



Analysis of The Influence of Promotion Through Digital Marketing and Effectiveness of Marketing Communication on Customer Decisions in Hospitality Industry

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Abstract

This research aims to determine the marketing communication strategies used to increase occupancy. We used qualitative and descriptive research. The researcher employed a case study as the research method. In-depth interviews provided the techniques for collection. The research results revealed that the public relations division, in collaboration with the hotel marketing team, designed and implemented the marketing communication strategy. Public relations is a communication facilitator, especially in communicating hotel products and services through various marketing strategies. This strategy is divided into three, namely the push strategy, which uses distributors or travel agents to encourage customers to use hotel products; the pull strategy, which uses advertising, sales promotions, personal sales, and direct marketing to attract customer interest in hotel products and services, also the profile strategy, which uses public relations to build the hotel's image and reputation to increase customer trust and sales. This research suggests that further research be carried out in quantitative form to obtain a more detailed understanding of the success of each factor that influences marketing communication strategies, such as push, pull, and profile strategies. Meanwhile, from a practical perspective, conducting a more detailed evaluation of each marketing communication tool used by measuring its effectiveness to select the most effective tools in increasing sales or occupancy is recommended.

Keywords: Marketing Communications, Qualitative, Customer, Hotels.

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1. Introduction

The tourism industry in Indonesia has great potential, with a variety of tourist attractions and a wealth of attractive arts and culture. This is reflected in the flow of tourist visits to ASEAN countries, which increased by 15%, and global growth of 10%. The positive impact of tourism growth can be seen in the increase in employment opportunities, where the tourism sector can absorb 10% of the workforce, or around 15 million people from the total number of workers. Apart from that, the tourism sector's contribution to exports of goods and services also increased, from 15% to 20%. This increase also impacts the hotel industry in Indonesia, especially for star hotels [1]. With the rapid growth of tourism, the hotel industry is experiencing significant development. In facing this development, hotel industry players must continue developing their services and facilities and maintain quality and service standards. In this way, the hotel industry in Indonesia can continue to build and make a more significant contribution to the country's economic growth [2]. The development of the star hotel industry in Indonesia continues to show a positive trend, with the addition of 35,000 rooms and a projected increase. The increasing demand mainly occurs in the star hotel segment, which has a more significant number of rooms and is equipped with meeting, incentive conference, and exhibition facilities. The occupancy rate for star hotels also increased to 75% from the previous year's occupancy rate of 70% [3].

Indonesia is a beautiful tourism destination for investors because the country's tourism performance continues to increase. Investment in the tourism sector, especially in the hotel and restaurant sector, dominates the value of tourism investment throughout the year. This shows that the hotel industry in Indonesia has great potential to continue to develop and significantly contribute to the country's economic growth [4]. With this development, hotel industry players must continue improving the quality of their services and facilities to meet increasing market demands. During positive growth in the tourism industry and creative economy, many investors, both within and outside the country, are starting to be interested in investing in the hotel business. Hotel development

focuses on large, elite, medium-sized cities developing as business centers [5]. These medium-sized cities are starting to be in the spotlight because of their significant market potential. The emergence of new hotels in these cities indicates an unmet need. Realizing this opportunity, property developers in Indonesia are taking steps to build hotels as part of their investment. The construction of new hotels in medium-sized cities is hoped to positively impact local economic growth, increase employment opportunities, and provide a better lodging experience for tourists and business people visiting these cities [6].

In the face of fierce competition in the hotel industry, new hotels must build strong positioning. One practical approach is carrying an attractive modern-minimalist concept with satisfactory hotel service. This can increase the hotel's appeal to tourists and business people looking for a comfortable and modern stay [7]. Apart from that, an appropriate communication strategy is also needed to inform the public about the products and services offered by the hotel [8][9]. Marketing communications activities must be carefully designed to stimulate interest and purchase from potential consumers, which can impact hotel occupancy levels [10]. It is important to remember that consumers are crucial to a company's sustainability [11]. Therefore, hotels must provide excellent service and ensure customer and potential satisfaction. By paying attention to these things, hotels are hoped to survive and develop in the competitive hotel industry [12]. Marketing communications activities are essential in increasing sales and the number of consumers for a company [13]. Through practical and trustworthy communication, companies can provide communicative information and build a positive impression of their products and the company itself [14]. By using the right marketing communications strategy, companies can increase marketing activities' effectiveness and sales activities to compete better in the market [15]. Marketing communication strategies can also effectively and efficiently inform consumers about company products and services. This strategy can also persuade and educate consumers about the product's advantages. Thus, good marketing communication strategies can help companies expand markets and increase profits.

2. Research Methods

The author uses qualitative research. Qualitative research examines the quality of relationships, activities, situations, or materials, emphasizing comprehensive descriptions of everything that happens in an activity or a particular problem. This research is descriptive. Descriptive research aims to create systematic, factual, and accurate descriptions of the facts and characteristics of a specific population or object. The author's research method is the case study method. In connection with the case study method used in this research, the author used two data collection techniques, namely primary and secondary techniques. Primary data collection techniques were obtained from in-depth interviews.

Meanwhile, secondary data is obtained from various documents, whether articles, news, or internal data. Data analysis techniques in qualitative research are carried out if the data collected in the study is qualitative and the data is obtained from the data collection that has been carried out. Qualitative data analysis begins by analyzing various data that have been collected and then classifying them according to predetermined categories, providing a detailed explanation of the cases studied, after which conclusions are drawn. The author uses this model because it is considered appropriate for analyzing data. It can make research more structured, making it easier to get results.

3. Results and Discussion

The hotel industry is included in the hospitality industry, which has unique characteristics compared to other physical products. One is intangibility, where the product is a service that cannot be tested or displayed beforehand, like a physical product. In hospitality, the product purchased is a unique and different stay experience for each guest. Apart from that, service products in the hotel industry also have limited lifespan characteristics, which means the products cannot be stored and must be used immediately. This influences companies to sell their products quickly or collaborate with travel agents to market them. Aggregability is also essential in the hospitality industry, where various products can be combined to create attractive consumer packages. For example, room rentals can be combined with meal packages or other amenities to increase the product's value. Apart from that, the characteristics of heterogeneity and simultaneity of production and consumption are also relevant in the hotel industry. This means that service products in hospitality are created, sold, and consumed simultaneously and cannot be separated. This means that the experience of staying at a hotel cannot be separated from the services provided by hotel staff. Therefore, quality and friendly human resources are critical in the hotel industry to create a satisfying stay experience for guests.

Services in marketing are vital because, without communication, the public will not be aware of or know about a company's products or services. Public relations are essential to building good relationships with customers and other stakeholders in the hospitality industry. PR functions as a communication bridge between hotel customers and stakeholders, as well as providing input and solutions to problems that occur related to them. Apart from that, PR also indirectly contributes to creating a positive image of the company, which can impact customer perception. PR also supports marketing activities in marketing communications by communicating effectively

with customers. In the hotel services industry, marketing communications form part of service marketing, which necessitates the purchase of the product before enjoying it. Hospitality services are perishable, meaning one cannot hoard them and must use them immediately. In addition, inseparability and heterogeneity in hotel services emphasize the importance of customer service quality. Therefore, providing excellent professional service is crucial for hotels to create a positive customer experience. In this case, PR can help hotels convey messages that support their positive image and ensure that communication with customers runs smoothly and effectively.

Based on the research results, hotels use advertising and social media such as Twitter, Facebook, brochures, and posters to inform customers about product and service offers that are valid at certain times and the benefits obtained by customers. This media choice is practical because it can reach a broad audience and make it easier to spread the message. Apart from that, using social media also has the advantage of not being limited by distance and time to reach the target market efficiently. In developing marketing strategies, hotels can continue to utilize social media and advertising to increase brand awareness and attract customer interest. With exciting and relevant content, hotels can expand their promotional reach and provide more complete information to potential customers. Apart from that, hotels can also consider using influencers or collaborating with other parties to increase the appeal of their marketing campaigns. To persuade potential customers or consumers, hotels can use various strategies, such as holding special promotions or special events, such as New Year celebrations. This event can provide consumers with a different and unique experience by presenting engaging performances and special dishes. This will make consumers' New Year celebrations more special and memorable. Apart from that, hotels can also use contests as a strategy to persuade consumers.

An example is a photography contest that can actively engage consumers and provide the opportunity to win attractive prizes. Good service is also an effective strategy for persuading consumers. By providing satisfactory service, hotels can increase consumer loyalty. Consumers who are satisfied with hotel services will most likely recommend the hotel to their friends or family, which can indirectly increase the number of consumers.

One of the strategies hotels use to increase consumer loyalty is through promotional offers, sales promotions, providing the best service, and maximizing facilities for consumers. Hotels maintain the cleanliness of each room and its surroundings to create a comfortable environment for their customers. We hope this creates a positive experience and impression, encouraging consumers to return and use the offered products and services. Hotels always try to create uniqueness compared to their competitors. One way is to maximize products and services according to the target market. If business people are the primary target market, we must conduct all promotional activities professionally. Apart from that, service, food, and cleanliness are the main selling points. Quality young staff and a varied and delicious traditional food menu can provide excellent service and pamper consumers. A modern minimalist concept that still pays attention to the balance of nature, with the presence of green open space, also adds its plus value. By emphasizing unique selling points through service, food, and cleanliness, as well as a modern minimalist hotel concept that pays attention to the balance of nature, hotels can create added value in the eyes of their consumers. This can increase consumer loyalty and make them more interested in revisiting the hotel. With differentiation, organizations can better understand consumer needs and realize that each has different needs. This opens opportunities to create services that add value, maintain consumer loyalty, and reduce marketing communications costs. This is in line with the aim of marketing communications activities, namely, to ensure that the strategies implemented are optimally suited to consumer needs.

In their marketing communications strategy, hotels use a pull strategy to influence purchasing decisions from final consumers. This strategy involves advertising, sales promotions, social media, and events to build awareness, action, and consumer loyalty. Hotels try to build consumer motivation to use their products and services to encourage consumers to seek further information. In implementing the above-line strategy, the hotel chose to use community magazines because they are often placed in companies, so they can reach business people and companies to carry out activities there. Meanwhile, in the below-the-line strategy, hotels use various promotional materials, such as brochures, flyers, posters, and acrylic lifts, to convey information about promotions, facilities, or activities offered. Researchers assess that the content of hotel leaflets and posters is informative and persuasive, thus allowing for customer feedback regarding the promotions offered. However, it should be noted that the design and content of the brochure or flier must be adjusted to the target market to achieve maximum effectiveness. Besides using the marketing communication strategies mentioned previously, hotels also rely on sales promotions to provide added value to their products and services. These sales promotions aim to motivate consumers by providing special packages, special prices, and holding contests. Sales promotions offer incentives on products to consumers so that they are encouraged to make purchases. Therefore, hotels often use promotions to attract consumers' attention because promotions or discounts easily influence Indonesians.

Personal selling in marketing communication strategies is essential in conveying informative and persuasive messages to target consumers. In personal selling, salespersons must understand the products and services offered and explain them to consumers according to their needs. Personal selling can motivate consumers to

choose a place to stay or carry out their activities. Hotels also utilize social media sites such as Facebook, Twitter and websites to interact directly with consumers. By designing interactive and persuasive content, hotels can build consumer engagement and enable them to share information about hotel products and services with others without being limited by distance or time. Social media can also be a more cost-effective alternative for promotions. With Internet marketing, hotels can enable potential consumers to search for relevant information about the hotel's products, services, or offers.

Additionally, hotels can use Internet marketing to enhance brand awareness, alter consumer attitudes or actions, streamline purchases or information requests, and foster consumer loyalty. Combining all marketing communications activities aims to motivate and convince consumers about the products and services offered and support increased sales. We hope this strategy can positively influence hotel occupancy levels each month.

Push strategy is an approach to marketing strategy that aims to encourage and support distributors or distribution channels in distributing products and services. The goal is to make buying these products and services easier for consumers. In the hotel context, a push strategy can be carried out by collaborating directly with travel agents. This collaboration allows hotels to sell their products and services through travel agents, which will be offered to potential consumers. One of the advantages of this collaboration is that hotels can provide corporate rate prices to travel agents to attract more potential customers. Collaborating with travel agents is an essential strategy in the hotel industry because it can help expand the market and attract new consumers. By using a push strategy, hotels can increase the distribution of their products and services through effective and efficient distribution channels. Collaborating with various corporate groups and media is an excellent strategy to increase hotel sales and popularity. One form of cooperation that is commonly carried out is the barter method, where hotels and cooperation partners exchange products or services according to mutual agreement. For example, hotels can provide overnight vouchers or meeting facilities to media or companies they collaborate with to get coverage or recommendations from them. This bartering method offers benefits through testimonials or coverage and can also build good relationships with the companies and media that collaborate. By establishing good relationships, hotels can expand their network and increase brand awareness among potential customers. Apart from that, hotels can also take advantage of providing special prices or special packages as a form of appreciation for cooperating partners to strengthen existing relationships.

Apart from encouraging sales, hotels need to build a positive reputation in the eyes of the public. This can be done through public relations, with various activities and publications to create a positive image. The profile strategy focuses on establishing an image in the eyes of all stakeholders. PR activities include building good relationships with customers and the media and carrying out corporate social responsibility activities in the surrounding community. A hotel can strengthen its reputation and positive image, increase public trust, and become profitable in the long run. When formulating a hotel's marketing strategy, it's crucial to consider several analyzed factors. First, the hotel needs to focus on positioning itself as a business hotel with a modern-minimalist concept and superior service. Communication of products and services must be carried out appropriately through various media, such as advertisements, social media, brochures, and posters, with informative and exciting content. Service must always be excellent to ensure customer satisfaction and encourage loyalty. Sales promotion strategies, such as special promotions and contests, can increase customer interest and create memorable experiences. Public relations is also essential for building good relationships with customers, the media, and the community through CSR activities. Collaboration with related parties, such as travel agents and the press, through bartering and exceptional prices can help expand the market. Customer gathering and media gathering activities can also strengthen customer and media relationships. We hope the hotel can enhance its market position and attract more satisfied customers with the appropriate strategy.

CSR activities are an essential public relations strategy for building a positive image of the hotel in the eyes of the public. The hotel hopes to impact the surrounding community through CSR activities and gain their positive support. The media also often contains news about CSR activities, which can be a form of non-personal promotional communication that influences consumer perceptions. The push and pull strategies also appear to attract consumer interest from final consumers and business-to-business (B2B), which ultimately increases hotel sales and occupancy. Pull strategies such as advertising, promotions, and personal selling have succeeded in attracting consumer interest, while push strategies using barter cooperation and special price offers have also provided positive results. Choosing the right marketing communications strategy, considering market needs and desires, selecting the appropriate target audience, and monitoring competitors have helped increase hotel occupancy. With this strategy, consumers become more aware of the products and services offered by hotels, increasing their interest in finding out more and even recommending the hotel to others. In this way, hotels can continue strengthening their market position and increasing consumer satisfaction.

This research shows that a marketing communications strategy that focuses on push and pull and collaboration with external parties such as travel agents and companies can positively impact hotel occupancy levels. By combining various marketing communication tools, the hotel increased monthly occupancy. However, increasing occupancy is not only determined by marketing communication strategies alone but is also influenced by

external factors such as the development of the property industry and economic conditions in the area. Therefore, in designing a marketing communications strategy, it is essential to consider broader external factors, including regional economic growth and market potential. Hotels must continue to monitor and adapt their strategy according to the dynamics of the hotel industry and developing economic conditions to remain competitive and maintain high occupancy levels. Thus, a well-planned marketing communications strategy can be one of the keys to improving hotel business performance.

4. Conclusion

In this research, the researcher concluded that the public relations division designed and implemented the marketing communication strategy in collaboration with the hotel marketing team. Public relations is a communication facilitator, especially in communicating hotel products and services through various marketing strategies. This strategy is divided into three: the push strategy, which uses distributors or travel agents to encourage customers to use hotel products; the pull strategy, which uses advertising, sales promotions, personal sales, and direct marketing to attract customer interest in hotel products and services also the profile strategy, which uses public relations to build the hotel's image and reputation to increase customer trust and sales. The hotel occupancy rate rises monthly, showing an increase compared to the previous year. From the results of the research that has been carried out, several suggestions can be applied in planning future marketing communication strategies. Academically, this research suggests that further research be carried out in quantitative form to obtain a more detailed understanding of the success of each factor influencing marketing communication strategies, such as push, pull, and profile strategies. Meanwhile, from a practical perspective, conducting a more detailed evaluation of each marketing communication tool used by measuring its effectiveness to select the most effective tools in increasing sales or occupancy is recommended. Apart from that, hotels are also advised to continue to create uniqueness and differentiation in service, food, and cleanliness to create a deep impression and positive experience for consumers so that they will remember them well.

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