability to explain, predict, and control a symptom.

Validity test : This was used to measure the validity of the instrument applied for data collection in order to determine its ability to measure the data appropriately (Sugiyono, 2012). Validity also indicates the extent to which an instrument measures the data (Singarimbun, 1987). The question items used to define the variables in this study were tested for validity and their r-count values were compared with r-table such that when $r_{table} < r_{count}$ the item is deemed valid where df = n-k at 5% sig. Therefore, the correlation formula was used based on the Pearson Product Moment as follows:

$$r = \frac{N(\sum XY) - (\sum X \sum Y)}{\sqrt{[N\sum X^2 - (\sum X)^2][N\sum Y^2 - (\sum Y)^2]}}$$

Description
X   = Item score
Y   = Total score
XY   = Statement Score
N   = Number of respondents tested
r   = Product moment correlation

Reliability test : Reliability shows an instrument is reliable enough to be used as a data collection tool (Arikunto 2002). It was determined in this study using the Alpha formula as follows:

$$R = \left[\frac{k}{(k-1)}\right]\left[1 - \frac{\sum \sigma_b^2}{\sigma_t^2}\right]$$

Description
R = Instrument reliability
k = Total questions
$\sum \sigma_b^2$ = Total item variances
σ_t^2 = Total variance

The Cronbach's alpha (α) > 60% (0.06) for a tested variable indicates it is reliable while those < 60% (0.06) are unreliable.

Data analysis
This study made use of both qualitative and quantitative analysis using the general form of multiple linear regression equation as stated in the following relationship:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Description:
Y   = Tourists' visits
a   = Constant Coefficient
b   = Constant Coefficient of variable X to Y
X_1 = Advertising
X_2 = Sales Promotion
X_3 = Direct Marketing
e   = Error Rate

The determinant coefficient or R squared was used to determine the influence of an independent variable on a dependent variable. According to Sugiyono (2001:129), it is possible to use the multiple coefficients of determination which evaluates the contribution of the independent to the dependent variables to measure the accuracy of the analytical model.

Coefficient of Determination (R^2) and Identification Determination (R^2)
The coefficient of determination (R^2) was used to measure the size of influence shown by the independent variables including advertising (X_1), sales promotion (X_2), and direct marketing (X_3), on the dependent variable which is tourists' visits (Y). According to Kuncoro (2011-107), The value of R^2 is between 0 and 1 or $0\_R^2\_1$, and approaching 1 means the model used is becoming stronger at explaining the variation of the dependent variable while approaching 0 indicates the ability of the independent variable to explain the variation of the dependent variable is very limited. This means the quality of a regression equation can be determined through the R^2 value. This, therefore, shows the influence of the independent variable (X) on the dependent variable (Y) is getting smaller as the value is getting closer to 0 and greater when it is getting closer to 1.

III.   RESULTS AND DISCUSSION

General Description of Waru Barat Soca Center : Waru Barat Soca Center is one of the tourism sites on Madura Island having the cultural attraction of *Sapi Sonok* and equipped with many facilities such as a restaurant serving the local area traditional foods. It is located in Waru Barat village, Waru sub-district, Pamekasan Regency, Madura Island, East Java province, and approximately 9 kilometers from the center of the regency.

Results : A questionnaire containing 19 questions was distributed to 40 respondents and the answers provided are presented in Appendix 2. Meanwhile, the respondent characteristics including gender, age, occupation, and education are shown in the following table.

Table 1
Respondent Characteristics by Gender

No	Gender	Total	Percentage
1	Male	18	45%
2	Female	22	55%
	Total	40	100%

Source: Data Processed, 2020

Table 2
Respondent Characteristics by Age

Age	Total	Percentage
20 – 35 years	22	55%
35 – 50 years	12	30%
>50 years	6	15%
Total	40	100%

Source: Data Processed, 2020

Table 1 shows 18 of the respondents represented by 45% are male while the remaining 22 with 55% are female and this means most of the respondents are women. Moreover, it was discovered from Table 2 that 22 (55%) are in the age range of 20-35 years, 12 (30%) are 35-50 years, and 6 (15%) are > 50 years.

Table 3
Respondent Characteristics by Occupation

Occupation	Total	Percentage
Employee	14	35%
Entrepreneur	10	25%
College student	12	30%
Others	4	10%
Total	40	100%

Source: Data Processed, 2020

Table 3 shows that 14 respondents (35%) are employees, 10 (25%) are entrepreneurs, 12 (30%) are college students, and 4 (10%) are other occupations apart from those listed in the questionnaire.

Validity Test

Table 4
Results of the Validity Test

Variables	Indicators	Correlation coefficient	Description
Variable X_1			
Item_1	Message	0,416	Valid
Item_2	Media	0,651	Valid
Item_3	Attractiveness	0,475	Valid
Item_4	Generating Desire	0,832	Valid
Item_5	Generating an action	0,480	Valid
Variable X_2			
Item_1	Giving Coupon	0,606	Valid
Item_2	Giving Discounts	0,665	Valid
Item_3	Exhibitions and Shows	0,723	Valid
Item_4	Giving Gift	0,437	Valid
Item_5	Giving Discount Tickets	0,433	Valid
Variable X_3			
Item_1	Mail		
Item_2	Blog	0,682	Valid
Item_3	Telemarketing	0,468	Valid
Item_4	Internet	0,456	Valid
Item_5	Travel Agent	0,595	Valid
		0,732	Valid
Variable Y			
Item_1	Service Quality	0,659	Valid
Item_2	Festivities Image	0,619	Valid
Item_3	Tourist Attraction	0,473	Valid
Item_4	Promotion	0,793	Valid

Source: Data Processed, 2020

The validity was tested using the Pearson correlation test and this involved comparing the r_{count} with the r_{table} for the degree of freedom (df) = n – k where n is the number of samples and alpha (α = 5%). It is important to note that the r-value is believed to be positive when r_{count} is greater than r_{table} and this means each question is valid and vice versa. In this study, the df was 40 – 3 or 40 while the alpha (α) was 5%, thereby, leading to a r_{table} of 0.312. Meanwhile, the r_{count} calculated using SPSS was observed to have a greater value than the r_{table} as shown in Table 4. The results showed the Advertising variable (X_1) was valid and this was indicated by the Message indicator ($X_{1.1}$) which had a correlation coefficient value of 0.416, Media ($X_{1.2}$) with 0.651, Attractiveness ($X_{1.3}$) with 0.475, Desire ($X_{1.4}$) with 0.832, and Action ($X_{1.5}$) with 0.480 all of which are greater than 0.312. Therefore, the Advertising variable (X_1) was included in the next process. All the indicators of sales promotion variable (X_2) were also observed to be valid as indicated by Coupons ($X_{2.1}$) with 0.606, Giving Discounts ($X_{2.2}$) with 0.665, Exhibition and Shows ($X_{2.3}$) with 0.723, Giving Gifts ($X2.4$) with 0.437, and Giving Discount Tickets ($X_{2.5}$) with 0.433 all of which are greater than 0.312. Therefore, the Sales Promotion variable (X_2) was included in the next process.

The results also showed all the indicators of the Direct Marketing variable (X_3) were valid as observed from Mail ($X_{3.1}$) with 0.682, Blog ($X_{3.2}$) with 0.468, Telemarketing ($X_{3.3}$) with 0.456, Internet ($X_{3.4}$) with 0.595, and Travel agent ($X_{3.5}$) with 0.732 which are all observed to be greater than 0.312. Therefore, the Direct Marketing variable (X_3) was declared valid and included in the next process. The dependent variable, Tourists' visits (Y), was also discovered to be valid based on the correlation coefficient values of its indicators such as Service Quality ($Y_{1.1}$) which had 0.659, Festivities Image ($Y_{1.2}$) with 0.619, Tourist Attraction ($Y_{1.3}$) with 0.473, and Promotion ($Y_{1.4}$) with 0.793. They were all observed to be more than 0.312 and this means the Tourists' visits (Y) variable is valid and also included in the next process.

Reliability Test : This was conducted to determine the consistency of the answers provided by the respondents to the questions asked. The indicators of a variable are usually considered unreliable when the Cronbach's alpha (α) of the variable is less than 0.60. The results obtained from this study are, therefore, stated as follows:

Table 5
Results of Reliability Test

Variable	Cronbach Alpha
Advertising	0,761 > 0,60
Sales Promotion	0,717 > 0,60
Direct Marketing	0.727 > 0,60
Decision to Visit	0,735 > 0,60

Source: Data Processed, 2020

SPSS 21 for Windows was used to conduct the test and the results showed that the advertising variable has the strongest level of the interval among the 4 variables as presented in Table 5.

Analysis of Qualitative Data : The responses obtained concerning the questions in the questionnaire are presented in the following subsections.
1.   Advertising variable (X_1) with 5 indicators

   a.Message

Table 6
Advertising Variable

Respondents' answer	Frequency	percentage
Strongly agree	2	5,0
Agree	19	47,5
Quite agree	14	35,0
Disagree	5	12,5
Strongly Disagree	-	-
Total	**40**	**100**

Source: Data Processed, 2020

It was discovered that 5 respondents disagreed, 14 quite agreed, 19 agreed, and 2 strongly agreed with the use of message as an advertising medium.

b. Media

Table 7
Advertising Variable

Respondents' answer	Frequency	percentage
Strongly agree	11	27,5
Agree	21	52,5
Quite agree	5	12,5
Disagree	3	7,5
Strongly Disagree	-	-
Total	**40**	**100**

Source: Appendix 3

The table shows 3 respondents disagreed, 5 quite agreed, 21 agreed, and 11 strongly agreed with the use of media as an indicator of advertising.

c. Attraction

Table 8
Advertising Variable

Respondents' answer	Frequency	percentage
Strongly agree	4	10,0
Agree	25	62,5
Quite agree	9	22,5
Disagree	2	5,0
Strongly Disagree	-	-
Total	**40**	**100**

Source: Data Processed, 2020

Table 8 shows that 2 respondents disagreed, 9 quite agreed, 25 agreed, and 4 strongly agreed that attraction is an indicator of advertising.

d. Generating Desire

Table 9
Advertising Variable

Respondents' answer	Frequency	percentage
Strongly agree	8	20,0
Agree	19	47,5
Quite agree	12	30,0
Disagree	1	2,5
Strongly Disagree	-	-
Total	**40**	**100**

Source: Data Processed, 2020

Table 9 shows 1 respondent disagreed, 12 quite agreed, 19 agreed, and 8 strongly agreed that generating desire is an indicator of advertising.

e. Generating an action

Table 10
Advertising Variable

Respondents' answer	Frequency	percentage
Strongly agree	9	22,5
Agree	24	60,0

Respondents' answer	Frequency	percentage
Quite agree	6	15,0
Disagree	1	2,5
Strongly Disagree	-	-
Total	**40**	**100**

Source: Data Processed, 2020

It was discovered from Table 10 that 1 respondent disagreed, 6 quite agreed, 24 agreed, and 9 strongly agreed to the use of item 5 as an indicator of advertising.

2. Sales promotion (X_2) variable with 5 indicators
   a.Giving Coupon

Table 11
Sales Promotion Variable

Respondents' answer	Frequency	percentage
Strongly agree	6	15,0
Agree	13	32,5
Quite agree	15	37,5
Disagree	6	15,0
Strongly Disagree	-	-
Total	**40**	**100**

Source: Data Processed, 2020

Table 11 shows 6 respondents disagreed, 15 quite agreed, 13 agreed, and 6 strongly agreed to the use of coupons as a sale promotion indicator.

b.Rabat or Discounts

Table 12
Sales Promotion Variable

Respondents' answer	Frequency	percentage
Strongly agree	11	27,5
Agree	19	47,5
Quite agree	9	22,5
Disagree	1	2,5
Strongly Disagree	-	-
Total	**40**	**100**

Source: Data Processed, 2020

It was discovered from the table that 1 respondent disagreed, 9 quite agreed, 19 agreed, and 11 strongly agreed that rabat or discount is an indicator of sales promotion.

c.Exhibitions and Shows

Table 13
Sales Promotion Variable

Respondents' answer	Frequency	percentage
Strongly agree	8	20,0
Agree	17	42,5
Quite agree	13	32,5
Disagree	2	5,0
Strongly Disagree	-	-
Total	**40**	**100**

Source: Data Processed, 2020

Table 13 shows 2 respondents disagreed, 13 quite agreed, 17 agreed, and 8 strongly agreed that exhibitions and shows are indicators of sales promotion.

d.Giving Gift

Table 14
Sales Promotion Variable

Respondents' answer	Frequency	percentage
Strongly agree	11	27,5
Agree	14	35,0
Quite agree	15	37,5
Disagree	-	-
Strongly Disagree	-	-
Total	**40**	**100**

Source: Data Processed, 2020

The table shows 15 respondents quite agreed, 14 agreed, 11 strongly agreed and no one disagreed that giving gifts is an indicator of sales promotion.

e. **Giving Discount Tickets**

Table 15
Sales Promotion Variable

Respondents' answer	Frequency	percentage
Strongly agree	11	27,5
Agree	15	37,5
Quite agree	13	32,5
Disagree	1	2,5
Strongly Disagree	-	-
Total	**40**	**100**

Source: Data Processed, 2020

The data presented in Table 15 showed that 1 respondent disagreed, 13 quite agreed, 15 agreed, and 11 strongly agreed to the use of discount tickets as an indicator of sales promotion.

3. Direct Marketing (X_3) variable with 5 indicators

a. **E-mail**

Table 16
Direct Marketing Variable

Respondents' answer	Frequency	percentage
Strongly agree	11	27,5
Agree	18	45,0
Quite agree	11	27,5
Disagree	-	-
Strongly Disagree	-	-
Total	**40**	**100**

Source: Data Processed, 2020

Table 16 shows that 11 respondents quite agreed, 18 agreed, and 11 strongly agreed to the use of email as an indicator of direct marketing.

b. **Blog**

Table 17
Direct Marketing Variable

Respondents' answer	Frequency	percentage
Strongly agree	5	12,5
Agree	18	45,0
Quite agree	16	40,0
Disagree	1	2,5
Strongly Disagree	-	-
Total	**40**	**100**

Source: Data Processed, 2020

The data presented in the table showed 1 respondent disagreed, 16 quite agreed, 18 agreed, and 5 strongly agreed that blog is an indicator of direct marketing.

c. Telemarketing

Table 18
Direct Marketing Variable

Respondents' answer	Frequency	percentage
Strongly agree	6	15,0
Agree	17	42,5
Quite agree	15	37,5
Disagree	2	5,0
Strongly Disagree	-	-
Total	**40**	**100**

Source: Data Processed, 2020

The table shows that 2 respondents disagreed, 15 quite agreed, 17 agreed, and 6 strongly agreed to the use of telemarketing as an indicator of direct marketing.

d. Internet

Table. 19
Direct Marketing Variable

Respondents' answer	Frequency	percentage
Strongly agree	8	20,0
Agree	16	40,0
Quite agree	15	37,5
Disagree	1	2,5
Strongly Disagree	-	-
Total	**40**	**100**

Source: Data Processed, 2020

It was discovered from the table that 1 respondent disagreed, 15 quite agreed, 16 agreed, and 6 strongly agreed that the internet is an indicator of direct marketing.

e. Travel agent

Table. 20
Direct Marketing Variable

Respondents' answer	Frequency	percentage
Strongly agree	10	25,0
Agree	15	37,5
Quite agree	14	35,0
Disagree	1	2,5
Strongly Disagree	-	-
Total	**40**	**100**

Source: Data Processed, 2020

Table 20 shows that 1 respondent disagreed, 14 quite agreed, 15 agreed, and 10 strongly agreed that travel agents are indicators of direct marketing.

IV.   TOURISTS' VISITS (Y) VARIABLE WITH 4 INDICATORS:

a. Service Quality

Table 21
Tourists' visits Variable

Respondents' answer	Frequency	percentage
Strongly agree	15	37,5
Agree	16	40,0
Quite agree	8	20,0
Disagree	1	2,5
Strongly Disagree	-	-
Total	**40**	**100**

Source: Data Processed, 2020

The responses provided showed that 1 respondent disagreed, 8 quite agreed, 16 agreed, and 15 strongly agreed that service quality is an indicator of tourists' visit.

b. Festivities Image

Table 22
Tourists' visits Variable

Respondents' answer	Frequency	percentage
Strongly agree	4	10,0
Agree	27	67,5
Quite agree	9	22,5
Disagree	-	-
Strongly Disagree	-	-
Total	**40**	**100**

Source: Data Processed, 2020

Table 22 shows that 9 respondents quite agreed, 27 agreed, and 4 strongly agreed that festivities image is an indicator of tourists' visit.

c. Tourist Attraction

Table 23
Tourists' visits Variable

Respondents' answer	Frequency	percentage
Strongly agree	13	32,5
Agree	24	60,0
Quite agree	3	7,5
Disagree	-	-
Strongly Disagree	-	-
Total	**40**	**100**

Source: Data Processed, 2020

It was discovered from Table 23 that 24 respondents quite agreed, 13 agreed, and 4 strongly agreed that tourist attraction is an indicator of tourists' visit.

d. Promotion

Table 24
Tourists' visits Variable

Respondents' answer	Frequency	percentage
Strongly agree	10	25,0
Agree	10	25.0
Quite agree	14	35,0
Disagree	6	15,0
Strongly Disagree	-	-
Total	**40**	**100**

Source: Data Processed, 2020

The data from the table shows 6 respondents disagreed, 14 quite agreed, 10 agreed, and 10 strongly agreed to the use of promotion as an indicator of tourists' visit.

Multiple Regression Analysis : The data collected on both the dependent and independent variables were processed using the SPSS 21 for Windows and the results are presented in the following table.

Table 25
Recapitulation of Multiple Regression Analysis Results
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std. Error	Beta		
1	**(Constant)**	0,309	0,238		1,298	,202
			0,134	0,390	3,666	,001
	X1(Advertising)	0,493	,0116	0,329	2,826	,008
			0,108	0,286	2,757	,009
	X2 (sales promotion)	0,329				
	X3 (direct marketing)	0,299				

a. Dependent Variable: Y (Tourists' visits) *Source: Data Processed, 2020*

The table shows the coefficient for the independent variable of advertising (X_1) was 0.493, sales promotion (X_2) was 0.329, and direct marketing (X_3) was 0.299 and these were used to produce the following regression equation model for this study.

Y = 0,309 +0,493+ 0,329 + 0.299+ e

The model is interpreted as follows:
a. α = 0.309: This is the constant which shows that the tourists' visit to the Waru Barat Soca Center is only 30.9% when the X (independent) variable is not considered (0).
b. The equation model shows the regression coefficient values for all variables have an effect and the overall influence of both the independent and dependent variables was found to be positive. This means an increase in the independent variables has the ability to increase the tourists' visits to the Waru Barat Soca Center.
c. b1 = 0.493: This shows that the regression coefficient of the advertising variable (X_1) is 0.493 and this means tourists' visits to the Waru Barat Soca Center will increase by 0.493 or 49.3% for every 1 unit increase in X_1 assuming the other variables are constant.
d. b2 = 0.329: This indicates that the regression coefficient value of the sales promotion variable (X_2) is 0.329 and this means the tourists' visits to the Waru Barat Soca Center will increase by 0.329 or 32.9% for every increase of 1 unit in X_2 assuming the other variables are constant.
e. b3 = 0.299: This shows the regression coefficient of the direct marketing variable (X_3) is 0.299 and this means the tourists' visits to the Waru Barat Soca Center will increase by 0.299 or 29.9% for every increase of 1 unit in X_3 assuming the other variables are constant.
Moreover, the regression coefficients of each independent variable showed that advertising has a greater effect on tourists' visits to the *Sapi Sonok* cultural tourism at Madura than sales promotion and direct marketing.

Simultaneous Test (F-Test)
This test was conducted to determine the simultaneous or joint effect of advertising, sales promotion, and direct marketing on tourists' visits using a significant value of 0.05 and the following decision-making attributes.
a.   If $F_{count} \leq F_{table}$, then the independent variable does not affect the dependent variable.
b.   If $F_{count} > F_{table}$, then the independent variable affects the dependent variable.
 SPSS 21 for Windows was also used for this test and the results are presented in the following table.

Table 26
Results of Simultaneous Test (F-Test)
ANOVA[a]

Model	Sum of Square	df	Mean Square	F	Sig.
Regression	8,310	3	2,770	131.506	0,000[b]
Residual	0,758	36	0,021		
Total	9,069	36			

a. Dependent Variable: Y (Tourists' visits)
   b.   Predictors: (Constant), X1 (advertising), X2 (sales promotion), X3 (direct marketing)
        Source: Data Processed, 2020

The table shows the F_{count} value was 131.506 at a significant level of 0.000 < 0.05 while the F_{table} is 2.86 and this means $F_{count} > F_{table}$. This means advertising, sales promotion, and direct marketing simultaneously affect tourists' visits to *Sapi Sonok* cultural tourism at Madura. Therefore, the first hypothesis (H1) was accepted.

Partial Test (T-Test) : This was used to measure the partial effect of variable X on Y and also to prove the second hypothesis (H2) which states that advertising is the factor with a dominant effect on tourists' visit to the *Sapi Sonok* cultural tourism at Madura. The individual significant test was used to measure the contribution of each independent variable to the dependent variable at 0.05 significance and through the following decision-making attributes:

> a.   If $F_{count} \leq F_{table}$, then the independent variable does not affect the dependent variable.
> b.   If $F_{count} > F_{table}$, then the independent variable affects the dependent variable.

The analysis was conducted using SPSS 21 for Windows and the results are summarized in the following table:

Table 27
Results of Partial Test (t-test)
Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	0,309	0,238		1,298	0,202
X1(advertising)	0,493	0,134	0,390	3,666	0,001
X2 (sales promotion)	0,329	0,116	0,329	2,826	0,008
X3 (direct marketing)	0,299	0,108	0,286	2,757	0,009

a.   Dependent Variable: Y (*Source: Data Processed, 2020*)

The table shows the advertising (X_1) variable had a t_{count} of 3.666 at a significant level of 0.001 while the t_{table} for the regression model was 2.434 and this means t_{count} 3.666 > t_{table} 2.434 at 0.001 < 0.05. Moreover, the sales promotion (X_2) variable had a t_{count} of 2.826 at a significant level of 0.008 and this means the t_{count} 2.826 > t_{table} 2.434 at 0.008 <0.05. The direct marketing (X_3) variable was also observed to have provided a t_{count} of 2.757 at a significant level of 0.009 and this means the t_{count} 2.757 > t_{table} 2.434 at 0.009 <0.05. Therefore, it was concluded that each of the variables has a significant effect on tourists' visits.

Coefficient of Determination (R^2) : This was used to evaluate the ability of the independent variable to explain the dependent variable and the result is expressed as a percentage in the following table.

Table. 28
The result of the coefficient of determination
model

Model	R	R square	Adjusted R square	Std. Error of the Estimate
1	,957[a]	,916	,909	,14514

Predictors:(Constant), X1 (advertising), X2 (sales promotion), X3 (direct marketing)
Dependent Variable Y (*Source: Data Processed, 2020*)

The R and R^2 in the table provide information on the correlation between the independent variables and the dependent variable. The R-value of 0.957 or 95.7% shows the relationship between the independent variables is unidirectional and strong while the R^2 value of 0.916 or 91.6% indicates 8.4% (100% - 91.6%) of the dependent variable is affected by other factors not examined in this study.

V. DISCUSSION

1. The effect of advertising (X_1) on tourists' visit to the Sapi Sono cultural tourism at Madura
The effect of advertising (X_1) on tourists' visits was presented in the coefficient value of 0.493 and this indicates a positive relationship with the tourists' visits expected to increase by 0.493 or 49.3% for every 1 unit increase in advertising assuming other variables are considered constant. Moreover, the coefficient of determination test showed the Adjusted R2 was 0.909 or 90.9% and this means advertising has a very strong effect on tourists' visits while the t-test or partial analysis also showed a t_{count} of 3.666 at a significant level of 0.001 for this variable and this indicates it has a significant effect on customer satisfaction. It was, therefore, concluded that advertising has an important effect on tourists' visit to Waru Barat Soca Center and needs to be improved to increase the number of people visiting the area.

2. Effect of sales promotion (X_2) on tourists' visits to the Sapi Sonok cultural tourism at Madura
The effect of sales promotion on tourists' visits is indicated by the coefficient value of 0.329 which shows a positive relationship such that every increase of 1 unit in sales promotion is expected to increase the tourists' visits by 0.329 or 32.9%. The coefficient of determination test also showed the Adjusted R2 for the variable was 0.909 or 90.9% and this means it has a strong effect on tourists' visits. Furthermore, the t-test or partial analysis showed a t_{count} of 2,969 at a significant level of 0.004 for this variable and this indicates it has a significant effect on tourists' visits.

3. The effect of direct marketing (X_3) on tourists' visits to the Waru Barat Soca Center
The effect of direct marketing on tourists' visits is represented by the coefficient value of 0.299 which indicates a positive relationship such that every increase of 1 unit in direct marketing is expected to increase tourists' visits by 0.299 or 29.9%. Moreover, the coefficient of determination test showed the Adjusted R2 was 0.909 or 90.9% and this indicates it also has a strong effect on tourists' visits. The t-test or partial analysis also showed that direct marketing had a t_{count} of 2.757 at a significant level of 0.009 and this means it has a significant effect on tourists' visits.

4. The most dominant variable affecting tourists' visits to the Sapi Sonok cultural tourism at Madura
Regression coefficient and multiple linear regression hypothesis tests were used to determine the variable with the most dominant effect on tourists' visitss. The results showed advertising has the highest effect based on its regression coefficient of 0.493 at a significant level of 0.001<0.05 compared to 0.329 for sales promotion at 0.008 <0.05 and 0.299 for direct marketing at 0.009 <0.05.

VI. CONCLUSION

The conclusions drawn from this study are stated as follows:
1. The data analysis model was conducted with the assistance of the Statistical Package for Social Sciences (SPSS) version 21.
2. Simultaneous test (F-test) showed the F_{count} was 131.506 at a significant level of 0.000< 0.05 while the F_{table} is 2.86. Therefore, F_{count} 131.506 > F_{table} 2.86 and this means advertising, sales promotion, and direct marketing have a simultaneous and significant effect on tourists' visits. Therefore, H1 was accepted.

3. The partial test (t-test) showed that advertising (X_1), sales promotion (X_2), and direct marketing (X_3) have partial effects on tourists' visits. Therefore, H2 was accepted and advertising was found to be the most dominant variable with a t-count value of 3.666.
4. The coefficient of determination or R^2 was discovered to be 0.916 and this means 91.6% of customer satisfaction was affected by advertising (X_1), sales promotion (X_2), and direct marketing (X_3) while the remaining 8.4% was due to other variables not considered in this study.

Suggestion
The suggestions made based on results are indicated as follows:
1. There is a need to increase the promotional activities directed towards *Sapi Sonok* cultural tourism at Madura, especially the advertising aspect, in order to increase tourists' visits.
2. The facilities in Waru Barat Soca Center also need to be improved in order to enhance service quality which is required to increase tourists' visits.
3. Further researchers are expected to develop other variables related to the efforts implemented towards increasing tourists' visits in this area. This means they need to find new theories related to this concept to be developed for future use.

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