Decision Model for a Visit at the Museum Bahari in Jakarta: People, Place, Promotion, and Physical Evidence

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Abstract: This study aims to describe clearly about the influence place, people, promotion and physical evidence on the decision of the visit to the Maritime Museum. The population in this study is that visitor who are in Maritime Museum. The sampling reached is 100 respondents. The research analysis performed by using SPSS (by applying method multiple linier regression analysis) IBM program version 21 statistical applications for data processing. The result of this research are: 1) Place significantly influenced the decision of visit to the maritime museum, 2) People significantly influenced the decision of visit to the maritime museum, 3) Promotion significantly influenced the decision of visit to the maritime museum, 4) Physical Evidence influenced the decision of visit to the maritime museum, 5) People, Place, Promotion and Physical Evidence are simultaneously significant and influence the decision of visit to the Maritime Museum jointly.
Keywords: Place, people, promotion, physical evidence, and decision to visit.

INTRODUCTION

Tourism involves many aspects in the implementation of such economic, cultural, social, religious, and many other aspects. Tourism serves as a source of foreign exchange earnings and also provide a lot of assistance or donation towards other areas of national development in Indonesia. Which of them is increasing the income of many parties such as Government and citizens, encouraging the preservation of the environment and safeguard the nation's culture, creating and adding to employment for many people and other[1].

One of the goals of the development of tourism in the world is the conservation or preservation of cultural and historical society. Conservation and cultural preservation has benefits that are very deep, especially in improving the identity of a nation and the closely related in advancing education for the broader community. One of the forms of tourism development related to conservation and preservation of culture is through the development of historical attractions (heritage). History is an element and the value of distinguishing between one destination with other destinations that make up the competitive advantage of a tourism destination. For example, one of the most distinguishing between the city of Jakarta with other cities in Indonesia as well as other cities in the world is the history and its historical heritage that exists therein. And that's what makes a country with other countries become more attractive and wealthy, due to a historical heritage that exists in it.

This condition makes the history became one of the distinctive value that is typical of a destination that can be optimized to be an asset in the development of tourism. Historic tours (heritage tourism) was able to

attract international tourist as well as national tourists. For tourists, especially coupled with the history of a certain city, interesting historical visit to reminisce or learn the identity of the city.

There are several factors that influence purchase decisions in numerous research conducted by Nugroho & Japarianto [2], stating that purchase decisions are influenced by product, price, place, promotion, people and physical evidence against the traffic levels in the Cafe coffee cozies. While according to Astuti, Silalahi, & Wijaya [18] Marketing Strategy Based on Marketing Mix Influence on Purchasing Decisions of Poor Consumer Apples at the Giant Olympic Garden Mall (MOG), Malang City, East Java Indonesia, Provience, 2015.) says that purchasing decisions are influenced by the marketing mix 7P IE product, price, place, promotion, peope, process and physical evidence in Mall Giant Olympic Garden is unfortunate. Supported by research [3] which States that 7P in the marketing mix is affecting purchasing decisions on the service industry.

Based on the description of the above background and survey that has been done, then researchers will conduct research under the title "The Influence Of Place, Promotion, People And Physical Evidence Against The Decision To Visit".Based on the background and the problem then the goals to be achieved from this research are:

- Analyse the influence of place decision against a visit to the museum?
- Analyze the effect of promotion of a visit to the museum?
- Analyze the influence of the people against the decision of a visit to the museum?
- analyze the influence of the physical evidence against the decision to visit the museum?
- Analyze the influence of place, promotion, people, and physical evidence against the decision to visit the Maritime Museum?

LITERATURE RIVIEW
Marketing Mix

Marketing Mix is a decisive component of demand in a business. But according to Kotler, p., Armstrong, g. [4] service marketing mix consists of 8 Ps, namely:

- Product (product) which is the overall concept of the object or process, which provides a number of value to consumers.
- Price (price) is the cost of the consumer must be removed in order to get a product.
- Place (place) is a combination between location and distribution channels, in this case relate to how the delivery of services to the consumer and where a strategic location.
- Promotion (the promotion) is used to communicate information about products that are for sale.
- People (person) is a service provider that greatly influences the quality of the services rendered.
- Process (process), the combined activity generally consists of procedures, schedule the work, activities and mechanisms, routine things where services are produced and delivered to the consumer.
- Programs (programs) reflect the consumer company handling activities directly.
- Performance (performance), is defined as in the holistic marketing, to capture the various possibilities of the size of the financial implications of having results and nonfinansial (profitability and brand equity and customer), and the implications beyond the the company itself.

Place

Location or place by definition [5] was "the activities of the company that made the product available to the target". The place is a distribution channel that is a series of mutually dependent organization of mutual looks in the process to make products or services ready to be used or consumed.

According to the [6] place in service is a combination of a location and the decision on distribution channels, in this case related to the delivery of consumer jasakepada how and where a strategic location. The company's activity to channel the products or services that is included to the consumer at the right time and place [7].

According to the [8] in conducting the selection of a location or place needed careful consideration:

- access, such as location within easy reach of public transportation.
- visibility, such as a location that can be seen clearly from the edge of the road.
- traffic, where many people passing by can provide great opportunities tejadinya impulse buying which means with the site selection of the much-traveled people, then it is expected to attract visitors who drift.
- the spacious parking places) and secure, it is important for consumers in choosing a venue.
- Environment is the region around the support services offered.
- Competition is. the location of the competitor.

People

In conjunction with marketing services, people who function as service provider greatly influences the quality of the services rendered. The decision in people this very meaningful with respect to the selection, training, motivation and human resource management [9].

All behavior that plays as the presentation of the services and therefore affect the perceptions of buyers [10] that are included in this are the employees of the service provider or sales, or people involved directly or not directly in the process of the service itself.

According to Zeithaml & Bitner [11] the ability of the employees split into two, namely:
- Service people. In service organizations, service employee ability usually holds a double is hold and sell these services with good service, friendly, fast, thorough, and accurate will create customer satisfaction and customer loyalty to the company which ultimately increases the company's good name.
- Customer. Other factors that affect is the relationship that exists among the customers. Customers may give the perception to other consumers about the quality of service that never gets from the company. The success of the

company's services relating to the selection and motivation of management training resources.

Promotion

According to [8] the notion of promotion is a form of marketing communications. That is the marketing activity that seeks to diffusing information, influence or persuade, and remind target market or over the company and its products in order to be willing to accept, purchase and loyal customer on products offered companies that concerned.

According to Kotler and Keller [12] marketing communications is a means used by the company in an effort to inform, persuade and remind consumers directly or indirectly, on the products and brands they sell. The marketing communications mix consists of: advertising (advertising), sales promotion (sales promotion), public relations, personal selling, direct marketing.

- Advertising. According to [4] advertising is a form of presentation is not done to people and be a promotion of ideas, goods, or services identified by the sponsors.
- Sales Promotion. According to Assauri [14] is a sales promotion of all marketing activities in addition to personal selling, advertensi and publicity, which is done with the aim to attract consumers in order to purchase products such as exhibitions, performances, During sales efforts and are not done on a regular basis. According to Armstrong and Keller [12] sales promotions is a different type of short-term incentives to encourage people try or buy any product or service.
- Public Relations. According to Kotler and Keller [12] Public relations is a variety of programs designed to promote or protect the image of the company or their respective products.
- Personal Selling. According to Kotler and Keller [12] personal selling personal selling is or face-to-face interaction with one or more potential buyers with a view to presenting, answering questions, and obtain an order. Personal selling is required in order to: a) Create/build trust (creating confidence); b) Personal selling can cause a high level of confidence to the consumer against products being promoted. It is difficult to achieve with other promotional activities; c) Require demonstration of typically are products that are not yet recognized by the market.
- Direct Marketing. Direct marketing can use mail, telephone, facsimile, e-mail, the internet to communicate directly or request response customers or prospective customers.

Physical Evidence

Physical evidence also needs to be in the marketing mix, because the outside shape products and services impact the perception of people about such products and services. According to physical evidence Zeithaml and Bitner in Hurriyati [8] is a thing which significantly influence the consumer's decision to purchase and use the products of the services offered. The elements that are included in the physical facilities, among others, the environment, in this building, equipment, supplies, services and other barangbarang hints combined with service that is given as a ticket, covers, labels, and other so on.

Physical Evidence is physical environment places services are created and directly interact with consumers. There are two types of physical evidence Arief [9] as follows:
- Essential evidence (the evidence is important): is the decisions made by the giver of services regarding the design and layout of the building, room, and others.
- Peripheral evidence (supporting evidence): this is a stand alone value added will not be nothing. So, only serve as a complement, however its role is crucial in the process of the production of services, such as airline ticket. Physical evidence helps to position the marker perusahannnya on the market and provide real support first related location.

Keputusan Berkunjung

Definition Peter J & Olson [13] stated that consumer behavior as a dynamic interaction is about feeling, cognition, behavior and environment where individuals do exchanges in various aspects of his life. To know the peilaku the consumer thoroughly, it takes knowledge of learning about how an individual, groups and organizations are choosing, buying, using and spending a product, service, idea or experience to satisfy needs and desires.

In general consumers will experience the five stages of the process before making a decision (Kotler and Armstrong [4]:
- Need Recognition. Starting from understanding the problem, the source of this problem from a boost external and internal customers. Through the encouragement of individual need a internal personal needs such as eating, drinking and so on. Boost externally can also awaken a needs such as the need for entertainment and so on.
- Information Search. Information can be obtained through a variety of channels of information to what you are going to need.
- Evaluation of Alternatives. Consumer decisions are generally based on the conscience and consideration. The basic concept is done by consumers are: trying to meet his needs, then consumers will search for information against the expected products, so it's not just focused on one product only.
- Purchase Decision. After going through the stages of evaluation, consumers will make ranking against the expected products with alternatives that are

available or make a scale of priorities, decision-making is influenced by two things, namely the responses of people lainterhadap the product and situations that cannot be anticipated.

- Postpurchase Behavior. Consumers will assess satisfaction obtained by comparing the expectations and performance of the products which he had purchased.

Conceptual Framework

Murwatiningsih [14] in the journal with a total of 160 respondents of the buyer in the market for traditional Semarang, States that place the most influential buyers in the market shopping with Multiple Regresion Analysis method. In the journal by Kuyram [15] stated in a study conducted in the District of Bangkok with 100 respondent visitors salon with Multiple Regresion Analysis, methods that Place and influential people in decision making.

Journal [16] the survey research design, research done by distributing the Questionnaire Sample as much as 135 visitors Museum of Health Dr. Adhyatma, MPH. The conclusion that can be drawn from these findings is a variable product, price, promotion, place, people, processes, physical evidence, and customer service positive significant effect against the interest of the visitors towards the Museum of Health Dr. Adhyatma, MPH.

In the service industry in the journal [17] States that the decision to make a tour in the city of Padang was influenced by, among others, the promotion and the process, with the total number of respondents as much as 150 tourists. According to [18] in his journal States that the variable promotion and influence on the decision-making process to purchase, this research was conducted in one of the shopping centre of Malang (East Java) and the number of respondents 100 people use Multiple techniques Regresion Analysis.

In the journal [19] found that the dimension of the physical evidence-the atmosphere, the competence of the personnel, and the design of the system of service affect the performance measures of marketing-sales growth, market share and profitability This aviation company. Next in the journal [20] the results showed that all elements of the marketing mix for tourism include the product, price, place, promotion, physical environment, processes and people have had a significant and positive impact on the the decision of the tourists to buy a holiday home in Cyprus.

Based on the above explanation of the flow of thought between the variables penelletian merunjuk previous research results, then it can be described through the framework of the research model as shown below:
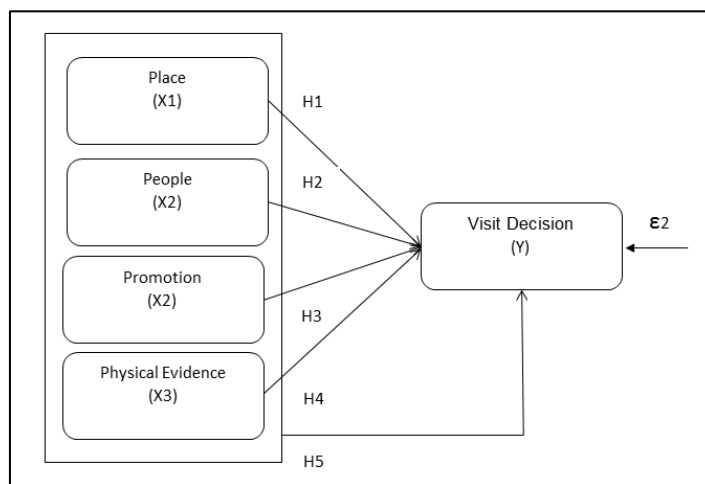

Fig-1: Conceptual Framework

Based on the purpose of the research and the research model on top of the obtained hypothesis as follows:

- H1: Place influence on decision making visit
- H2: Promotion effect on decision making visit
- H3: People influence on decision making visit
- H4: Physical Evidence to decision making visit
- H5: Place, Promotion, People and Physical Evidence effect simultaneously against a decision making a visit at the Museum Bahari in Jakarta

METHODS

The unit of analysis in this study is a Maritime Museum in Jakarta. While the sampelnya is from the number of visitors coming to the museum in the year 2016 and by using the formula slovin then gained 99.99 people are rounded up into 100 people respondents with a 10% error rate. To get quality results and good quality properly if the series of research conducted should be good too. Careful planning is absolutely necessary, and then the tools used must also be in good shape. This is done so that the data obtained is valid and reliability.

Test validity can be done by looking at the correlation between the score of each item and a questionnaire is said to be valid if it exceeds the critical > r-0.5 is using Pearson's Correlation in SPSS. As for the statistical testing refers to the criteria: r critical countdown < invalid then r count > r critical then valid

Reliability testing done using Cronbach Alpha. The Cronbach Alpha coefficient > 0.60 indicates reliability (reliability) instrument (when done with time and research different dimensions will yield the same conclusion) and if the coefficient of Cronbach Alpha < 0.60 shows less handalnya instrument (where the variables are done with time and research different dimensions will yield different conclusions). In addition, the Cronbach Alpha are getting closer to 1 indicate higher internal consistency reliability.

A classic assumption test is testing the data have been obtained from the Division of the questionnaire. This test is used to determine whether data obtained from the respondents have represented the actual conditions in the field and deserves to be tested. In this study the classical assumptions used Normality Test, Multikolinieritas Test, and Hetroskodastisitas.

Good regression model is the normal distribution of the data or close to normal. If the data is spread around the diagonal line and follow the direction of a diagonal line, then the regression models meet the assumption of normality. If the data is spread far from the diagonal line or do not follow the direction of a diagonal line, then the regression model does not satisfy the assumption of normality.

Multikolinieritas is a State in which there is a perfect liniear relationship or close to perfect the independent variable in the model between regression. Good regression model is the free from the problem of multicollinearity. The consequences of the presence of multicollinearity is uncertain correlation coefficients and errors become very large or infinite [21], one way to find out the presence of multicollinearity is to use Tolerance Value or the Variance Inflation Factor (VIF). If the Tolerance Value to every variable worth > 0.1 or VIF on every free variable worth < 5 then it means there is no problem of multicollinearity and vice versa when each variable is free worth > 5 then there is multicollinearity.

According to Wijaya [22] heterokedatisitas showed that the variance of the variable is not the same for all observations/observations. If the residual variance of one observation to other observations remain then it is called homokedatisitas. The detection of the presence of heterokedastisitas that is done with the analysis as follows:

- See or no specific pattern on the graph. If there is a particular pattern, such as the points that there are certain patterns that form an irregular (wavy,
widened, then narrowed) then heterokedastisitas has occurred.
- If there is no clear pattern, as well as the points spread above and below zero on the Y axis, then does not happen heterokedastisitas

In this research, multiple regression analysis serves as the statistical techniques used to test whether or not there is the influence of the quality of service, quality of product's response to consumer satisfaction. Regression analysis using multiple regression equations formulas as cited in Sugiyono 2010 [23], namely: $Y = \alpha + b_1 b_2 X_1 + X_2 + X_3 + b_3 b_4 X_4 + e$ where: Y = Visit Decision (dependent Variable), x_1 = Place (independent variables) X_2 = People (Independent Variables) X_3 = Promotion (Independent Variables) X_4 = Physical Evidence (Independent Variables). Data analysis tools application program SPSS version 21.00. Then continue with the analysis in the analysis of the test analysis of determination (R square), partially hipoetesis testing (test t) and simultaneous (F test) and torelansi error rate of 5 percent.

RESULTS AND DISCUSSION
The Description of Respondents
Based on the answers of the respondents can be given the description or the description of the variable related to the focus of the discussion. Where the picture can be outlined as follows.

- based on the score and percentage contribution to the variable place can give you an idea that score place fall into the category of low. Explaining that the assessment of the respondent can be known that out of the variebel place the Museum Bahari stated still unfavourable.
- based on the score and percentage contribution to variable people can give you an idea that a score of people fall into the category of low. Explaining that the assessment of the respondent can be known that out of the variebel people who exist in the Maritime Museum was declared still unfavourable.
- based on the score and percentage contribution to the variable promotion can give you an idea that belongs to the category promotion score very low. Explaining that the assessment of the respondent can be known that from variebel promotion the Museum Bahari stated is still very lacking.
- based on the score and percentage contribution to variable physical evidence can give you an idea that score physical evidence belongs to the category of strong on some aspects. Explaining that the assessment of the respondent can be known that variebel of physical evidence that is in the Museum Bahari stated is already good.

A multiple linear regression model equations that can be forwarded to the next analysis is that meets the requirements of the classical assumptions, among others, all data is Gaussian, the model should be free from heterokedastisitas and correlation does not occur

between independent variables. The following will describe a classic assumption test results.

From the results of the tests carried out using the SPSS 21.00 assistance as a tool in research was obtained. Having regard to the pattern of dots form a linear line then it can be considered consistent and distributed normally. Multikolinieritas has the test results the results of the calculation value smaller than VIF 10.00 and tolerance is also greater than 0.10 can therefore be considered all the variables (X) multikolinieritas does not occur and it is true that all the variables (X) is free variables.

Next heterokedastisitas test results known from the diagram above, the scatterplot shown that data does not form a specific pattern (split irregularly). This means model research independent of the issue of heterokedastisitas. Based on the testing of some assumptions have been made that the model equations presented in this research has been to meet the requirements of the classical assumptions so that the equation models in this study already is considered good.

Multiple linear regression analysis was used to test the hypothesis partially influence and simultaneous free variables against the variable. Based on multiple linear regression coefficient with SPSS program 21.00 retrieved results as table 1 below:

Table-1: Coefficients

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-5,613	3,991		-1,406	,163		
	PLACE	,188	,078	,192	2,421	,017	,996	1,004
	PEOPLE	,252	,123	,186	2,046	,044	,758	1,319
	PROMOTION	,308	,155	,158	1,987	,050	,997	1,003
	PHYSICAL EVIDENCE	,352	,068	,469	5,151	,000	,758	1,319

a. Dependent Variable: THE DECISION TO VISIT

Source : Output SPSS under 21.00

From table 1 above multiple linear regression equations are obtained: $Y = \alpha + \beta 1 + \beta X\_1 \_ \_ 2 X\_2 + X\_3 + \beta \beta \_ 3 \_ 4 X\_4 + e = Y = -5.613 + 0,188 (X\_1) + 0,252 (X\_2) + .308 (X\_3) + 0,352 (X\_4)$. From this equation it can be iinterprestasikan: 1) place the positive effect of a visit, 2) positive against the decision of influential people visited, 3) promotion of positive effect of visiting, 4) physical evidence posotif effect of visiting, 5) the value of the constant menhunjukkan of the influence of variables x 1, x 2, x 3, X 4 when the variable X 1 one unit then it will effect of one unit on the variable Y.

The Results Of The Analysis Of Determination (R2)

To know the influence, place, people, promotion and physical evidence against purchasing decisions can be seen from the following table 2 :

Table-2: Model Summary

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,635[a]	,403	,378	3,576	1,891

a. Predictors: (Constant), PHYSICAL EVIDENCE, PROMOTION, PLACE, PEOPLE

b. Dependent Variable: THE DECISION TO VISIT

Source : Output SPSS under 21.00

From table 2 results of the coefficient of Determination (R2) shows the influence of place, people, promotion and physical evidence against the decision to visit. From the results of the analysis of the coefficient of determination, the value obtained is the value R2 of 0.403 if presented of 40.3%. This indicates that free variables are composed of people, place, promotion, and physical evidence explained that the free variables have influenced variable is decision of the visiting of 40.3%. The value of the coefficient of determination is also shows the magnitude of the variable contribution of place, people, promotion and physical evidence of 40.3% of visits. While 59.7% influenced other variables outside of the model.

Investigation results analysis of the determination that the purchasing decisions (decision of a visit) at the influence by many factors, apart from the

variable Place, People, Promotion And Physical Evidence. The results of this research line and reinforced the earlier penelitiaan of which are that:

- product, price and distribution channels positive and significant effect against the decision of Purchase either partially or simultaneous on the standalone e-Cash [24].
- Brand Image, Brand Awareness and Price positive and significant effect against the Purchase Decision either partially or simultaneous, SMECO Indonesia SME Case Study products [25];

- service quality, Brand Image and influential Promotion positively and significantly to purchase decisions either partially or simultaneous at PT. Hartekprima Listrindo Jakarta [26].

Partial Influence test results (test t) and the influence of Simultaneous (F Test)

Influence of partial testing aims to test whether each free variable effect significantly to variables bound partially with $\alpha = 0.05$ and acceptance or rejection of hypotheses. Partial test (test t) to answer the hypotheses of one to four with the hypothesis of this research.

Table-3: t Test Result (Partial)

Model		t	Sig.
	(Constant)	-1,406	,163
	PLACE	2,421	,017
1	PEOPLE	2,046	,044
	PROMOTION	1,987	,050
	PHYSICAL EVIDENCE	5,151	,000

a. Dependent Variable: THE DECISION TO VISIT

Source: Output SPSS under 21.00

Test the hypothesis Variable Place

Table 3 column Sig. for variable place has a value of 0.017, because the value of the place (X 1) < 0.05 then is said to be significant. And the value t calculate (2.421) > t table (1.660) then said to be influential. So the conclusion to be drawn is denied, H0 is rejected and H1 is accepted, which means place of the positive and significant effect of visit. This is evident with some previous performed by peneltian [3]. which States that place affects people in choosing a hospital [27]. which States that the decision to place a visit to the mall.

Test the hypothesis Variable People

Table 3 column Sig. to browse variables have the value of 0.044, as the value of people (X 2) < 0.05 then is said to be significant. And the value t calculate (2.046) > t table (1.660), then a is said to be influential. So that H0 is rejected H1, accepted, which means people positive and significant effect of visit. This is evident with some previous peneltian made by [28] stating that the people in the decisions affecting visits of tourists to the beaches of Trenggalek [16]. which States that people have an effect on the decision to visit existing health museum in surabaya.

Test the hypothesis Variable Promotion

Table 3 column Sig. to browse variables have the value of 0.050, because the value of the promotion (X 3) = 0.05 then said to be insignificant. And the value

t calculate (1.987) > t table (1.660), then a is said to be influential. So that H0 is rejected, the H1 is accepted, which means promotion of positive and significant effect of visit. This is evident with some previous peneltian made by (Suhandri & Djawoto, 2016) [29] stating that promotion affect the purchasing decision in the Sun in Tunjungan Plaza Surabaya. (Nouri & Soltani, 2015) [20] which States that the promotion effect on tourist decisions to buy a holiday home in Cyprus.

Test the hypothesis Variable Physical Evidence

Table 3 column Sig. for variable place has a value of 0.000, because the value of the place (X 4) < 0.05 then is said to be significant. And the value t calculate (5.151) > t table (1.660), then a is said to be influential. So that H0 is rejected, the H1 is accepted, which means that physical evidence of positive and significant effect of visit. This is evident with some previous performed by peneltian (Heilig, Feuerhahn, & Joerg, 2014) [30] which States that the design museum which contains physical evidence to a visit to the museum. (Elottol & Bahauddin, 2011) [31] which States that the physical evidence affects an existing museum visit in malaysia.

To answer the hypothesis that place, people, promotion and physical evidence effect simultaneously against the decision of a visit can be seen from the table below:

Table-4: Annova

		Sum of Squares	df	Mean Square	F	Sig.
		ANOVAª				
Model						
1	Regression	818,986	4	204,746	16,015	,000ᵇ
	Residual	1214,574	95	12,785		
	Total	2033,560	99			

a. Dependent Variable: THE DECISION TO VISIT

b. Predictors: (Constant), PHYSICAL EVIDENCE, PROMOTION, PLACE, PEOPLE

Source : Output SPSS under 21.00

From table 4 test results obtained by the Sig value F = 0.000 so that this research be considered all the dependent variables simultaneously (together) the dependent variable on the influential and significant. And it can be known that F count (16.015) > F table (2.47) then means influential H0 and H1 rejected accepted. Which means that the people, place, promotion, and physical evidence simultaneously influence on the decision to visit. Then it can be said that the H5 is acceptable.

From these results it can be said that in this study, there is the influence of the variables place, people, promotion and physical evidence against the decision to visit simultaneously. So if there is an increase in the variable place, people, promotion and physical evidence then visit decision will also increase.

The correlation matrix between Dimensions

- On the variable place (XI) against the decision of a visit (Y) the correlation matrix between the dimension has a low value that is under from 0.5. This means that in place of the variable dimension to do the improvement of all aspects of existence. Good access, visibility, traffic, parking, neighborhood or competitive claims.
- On the variables people (X 2) against the decision of a visit (Y) the correlation matrix between the dimension has a low value and the only one that has the value 0.5 above 0.509 on accuracy of employees. And this means that there are still many aspects of the people that should be and need to be enhanced so that the number of visitors to the museum can be increased.
- On the variable promotion (X 3) against the decision of a visit (Y) the correlation matrix between the dimension has a very low value that is under from 0.5. This means that the variable on the promotion dimension to do the improvement of all aspects of existence. Whether from advertising, sales promotion, public relations, and direct marketing.
- On variable physical evidence (X 4) against the decision of a visit (Y) the correlation matrix between the dimension has a value that is strong enough and above 0.5 and highest value of 0.712 on about the design museum. And this means that

for a dimension that already have values above 0.5 should remain guarded and for value less than 0.5 should be improved and repaired again.

CONSLUSSION AND SUGESTION
Conclussion

Based on the results of the deliberations and conclusions of the research is then:

- Place the positive and significant effect of visit to the maritime museum. In this dimension that is very influential and has the greatest value is the dimension of the traffic. With an indicator that the maritime museum was with prone areas of congestion. The decision to increase the visit through a variable place is with efforts by creating a tourist bus that brings visitors to get around the existing tourism areas in jakarta and also to the maritime museum. On the variable place that needs to be fixed is at the dimension of access in the form of maritime museum which is quite far from the old town and also the lack of public transportation that reaches to the maritime museum. The other dimension is a competition that is not close to the maritime museum of tourism etc.
- People positive and significant effect of visit to the maritime museum. In this case the dimensions of an influential and has the greatest value was in the dimensions of service people. With precision indicator employee maritime museum. So the thoroughness in explaining the museum's employees is the most influential factor.
- Promotion effect positive and insignificant against the decision of a visit to the maritime museum. In this case the dimensions of an influential and has the greatest value was in the dimensions of sales promotion. With the exhibition or performance indicators. So pemaran or pertujukan the museum is the factors that affect the number of visitors who come to the museum.
- Physical evidence of positive and significant effect of visit to the maritime museum. In this case the dimensions of an influential and has the greatest value was in the dimensions of essential evidence. With the indicators of the design museum. So the design museum dimilki maritime museum is a major factor in the decision.

- Place, people, promotion and physical evidence simultaneously (synchronously) affects significantly against the decision to visit the maritime museum.

Sugestion

Based on the research results and conclusions as already mentioned before, then suggestions on increasing the number of visitors was as follows:
- On behalf of the museum if you want to increase the number of visits in terms of place is by the existence of a means of public transport to go to the maritime museum, and the presence of transjakarta like tour buses that ferry visitors from the old ta ko towards maritime museum .
- For employees of the museum bahari should be more understanding about the content of the maritime museum. Sehigga when explaining to visitors will be easier and more responsive. And visitors will be pleased.
- Promotion for maritime museum should be further improved in terms of sales promotion or advertising. Because social media is already advanced now should more be underutilized.

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