

# Communication Strategy Planning in Influencing The Intention yo Visit an Implication to Marketing Managmnt

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**COMMUNICATION STRATEGY PLANNING IN INFLUENCING  
THE INTENTION TO VISIT: AN IMPLICATION TO MARKETING  
MANAGEMENT**

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**Abstract:** This study aims to analyze the associated factors of marketing communication strategy planning in influencing the<sup>3</sup> intention to visit the sports facilities at Si Jalak Harupat (SOR) in Bandung, Indonesia. The design of this study is a quantitative approach through a cross-sectional study. The data is collected by using a self-administered questionnaire to 100 visitors at SOR sports facilities in Bandung, Indonesia. This study considers two essential variables, namely integrated marketing communication planning (advertising, sales promotion, publicity, direct marketing and internet marketing) as an independent variable and intention to visit reflected by as a dependent variable. The data is analyzed by assisting the Structural Equation Modelling with Partial Least Square (XLSTAT-2018). The technique of data analysis consists of descriptive statistics and inferential analyses. By applying the PLS-SEM analysis, this study found that advertising, sales promotion<sup>6</sup> and direct marketing do not significantly affect the intention to visit. Besides that, publicity and internet marketing have a significant effect on the intention to visit SOR's sports facilities in Bandung, Indonesia. This study is beneficial for planning, utilizing and making great potential for the existence of the sports facilities at SOR in Bandung, Indonesia. This study also recommends that the government develops sports facilities, including civil<sup>2</sup> aspects and improving sports performance at the regional and international level<sup>3</sup>. This study provides empirical evidence about the associated factor of marketing communication strategy planning in influencing the intention to visit the sports facilities at SOR in Bandung, Indonesia.

**Key words:** Communication relationship management, communication strategy planning, integrated marketing, intention to visit

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### **Introduction**

The purpose of the marketing concept is to use market information to respond to customers' needs and wishes to develop marketing strategies that meet customers' needs and the organization's objectives. Marketing defines an organizational function and a set of processes to create/communicate and deliver value to

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customers and manage customer relations by benefiting the organization and its shareholders (Kotler and Keller, 2012). They also added that marketing does not just end in sales activities but also related to communication marketing. It is carried out long before the production process and the end of sales activities. Camilleri (2018), Lekhanya (2014), Mongkol (2014) researched integrated marketing communication (IMC). They stated that IMC is the coordination and integration of all communication marketing tools and resources in a company designed to maximize the impact on customers and other end-users at a minimal cost.

Also, Janiszewska (2013), in her study that focuses on the importance of consumer insight in defining place brand identity and positioning. She stated that consumer insight is important in changing consumers' needs and behaviors, and it determines their decisions. The segmentation process based on demographic data in the context of postmodernism is no longer enough to differentiate the brand. Looking for competitive advantage, brand managers focus more on consumer behavior, attitude, values, needs and expectations. Also, Forek (2013) studied the local commercial brands. She stated perceived as vehicles to build the image of the place from which these brands originate. Local products, services or companies, are perceived through their brand values, personalities and their approach to marketing communication that influence the way their places of origin.

Moreover, consumer behavior aims to create a good marketing strategy and help make effective decisions. Kupec (2016) defines consumer behavior as studying how individuals, groups, and organizations choose, buy, use, and utilize goods, ideas, and experiences to satisfy their wants and needs. In conjunction with that, the present study tried to focus on visiting sports facilities (SOR), considering the communication strategy planning and its implication to marketing management. Using the data in the last two years, the authors identified a significant decrease in the number of visitors at SOR and automatically making the SOR income fall from IDR 63,453,032,275 to IDR 861,400,000 (Bandung Regency Accountability Report, 2016). By using the observations in the field, we found the SOR unproductive. It can be seen from the building's physical condition, declining events and fewer activities. Thus, this study investigates the associated factors of marketing communication strategy planning in influencing the intention to visit the sports facilities at Si Jalak Harupat (SOR) in Bandung, Indonesia.

### Literature Review

A marketing communications strategy is the techniques used by a business or individual to meet their market goal through various communication types. A market goal refers to a category of prospective buyers to whom a business wishes to sell its goods and services. This prospective buyer also is unique clients to which a company directs its marketing activities. For a product or service, a target market is one aspect of the overall market. Similar characteristics, including purchasing geography, purchasing power, demographics, and wages, are shared by customers

who make up the target market. In creating a marketing strategy, defining the target market is an essential phase for any organization. It could cost a lot of money and time for a company to know <sup>1</sup>who the target market is. When businesses continue to recognize the importance of the Internet as a primary component of their messaging network, they are starting to use new marketing practices that are more cost-effective and more effective than conventional advertisement platforms to directly communicating with customers (Castronovo and Huang, 2012; Ginanjar et al., 2019).

A study of marketing communication strategy has employed by Belch et al., (2003). They said that after the dominant days of high-powered Madison Avenue agencies, the world of advertising and promotion continues to shift drastically. Marketers must look beyond conventional media to achieve success. Advertisers must also use a variety of resources to communicate with customers, such as public relations, advertisement, sales promotion, personal selling, direct marketing and interactive/internet marketing. Further, Castronovo and Huang (2012) have researched social media as an alternative model for marketing. Their study tried to incorporate all of the communication strategies, namely customer relationship management, brand communities, events-based marketing, word-of-mouth (WOM) marketing, search engine optimization, viral marketing, and guerilla marketing. The social media reach on an isolated, individual basis to develop integrated communication strategy model. They found that social media marketing effectively achieves the latter through word-of-mouth referrals and contact efficiently when it is properly implemented. Proper implementation requires integrating all of the marketing activities of an organization into one cohesive plan, with social media serving as the medium to organize all acts. In optimizing the effect of the overall marketing strategy, an effective integrated marketing communications (IMC) program combines both traditional and alternative tactical executions (Customer Relationship Management, brand communities, search engine optimization, viral marketing, guerilla marketing and event-based marketing).

#### <sup>1</sup> *Marketing Communications with Social Media*

Customer Relationship Management (CRM) is one of the marketing mix components that takes advantage of synergistic strategic planning and incorporation (Rust and Chung, 2006). The use of relationship-oriented initiatives to build consumer loyalty involves customized marketing efforts for individual customers, <sup>1</sup>which can only be successful in increasing a business's profitability (Rust and Verhoef, 2005). There has been a move away from a product-centric method to marketing on that of a customer-centric focus. The consumer opinions are mainly affected by the mixture of messages they receive from marketers and their peers. A customer relationship is cultivated by four critical activities of a firm: customer acquisition, customer retention, customer growth, and the winning back of customers (Reinartz and Venkatesan, 2008). Effective customer relationship

management begins with properly identifying and acquiring the right customer and accurately estimating each customer's lifetime value to appropriately allocate marketing resources to relationship development.

Customer loyalty and integrated marketing communications among telecommunication company subscribers were investigated by Oluwafemi and Adebisi (2018). Their study found that there is a significant relationship between customer loyalty and publicity, direct marketing, advertising, and sales promotion. Also, they recommend IMC as a strategic tool for targeting subscribers to patronize and retain them with a mobile telecom service provider for a long time. Further, the latest research conducted by Maulana (2020) in pandemic COVID 19 focuses on the changing and challenging of marketing studies. He argued that researchers need to understand the previous research trends in marketing studies before the pandemic to build their research plan after the outbreak. Through an integrative literature review, his analysis provides several insights for the development of future research agendas. The diversity of methodological and measurement in the research will contribute to the theoretical and practical implementation of marketing science.

Besides that, Knapik (2009) studied territorial marketing (marketing orientation) based on other trade types of marketing, such as industrial, service and social marketing. He assumed that local authorities direct their activities to specific target groups to satisfy their needs and ensure that they are provided with the most comfortable environment to live and run a business. His study found that territorial unit is perceived as a "company", must be adequately managed and requires proper communication with its stakeholders and good relations with the media. Various factors in the communication strategy can influence the intention to visit. However, one criticism is that there is a lack of studies that examine the influence of integrated marketing communication that consider the elements of advertising, publicity, sales promotion, direct marketing and internet marketing on intention to visit.

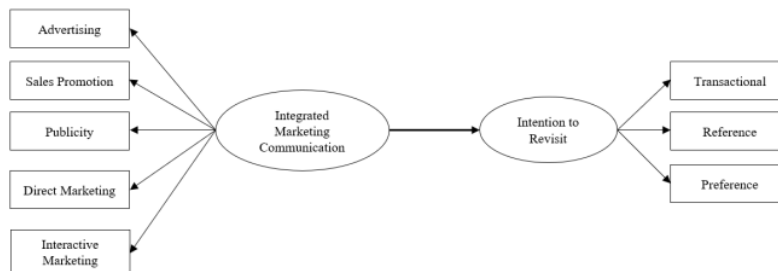


Figure 1: The Proposed Conceptual Framework

### Methodology

The design of this study has used a quantitative approach through a survey questionnaire. The population in this study is the visitors at SOR's sports centre as much as 107,675 (Bandung Regency Accountability Report, 2016). Morgan et al. (2018) stated that the population is a crucial element in research, and it defines as an entire observation to be studied. Having that, Saenko et al., (2016) stated that the sample determination is vital to ensure the data collected and results produced reliable and represents the population. Of these, the number of samples determined by using the formula of Slovin developed by Taro Yamane's quoted by Prawitasari and Hudrasyah (2012). The formula, as seen in equation 1 below:

$$n = \frac{N}{N.d^2 + 1} \quad (1)$$

Whereas n is the number of proposed samples, N is the number of populations that being entirely observation,  $d^2$  represents precision (set 10% and the confidence level is 90%). By applying equation 1, this study obtained that the number of samples is 100 respondents. As mentioned earlier, the authors have used two main variables that would be investigated, namely Integrated Marketing Communication (independent variable) and intention to visit (dependent variable). The whole measurements used are adopted from previous literature. First, the variable of integrated marketing communication consists of five dimensions, namely advertisement, sales promotion, publicity, direct marketing, interactive marketing. Second, the dependent variable is the intention to visit. It comprises of the transactional, reference and preference. Table 1 shows the detail about a summary of variable dimensions and authors. For all measures, a 5-point Likert scales with anchors ranging from (1) strongly disagree to (5) strongly agree were used (Mudzanani, 2015).

**Table 1. The summary of variables, dimensions and authors**

No	Variable(s)	Dimension(s)	Author(s)
1	Integrated Marketing Communication	Advertisement	Andrews and Shimp (2017)
		Sales promotion	
		Publicity	
		Direct Marketing	
		Interactive Marketing	
2	Intention to Visit	Transactional	Ferdinand (2002)
		Reference	
		Preferences	



### Sample Design and Data Collection

The data were collected using a convenience sampling technique. The population of this study was SOR visitors in Bandung, Indonesia. Data were collected using a self-administered questionnaire with two enumerators at SOR Bandung, Indonesia. Before collecting the primary data, a pilot study was conducted. Surveys were conducted on a total of 120 respondents. Of the total, 115 respondents produced the usable responses. The number of returned questionnaires indicates a response rate of 95.8%. Among 115 returned responses, a total of 100 completed questionnaires were used in the final data analyses. Table 2 illustrates the demographic profile of respondents of this study.

**Table 2. Demographic profile of the respondents (N=100)**

Demographic	Category	Percentage
Gender	Male	40.4
	Female	59.6
Age	Below 20	6.1
	20-29	45.4
	30-39	33.3
	40-49	13.9
	50 and above	2.3
Marital status	Single	59.6
	Married	40.4
Religion	Islam	61.5
	Buddhism	21.8
	Hinduism	15.0
	Others	11.0
12 Level of Education	Certificate/Diploma	35.2
	Bachelor's degree	45.3
	Master's degree	11.5
	PhD	1.6
	Others	6.4

### Reliability of Measurement Instruments

The reliability of the measurements was as follows: Intention to visit (Cronbach Alpha=0.9319), Advertising (Cronbach Alpha=0.9654), Sales Promotion (Cronbach Alpha=0.9491), Publicity (Cronbach Alpha=0.9585), Direct Marketing (Cronbach Alpha=0.7705) and Internet Marketing (Cronbach Alpha=0.9391). The

Cronbach Alpha values for all the variables are above 0.70, indicating high reliability of the measures used in this study. Further steps are data analysis.

### Data Analysis

The collected data were analyzed by using the regression analysis and assisting statistical software, namely XLSTAT 2018. This software has an excellent advantage for ensuring the results, and it helps to suggest some policy to the stakeholder through the research findings.

### Results and Discussion

#### Results

Before embarking on hypotheses testing, the authors present the results by following the measurement model and regression analysis. In the first part, the study reports the results of discriminant validity analysis. It is measured by using the value of Communalities.

Table 3. The results of communalities

Latent Construct(s)	Standardized Loading(s)	Loading(s)	Communalities
Advertising	0.9832	0.9832	0.9667
	0.9831	0.9831	0.9665
Sales Promotion	0.9676	0.9676	0.9362
	0.9382	0.9382	0.8802
	0.9522	0.9522	0.9066
Publicity	0.9809	0.9809	0.9621
	0.9789	0.9789	0.9582
Direct Marketing	0.9261	0.9261	0.8576
	0.8744	0.8744	0.7646
Internet Marketing	0.9722	0.9722	0.9451
	0.9696	0.9696	0.9401
Intention to visit	0.9357	0.9357	0.8756
	0.9378	0.9378	0.8795
	0.9409	0.9409	0.8854

Table 3 shows that all values of communalities are higher than 0.50. The minimum value of communalities is 0.7646 (Direct Marketing), and the maximum value is



0.9667 (Advertising). Also, the authors have used the cross-loading value to test the discriminant validity of the construct. The results are presented in Table 4:

**Table 4. The results of discriminant validity (using Cross-Loading)**

Construct	Advertisin g	Sales Promotio n	Publicit y	Direct Marketin g	Internet Marketin g	Intentio n to visit
Print media	<b>0.9832</b>	0.9503	0.6062	0.7349	0.7228	0.6512
Electronic Media	<b>0.9831</b>	0.9382	0.6251	0.7168	0.6702	0.6495
Discounts	0.9153	<b>0.9676</b>	0.6555	0.7785	0.7589	0.7078
Lottery	0.9831	<b>0.9382</b>	0.6251	0.7168	0.6702	0.6495
Direct gift	0.8509	<b>0.9522</b>	0.6562	0.722	0.6975	0.6816
News in Articles/Media	0.6104	0.6587	<b>0.9809</b>	0.8089	0.804	0.8565
Event/Sponsorshi p	0.617	0.67	<b>0.9789</b>	0.8081	0.8092	0.8156
Electronic Mail Offer	0.6617	0.7206	0.8205	<b>0.9261</b>	0.9722	0.8238
Telephone Offer	0.674	0.6769	0.6489	<b>0.8744</b>	0.756	0.6408
Website	0.6617	0.7206	0.8205	0.9261	<b>0.9722</b>	0.8238
Social media	0.7152	0.7263	0.7768	0.9608	<b>0.9696</b>	0.7886
Preferential	0.6048	0.6741	0.8095	0.8041	0.8002	<b>0.9357</b>
Transactional	0.619	0.658	0.787	0.7533	0.7577	<b>0.9378</b>
Reference	0.6381	0.677	0.8059	0.7588	0.7796	<b>0.9409</b>

Table 4 captures the results of discriminant validity through the value of cross-loading. For confirming the constructs have discriminated, the authors can compare the value of the construct (e.g. Advertising, consists of printed and electronic media) with other loading value (e.g. Sales Promotion, Publicity, Direct Marketing, Internet Marketing and Intention to visit). Thus, it can be concluded that the constructs are discriminant each other. After checking the discriminant validity, the researchers also test the convergence validity. The convergence validity is tested by comparing the value of Average Variance Extracted (AVE) with the Square Root of AVE. The results can be seen in Table 5:

**Table 5. The results of discriminant validity (using Average Variance Extracted)**

Construct	1	2	3	4	5	6	Square Root of AVE
1 Advertising	1.000	0.922	0.392	0.545	0.502	0.438	0.967
2 Sales Promotion	0.922	1.000	0.460	0.603	0.555	0.510	0.908
3 Publicity	0.392	0.460	1.000	0.681	0.678	0.729	0.960
4 Direct Marketing	0.545	0.603	0.681	1.000	0.944	0.678	0.811
5 Internet Marketing	0.502	0.555	0.678	0.944	1.000	0.690	0.943
6 Intention to Visit	0.438	0.510	0.729	0.678	0.690	1.000	0.880
Square Root of AVE	0.967	0.908	0.960	0.811	0.943	0.880	0.000

Table 5 displays the results of discriminant validity. By comparing the value of AVE of each construct with the square root of AVE values, the authors identified that the construct fulfills the requirement of convergence validity. Having tested the validity, the further step has examined the reliability of measurement. The reliability test will use the value of Cronbach Alpha and Composite Reliability (D.G. rho-PCA). The results of reliability testing can be seen in Table 6:

**Table 6. The results of reliability testing**

Construct(s)	Cronbach's Alpha	D.G. rho (PCA)
Advertising	0.9654	0.983
Sales Promotion	0.9491	0.9672
Publicity	0.9585	0.9797
Direct Marketing	0.7705	0.8971
Internet Marketing	0.9391	0.9705
Intention to visit	0.9319	0.9566

Table 6 indicates that all of the constructs are used in this study categorized as reliable. It can identify from the value of Cronbach Alpha and D.G. rho (PCA). The cut-off value of Cronbach Alpha is 0.60 and above. Meanwhile, the cut-off value of

D.G. rho is 0.70 and above. Thus, it can be concluded that the construct studied is reliable and can be used for further analysis. Next, the study presents the results of the regression analysis (see Table 7).

**Table 7. The results of the inner model (Regression Approach)**

Criteria	Stat-Value
R <sup>2</sup>	0.7898
F	71.4013
Pr > F	0.0000
R <sup>2</sup> (Bootstrap)	0.7923
Standard error	0.0406
Critical ratio (CR)	19.4775
Lower bound (95%)	0.6932
Upper bound (95%)	0.8715

The above table indicates that the independent variables could explain their relationship to intention to visit at SOR as much as 0.7898, or 79.98 percent. The F value refers to the measure that all independent variables affect the intention to visit. The stat-value (F) is 71.4013 and significant (Pr) at the level 1 percent (< 0.01). Also, R<sup>2</sup>(Bootstrap) is 0.7923, Standard error is 0.0406, Critical ratio (CR) is 19.4775, Lower bound (95%) is 0.6932 and Upper bound (95%) is 0.8715. Table 8 reports the results of hypotheses testing.

**Table 8. The results of hypotheses testing**

Path analysis	Coefficient	Std. Error	t	Pr >  t
Advertising → Intention to Visit	-0.1257	0.1704	-0.7376	0.4626
Sales Promotion → Intention to Visit	0.2733	0.1834	1.4903	0.1394
Publicity → Intention to Visit	0.4953	0.0856	5.7856	0.0000
Direct Marketing → Intention to Visit	-0.0796	0.2120	-0.3753	0.7083
Internet Marketing → Intention to Visit	0.3858	0.2012	1.9175	0.0582

Table 8 displays the results of hypotheses testing. Referring to the path analysis, this study found that the regression coefficient of advertising is -0.1257, std. error is 0.1704, t is -0.7376 and Pr > |t| is 0.4626. Further, Sales Promotion regression coefficient is 0.2733, std. error is 0.1834, t is 1.4903 and Pr > |t| is 0.1394. For publicity variable, this study obtained the regression coefficient is 0.4953, std. error is 0.0856, t is 5.7856 and Pr > |t| is 0.0000. Also, the direct marketing regression coefficient is -0.0796, std. error is 0.2120, t is -0.3753 and Pr > |t| is 0.7083. Lastly, Internet marketing has a regression coefficient as much as 0.3858, std. error is

0.2012,  $t$  is 1.9175 and  $Pr > |t|$  is 0.0582. Further, Figure 2 presents the diagram of bootstrapping result.



Figure 2: The results of PLS Bootstrapping – XLSTAT 2018

Moreover, the summary of hypotheses can be seen from Table 9:

Table 9. The results of the hypotheses summary

Hypotheses		Decision
<b>H1</b>	Advertising has a positive effect on the intention to visit	Not Supported
<b>H2</b>	Sales promotion has a positive effect on the intention to visit	Not Supported
<b>H3</b>	Publicity has a positive effect on the intention to visit	Supported
<b>H4</b>	Direct marketing has a positive effect on the intention to visit	Not Supported
<b>H5</b>	Internet marketing has a positive effect on the intention to visit	Supported

Table 9 demonstrates that there are two variables that significantly affect the intention to visit SOR at Bandung, Indonesia, namely publicity and internet marketing. By following Table 8 above, it is found that publicity positively and significantly affects on the intention to visit ( $\beta = 0.4953$ ,  $t = 5.7856$  and  $p\text{-value} = 0.0000$ ). It means that, by assuming an increase 1 percent in publicity, then the intention to visit SOR at Bandung, Indonesia increases as much as 49.53 percent. Also, internet marketing positively and significantly affects on the intention to visit ( $\beta = 0.3858$ ,  $t = 1.9175$  and  $p\text{-value} = 0.0582$ ). By assuming an increase 1 percent in internet marketing variable, the intention to visit SOR at Bandung, Indonesia, increases to 38.58 percent.

### Discussion

Advertising does not have<sup>8</sup> positive effect on the intention to visit SOR at Bandung, Indonesia. The finding is contradicted with the study conducted by Sulaiman et al. (2017), which found that the advertising has attracted the tourist decisions to visit the Pulau Pangkor, Perak. They added that advertising is the most significant variable in attracting tourist to visit paradise beach. It means that better advertising is provided, and it would be easier for tourists to understand the added contents. For the variable of sales promotion, this study found that it does not have a significant positive effect on the intention to visit SOR at Bandung, Indonesia. The sales promotion consists of lottery and discount. It is categorized as a promotional goal, but the important one is by creating a tourism package. It is a flexible promotional program and easily adapts to change in travel patterns (Hjalager, 2007).

Moreover, the variable of publicity has played a crucial role in affecting the intention to visit SOR at Bandung, Indonesia. The result of the present study is supported by Petersen et al. (2015), which found that publicity can reach people who do not want to read advertisements. So, advertising can be placed on the front page of the newspaper. In that case, publicity is more authentic as news, and news is generally more trusted than advertisements, much cheaper because it is done freely, free of charge, is dramatic because it can dramatize the company or product. For the variable of direct marketing, it does not have a positive impact on the intention to visit the communities at SOR Si Jalak Harupat. Most respondents objected to being sent a letter or contacted via telephone regarding the marketing of Si Jalak Harupat. One of the reasons respondents were their privacy would be disturbed if contacted directly, as evidenced negative, meaning direct marketing makes people not interested in coming to SOR Jalak Harupat. The results of this study support the theory of Kotler and Keller (2012), where marketing has a weakness that is often considered to be disruptive to consumers.

The variable of internet marketing reflected by a website and social media has a significant positive effect on the intention to visit SOR at Bandung, Indonesia. It means that technological developments have supported this positive relationship.

The finding of this study was supported by a previous study conducted by Mila Pütter (2017), which found that internet marketing (social media) has a significant effect on consumer buying interest.

### Managerial Implications

Communication strategy planning is one approach that can use to attract the consumer in term of their behavioral intention, such as visiting intention. This approach is crucial to understand the effective communication strategy planning, which consists of advertising, sales promotion, publicity, direct marketing and internet marketing. Internet marketing has a positive effect on the intention to visit. The present study has augmented the understanding and knowledge about the impact of communication strategy planning in influencing the intention to visit in the Indonesian context. The findings indicated that the intention to visit of Indonesian consumers had been influenced by factors such as publicity and internet marketing. Also, the influence of publicity has emerged as the most significant determinant of intention to revisit among Indonesian consumers. With publicity influence – it categorized as a critical driver; managerial attention must focus on enhancing proper communication strategy planning on the benefits of intention to visit among consumers. Although communication strategy planning is a noticeable trend for future consumption in line with sustainable development goals, not all consumers possess a high degree of concern on sustainable development. In line with the findings of the present study, managers and policymakers need to focus on the management and planning of communication strategies, such as campaigns and promotions via publicity and internet marketing in traditional media like television and radio can be used in combination with modern media channels such as Instagram, YouTube, Whatsapp, Facebook and Twitter to communicate their goals to increase the intention to visit SOR, Bandung, Indonesia.

### Conclusion

In conclusion, the present study has elucidated crucial factors (integrated communication strategy) that influence the intention to visit among SOR visitors at Bandung, Indonesia. This study found that advertising, sales promotion, and direct marketing do not significantly affect the intention to visit. Besides that, publicity and internet marketing have a significant impact on the intention to visit SOR's sports facilities in Bandung, Indonesia. This study is beneficial for planning, utilizing and making great potential for the existence of the sports facilities at SOR in Bandung, Indonesia. This study also recommends that the government develop sports facilities, including civilized aspects and improving sports performance at the regional and international level. This study provides empirical evidence about the associated factor of marketing communication strategy planning in influencing the intention to visit the sports facilities at SOR in Bandung, Indonesia.



Further, using the understanding of communication strategy planning influence the intention to visit could lead to better marketing strategies to promote tourism products and better initiatives to educate consumers to practice IMC among Indonesians consumers and consumers from other developing countries. Even though the present study provides important insights, it has several limitations, and further research should address some of the issues not discussed in this study. The first limitation of the study is that only 100 tourists participated and obtained from self-administered questionnaires through convenience sampling. Also, this study is limited to some cities in Bandung, Indonesia. Thus, future studies can be extended to include other cities or provinces in Indonesia and cities outside of Indonesia. Lastly, considering the mixed findings on the effect of communication strategy on the intention to visit, future research should consider the nexus of potential moderating or mediating variables as well as analyzing the influence of other predictors such as governmental roles and social characteristics on the intention to visit that have not been examined in the study.

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## PLANOWANIE STRATEGII KOMUNIKACJI WPŁYWAJĄCE NA ZAMIAR ZWIEDZANIA: IMPLIKACJA NA ZARZĄDZANIE MARKETINGEM

**Streszczenie:** Niniejsze badanie ma na celu analizę powiązanych czynników planowania strategii komunikacji marketingowej, wpływających na zamiar odwiedzenia obiektów sportowych w Si Jalak Harupat (SOR) w Bandung w Indonezji. Projekt tego badania jest podejściem ilościowym poprzez badanie przekrojowe. Dane są zbierane za pomocą kwestionariusza do samodzielnego wypełnienia przez 100 odwiedzających obiekty sportowe SOR w Bandung w Indonezji. W niniejszym badaniu rozważono dwie podstawowe zmienne, a mianowicie zintegrowane planowanie komunikacji marketingowej (reklama, promocja sprzedaży, reklama, marketing bezpośredni, marketing internetowy) jako zmienną niezależną, a zamiar wizyty odwiedzających jako zmienną zależną. Dane są analizowane przy pomocy modelowania równań strukturalnych z wykorzystaniem metody częściowego najmniejszego kwadratu (XLSTAT-2018). Technika analizy danych obejmuje statystyki opisowe i analizy wnioskowania. Stosując analizę PLS-SEM, badanie to wykazało, że reklama, promocja sprzedaży, marketing bezpośredni nie wpływają znacząco na zamiar wizyty. Poza tym reklama i marketing internetowy mają znaczący wpływ na zamiar odwiedzenia obiektów sportowych SOR w Bandung w Indonezji. Badanie to jest korzystne dla planowania, wykorzystania i tworzenia wielkiego potencjału dla istnienia obiektów sportowych w SOR w Bandung w Indonezji. W studium tym zaleca się również rządowi rozwijanie obiektów sportowych, w tym aspektów cywilizacyjnych, oraz poprawę wyników sportowych na poziomie regionalnym i międzynarodowym. Niniejsze badanie dostarcza empirycznych dowodów na temat powiązanego czynnika planowania strategii komunikacji marketingowej, który wpływa na zamiar odwiedzenia obiektów sportowych w SOR w Bandung w Indonezji.

**Słowa kluczowe:** Zarządzanie relacjami komunikacyjnymi, planowanie strategii komunikacji, zintegrowana komunikacja marketingowa i zamiar wizyty

## 影响访问意图的通信策略规划:对营销管理的启示

**摘要:** 本研究旨在分析营销传播策略计划的相关因素,以影响对印度尼西亚万隆Si Jalak

Harupat (SOR) 体育设施的参观意图。本研究的设计是通过横断面研究的定量方法。数据是通过使用自我管理的问卷向印度尼西亚万隆SOR体育设施的100位访问者收集的

。这项研究考虑了两个基本变量,即整合的营销传播计划(广告,促销,宣传,直接营销,网络营销)是一个自变量,而访问意向则是一个因变量。通过使用偏最小二乘(XLSTAT-

2018)辅助结构方程建模来分析数据。数据分析技术包括描述性统计和推论分析。通过应用PLS-

SEM分析,该研究发现广告,促销,直接营销不会显着影响访问意向。除此之外,宣传和网络营销对访问SOR位于印度尼西亚万隆的体育设施的意图有重大影响。这项研究对于规划,利用并为印尼万隆SOR的体育设施的存在提供了巨大的潜力。这项研究还建议政府发展体育设施,包括文明的方面并在地区和国际层面改善体育表现。这项研究提供了有关营销传播策略计划的相关因素的实证证据,这些因素影响了印度尼西亚万隆SOR参观体育设施的意图。

**关键词:**传播关系管理,传播策略规划,整合营销传播和访问意向

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