

## **ABSTRACT**

*This research was conducted to determine the results of the Effect of Promotional Mix on Visitor Interest in Kampung Patin Riau Tourism Village.*

*This study uses a probability sampling technique, namely simple random sampling. The technique that will be used in this research is simple random sampling, namely the process of taking samples of members of the population at random without regard to the overall level in the population. The exact number of the population in this study cannot be known with certainty because the number varies. So in this study sampling using the formula from Lemesshow, then obtained a sample of 96.4 and rounded up to 100 respondents.*

*In this study, with the results of hypothesis testing with t-test, the results of T-count  $> T$ -table ( $2,936 > 1.985$ ) and a significance of  $0.004 < 0.05$  then  $H_0$  is rejected and  $H_a$  is accepted, so it can be stated that there is a significant effect of the promotion mix on interest visitors to the Patin Village Tourism Village. The results of this study are in line with the results of Indriastuty's (2020) research which shows that there is an influence of the promotion mix on visiting interest.*

*Based on the results of research on "The Influence of Promotional Mix on Visitor Interest in Kampung Patin Tourism Village", the conclusions are as follows: Promotional mix variable (X) is included in the very good category with a percentage of 85%. This shows that the promotional mix used by the Kampung Patin Tourism Village has been effective in attracting visitors. Interest variable (Y) is included in the very good category with a percentage of 84.6%. This shows that the respondents have a high level of interest in the Kampung Patin Tourism Village. The coefficient of determination shown in the R square results is 0.113 or 11.3%, this shows that 11.3% of the contribution of the influence of the promotion mix variable on the variable visitor interest, while the remaining 88.7% is the contribution of the influence of other variables outside this study.*

**Keywords:** *Promotional mix, visitor interest, marketing*