



## Analysis of Tourism Attraction on Tourist Interest in the State Museum of North Sumatra through Promotion as an Intervening Variable

Mei Rayani Rorumondang Rumapea<sup>1\*</sup>, Husni Muharram Ritonga<sup>2</sup>  
Universitas Pembangunan Pancabudi Medan

**Corresponding Author:** Mei Rayani Rorumondang Rumapea;  
[rumapea00mei@gmail.com](mailto:rumapea00mei@gmail.com)

---

### ARTICLE INFO

*Keywords: Attraction, Tourists, Promotion, Museum, Marketing*

*Received : 5 May*

*Revised : 23 June*

*Accepted: 23 July*

©2025 Rumapea, Ritonga: This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



### ABSTRACT

Tourism plays an important role in the economic growth of a region. One of the tourist destinations that is currently much sought after by tourists is historical tourism. Historical tourism has its own unique appeal compared to other types of tourism. One historical site that has the potential in North Sumatra is the State Museum of North Sumatra. This State Museum of North Sumatra was established in 1982, with the first item being a Makara from the Sitopayan Monastery in North Padang Lawas. Thus, this museum is also known as the Arc Building. This museum is an amazing destination that allows people to gain an understanding of the rich and diverse cultural heritage in North Sumatra. Some of its collections include archaeological artifacts, ethnographic objects, fine arts, and natural history. This research aims to determine whether there is an influence of tourist interest factors, namely tourist attractions and promotions, on the interest in visiting the State Museum of North Sumatra. The subject of this research is tourists in the city of Medan, Deli Serdang regency, and Binjai city with a total of 93 respondents

---

## INTRODUCTION

Tourist attractions are service products offered by a service company with the hope that consumers will come to visit and enjoy the tourist attractions offered. Tourism has benefits in increasing job absorption, encouraging equal business opportunities, promoting national development equity, and contributing to foreign exchange earnings generated from the number of foreign tourist visits (tourists). One of the tourist attractions in North Sumatra that is quite well-known among tourists is the State Museum of North Sumatra. This tourist attraction offers a tourist destination with a historical ecotourism concept, which is a conservation tourism concept while also viewing the history of the tribes in North Sumatra. The tourist attraction offered to visitors is that they can see the life of the past of the tribes in North Sumatra, as well as the traditional tools they use to support their livelihood. Additionally, there are several replicas of ancient creatures and the history of the city of Medan, supported by the presence of the leaders of North Sumatra.

### *Problem Limitations*

This research is limited to make the discussion more focused and directed, and not deviating from the desired objectives. Thus, the author limits the problem only to the "State Museum of North Sumatra."

### *Problem Formulation*

1. Does tourist attraction have a positive and significant partial effect on tourist visits to the State Museum of North Sumatra?
2. Does the interest in visiting have a positive and significant partial effect on tourist visits to the State Museum of North Sumatra?
3. Does tourism promotion have a positive and significant partial effect on tourist visits to the State Museum of North Sumatra?
4. Do tourist attraction, interest in visiting, and promotion simultaneously have a positive and significant effect on tourist visits to the State Museum of North Sumatra?

### *Benefits of Research*

#### *a. For the Local Government Tourism and Culture Office*

As a consideration for the relevant office in making decisions, particularly those related to increasing tourist visits to the North Sumatra State Museum.

#### *b. For the Author*

To increase insight and knowledge about marketing, particularly regarding tourist visits, tourist attractions, interest in visiting, and promotion.

#### *c. For Future Researchers*

As a reference for conducting further research, particularly related to tourist visits, tourist attractions, tourism characteristics, and promotion.

#### *d. For Universities*

Can be used as a reference to supplement management journals and teaching materials for students.

### *Authenticity of the Research*

This research is a development of the study by Sri Devy Br. Sitepu (2020) titled 'Analysis of the Influence of Tourist Attraction, Tourist Characteristics, and Tourism Promotion on Tourist Visits to the Tangkahan Tourism Object in Langkat Regency.' Meanwhile, this study is titled: 'Analysis of Tourist Attraction

on Tourist Visit Interest at the State Museum of North Sumatra through Promotion as an Intervening Variable.'

## **LITERATURE REVIEW**

### ***Theoretical Foundation***

#### ***1. Tourism***

According to Muljadi (2012), tourism is a phenomenon caused by the presence of foreigners or the entire travel relationship that is not for permanent residence and has no connection to activities for earning a living. Thus, in undertaking their journey, they only seek things that match their desires and needs. Tourism is a journey undertaken temporarily, organized from one place to another with the intention not to engage in business or earn a living at the visited location, but solely to enjoy the journey for leisure and recreation or to fulfill their diverse desires.

#### ***2. Tourist Attraction***

According to (Marpaung, 2002) tourist attraction is a formation of activities and related facilities that can attract the interest of tourists or visitors to come to a specific area or place, and has the value of a variety of natural and man-made wealth that is interesting and has value for tourists to visit and see.

#### ***3. Visiting Interest***

According to Kotler and Keller (2003), the visiting interest of tourists is an individual's desire to visit a specific tourist destination, which may be influenced by various factors such as the attractiveness of the destination, quality of service, advertising, and recommendations from others. They also state that the visiting interest of tourists can be demonstrated in the form of intent or actual actions to travel to the destination.

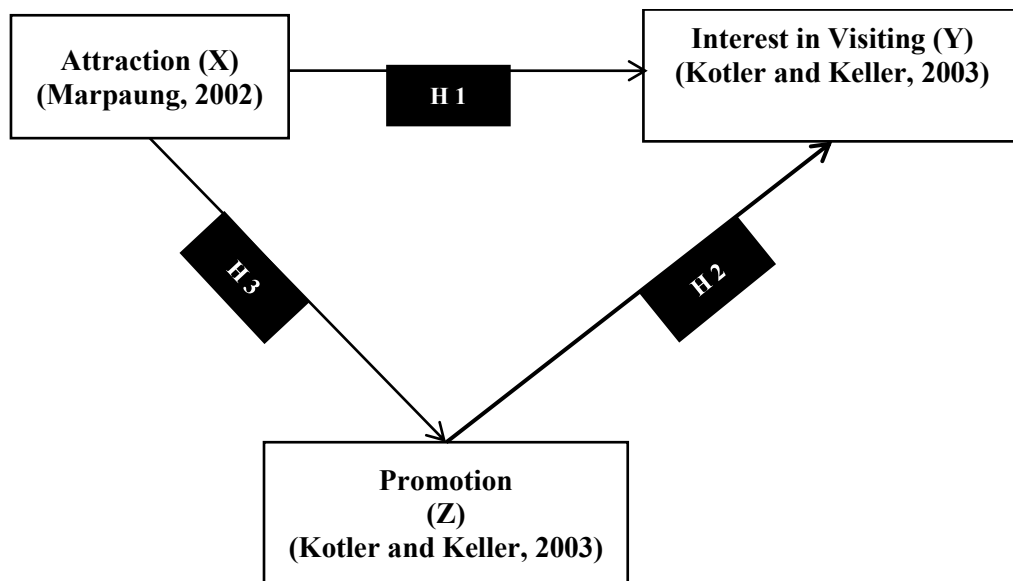
#### ***4. Promotion***

According to Kotler and Keller in Simamora 2018, promotion is any form of communication used to inform, persuade, and remind the target market about the products produced by organizations, individuals, or households.

### ***Conceptual Framework***

According to Manullang and Pakpahan (2014) the conceptual framework is the theoretical foundation that has been synthesized based on facts, observations, and literature reviews, therefore it will create a comparative relationship or influence between the variables involved in the research being conducted based on supporting theories, principles, or basic concepts of the research. According to Rusiadi (2013), the conceptual framework illustrates a synthesis of a series of theories outlined in the literature review, which essentially is a systematic depiction of the performance of the theory in providing solutions and alternative solutions to a series of established problems.

Figure Conceptual Framework



Picture 1. Conceptual Framework

### *Hypothesis*

According to Manullang and Pakpahan (2014), a hypothesis is a temporary assumption or answer to questions arising from the formulation of the research problem. Based on the research conceptual framework above, the hypotheses of this study are:

- H1 It is suspected that tourist attraction (X) has a positive and significant partial effect on the interest in visiting (Y) the State Museum of North Sumatra.
- H2 It is suspected that Promotion (Z) has a positive and significant partial effect on the interest in visiting (Y) the State Museum of North Sumatra.
- H3 It is suspected that Tourist Attraction (X) has a positive and significant partial effect on the interest in visiting (Y) through Promotion (Z) to the State Museum of North Sumatra.

## **METHODOLOGY**

### *Type of Research*

The approach used in this study is a quantitative approach. The population is the area of generalization that consists of objects or subjects that become quantities and specific characteristics set by the researcher to be studied and then concluded.

### *Place and Time of the Research*

The place and object of the research on the Analysis of Attraction on Tourist Visiting Interest at the State Museum of North Sumatra is located at State Museum of North Sumatra, Jln. H.M. Jhoni No. 51, Medan. The research schedule will be carried out over a period of 3 months.

### *Population and Sample*

#### *Population*

The population is the area of generalization that consists of objects or subjects that have certain qualities and characteristics set by the researcher to be studied and then concluded (Sugiono, 2015). The population of this research is visitors at (the research location).

#### *Sample*

A sample is a subset of the population units that is expected to represent the research population. In order for the information obtained from the sample to truly represent the population, the sample must also have characteristics of the population it represents. The determination of the number of samples taken as respondents uses the Slovin and Umar (2014) formula as follows.

$$n = \frac{N}{1 + N(e)^2}$$
$$n = \frac{1266}{1 + 1266(0,1)^2}$$
$$n = \frac{1266}{1 + 1266(0,01)}$$
$$n = \frac{1266}{1 + 12,66}$$
$$n = \frac{1266}{13,66}$$
$$n = 92,67 = 93$$

The calculation results above with a population of 1266, using the Slovin approach, determine the sample size to be 93 respondents. This is in accordance with the minimal sample size to be stated, which is at least 93 samples.

#### *Data Collection Technique*

According to Sugiono (2015), data collection techniques are the most strategic steps in research, because the main purpose of research is to obtain data. Activities related to this research include collecting data using the following methods:

##### *1. Primary Data*

Data is the source of data obtained directly from the original source.

##### *2. Observation*

The observation method is often defined as systematic observation and recording of the phenomena that appear in the subjects of the study.

##### *3. Questionnaire*

A questionnaire is a set of written questions that will be answered by research respondents, so that researchers can obtain field data to solve the research problems and hypotheses that have been established. The data collection technique involves distributing questionnaires to visitors aged 17 and older at the State Museum of North Sumatra in Medan, totaling 93 people. Respondents are asked to answer questions related to the variables under study, namely Attraction, Visiting Interest, and Promotion.



Based on the data above, the total of all variables is declared valid because the final total for each is  $<0.05$ . *Uji Reliabilitas Data*

### Reliability Statistics

Cronbach's Alpha	N of Items
.945	24

Picture 2. Reliability Statistics  
 SPSS Version 21.0 Processing Source

According to Imam Ghozali, a variable can be said to be reliable if the Cronbach Alpha value is  $>0.70$ . Based on the table above, a Cronbach Alpha value of 0.945 was obtained, indicating that this research is reliable

### Path Analysis Path Model I

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.720 <sup>a</sup>	.518	.513	3.265

a. Predictors: (Constant), Daya Tarik

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.530	2.306		4.133	.000
	Daya Tarik	.695	.070	.720	9.898	.000

a. Dependent Variable: Minat Berkunjung

Picture 3. Path Analysis Model I  
 Source of SPSS Processing Version 21.0

It is known that the significance value of the attraction variable in the coefficients table is 0.000 ( $<0.05$ ), so it can be concluded that the attraction variable has a significant effect on the intention to visit. The value of R Square found in the Model Summary table is 0.518. This indicates that the contribution of the attraction's influence on the intention to visit is 51.8%, while the remaining 48.2% is the contribution from other variables not included in the study. Meanwhile, the value of  $e_1$  can be calculated using the formula  $e_1 = \sqrt{1 - 0.518} = 0.694$ . Path Model II.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.520 <sup>a</sup>	.270	.254	3.610

a. Predictors: (Constant), Minat Berkunjung, Daya Tarik

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17.740	2.778		6.386	.000
	Daya Tarik	.313	.112	.363	2.796	.006
	Minat Berkunjung	.173	.116	.194	1.492	.139

a. Dependent Variable: Promosi

Picture 4. Path Analysis Model II  
Source of SPSS Processing Version 21.0

It is known that the significance value of the attraction variable in the coefficients table is 0.000 (<0.05), so it can be concluded that the attraction variable has a significant effect on the intention to visit. The value of R Square found in the Model Summary table is 0.518. This indicates that the contribution of the attraction's influence on the intention to visit is 51.8%, while the remaining 48.2% is the contribution from other variables not included in the study. Meanwhile, the value of e1 can be calculated using the formula  $e1 = \sqrt{1 - 0.518} = 0.694$ .

**Path Model II**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17.740	2.778		6.386	.000
	DAYA_TARIK_X	.313	.112	.363	2.796	.006
	MINAT_BERKUNJUNG_Y	.173	.116	.194	1.492	.139

a. Dependent Variable: PROMOSI\_Z

Picture 5. Path Model II  
Source of SPSS Processing Version 21.0

A Based on the table above, the t-value attraction is 2.796 > t-table 1.987 with a significance of 0.000 < 0.05, which means that there is a positive and significant effect of Attraction on Promotion partially. b. Based on the table above, the interest in visiting has a t-value of 1.492 < t-table 1.987 with a significance of 0.000 > 0.05, which means that Interest in Visiting does not have a significant effect on Promotion partially.

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	434.310	2	217.155	16.665	.000 <sup>b</sup>
	Residual	1172.722	90	13.030		
	Total	1607.032	92			

a. Dependent Variable: PROMOSI\_Z

b. Predictors: (Constant), MINAT\_BERKUNJUNG\_Y, DAYA\_TARIK\_X

Picture 6. F Test (Simultaneous Test)  
 Source of Processing SPSS Version 21.0

It can be seen in the table above that the F test resulted in an F calculated value of 16.665 with a significance level of 0.000. Because  $F_{\text{calculated}} 16.665 > F_{\text{table}} 3.10$  and the significance probability is much smaller than 0.05, which is  $0.00 < 0.05$ , it can be stated that the regression model shows that Attraction and Interest in Visiting simultaneously and significantly affect Promotion.

Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.520 <sup>a</sup>	.270	.254	3.610

a. Predictors: (Constant), MINAT\_BERKUNJUNG, DAYA\_TARIK

b. Dependent Variable: PROMOSI

R<sup>2</sup> Test (Determination Test)  
 Source Processed using SPSS Version 21.0

It is known that R<sup>2</sup> is 0.254, which means that the contribution of the attraction variable and the interest in visiting towards promotion is 25.4%.

## CONCLUSIONS AND RECOMMENDATIONS

From the various descriptions above regarding the attractions, interest in visiting, and promotion of the State Museum of North Sumatra, the author finally reaches a conclusion, which is as follows.

- Based on partial testing, there is a positive and significant effect of Attractions on Promotion.
- Based on partial testing, Interest in Visiting does not have a significant effect on Promotion.
- Based on simultaneous testing, both Attractions and Interest in Visiting simultaneously and significantly affect Promotion.

## FURTHER STUDY

With the obstacles faced by the Sumatra State Museum as described, it will at least impact the promotion of the museum. The author will try to provide

suggestions that are expected to help the advancement of the Sumatra State Museum as follows.

- Promotion can be done offline through direct visits to schools or universities. It can also be done by organizing a bazaar at certain moments in the city, such as during the Car Free Day event that is usually held every Sunday morning in downtown Medan. This has a positive impact considering that the visitors to the Sumatra State Museum are generally school children.
- Promotion can also be done online through social media marketing, creating Instagrammable or iconic designs with specific spots that are identical to the Sumatra State Museum. Online promotions can increase the appeal of visitors from outside the city of Medan.

## REFERENCES

- Alfatory, R.S. Pengaruh Daya Tarik, Fasilitas, dan Aksesibilitas Terhadap Keputusan Wisatawan Asing Berkunjung Kembali ke Aloita Resort di Kab. Kep. Mentawai. *Jurnal Pelangi* Vol 7 No.1 Tahun 2015. Halaman 71-82
- Aprilia, E. R., & Pangestuti, E. (2017). Pengaruh Daya Tarik Wisata dan Fasilitas Layanan Terhadap Kepuasan Wisatawan di Pantai Balekambang Kabupaten Malang. *Jurnal Administrasi Bisnis (JAB)*, 51(2), 16-21. [https://doi.org/10.1016/0377-2217\(84\)90040-7](https://doi.org/10.1016/0377-2217(84)90040-7)
- Helln, A. D., Soemanto R. B. (2017) Pengembangan Obyek Dan Daya Tarik Wisata Alam Sebagai Daerah Tujuan Wisata Di Kabupaten Karanganyar. *Jurnal Sosiologi DILEMA*, Vol. 32, No. 1 Tahun 2017 (34-44)
- Irawan, A. (2017). Analisis Pengaruh Daya Tarik Wisata, Persepsi Harga, dan Kualitas Pelayanan terhadap Minat Berkunjung Ulang dengan Kepuasan Konsumen sebagai Variabel Intervening (Studi Kasus Objek Wisata Teluk Kiluan). Lampung.
- Kotler dan Keller (2012). *Manajemen Marketing*. Erlangga. Jakarta
- Marpaung, Happy (2002). *Pengetahuan Kepariwisata*. Bandung: Alfabeta.
- Ritonga, Husni Muharram, dkk. (2018). *Manajemen Marketing: Konsep dan Strategi*. Medan: CV. Manhaji. Diakses dari <https://id.id1lib.org/>
- Ritonga, Husni Muharram, dkk (2018). Dampak Strategi Marketing Terhadap Keputusan Berkunjung dan Kepuasan Wisatawan ke Bumi Perkemahan Sibolangit. Medan: *Jurnal Jumant* Vol.2 Halaman 58-67. Diakses dari [scholar.google.co.id](http://scholar.google.co.id)
- Ritonga, Husni Muharram, dkk (2018). Strategi Marketing Wisata di Kecamatan Bandar Pasir Mandoge. Medan: *Jurnal Ilmiah "Dunia Ilmu"* VOL. Diakses dari [scholar.google.co.id](http://scholar.google.co.id)
- Sugiyono. (2019). *Metodologi Penelitian Kuantitatif dan Kualitatif Dan R&D*. Bandung: ALFABETA