

UNDERGRADUATE THESIS
THE IMPLEMENTATION OF PROMOTION MIX
TO ENHANCE CUSTOMER ENGAGEMENT
AT RADISSON BLU BALI ULUWATU



POLITEKNIK NEGERI BALI

Alvi Murtafiul Wahab

TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2024

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**This undergraduate thesis is submitted as one of the requirements to earn
Applied Bachelor's Degree in Tourism Business Management Study Program
in Politeknik Negeri Bali**



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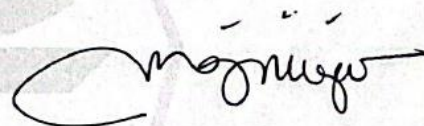
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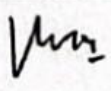
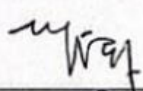
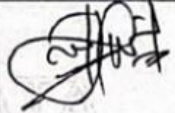
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that is written as a partial requirement for the Applied Bachelor's Degree of Tourism Business Management is my own work. All the information contained in this undergraduate thesis which is derived from the work of others had been given an award by citing the name of the source authors correctly according to the academic norms, rules, and ethics.

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Badung, July 22th, 2024

Who made the statement,



Alvi Murtafiul Wahab

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First and foremost, I would like to express my gratitude to God Almighty, who has been given his grace to compose an undergraduate thesis, so that the writer can complete the undergraduate thesis with the title **“The Implementation of Promotion Mix to Enhance Customer Engagement at Radisson Blu Bali Uluwatu”**. This undergraduate thesis is one of the terms to fulfill the requirements for earning an Applied Bachelor's Degree in Tourism Business Management Study Program, Tourism Department, Politeknik Negeri Bali. On this opportunity, the writer would like to thank profusely the following people who always deliver guidance, support, and assistance to the writer during the compilation and writing processes:

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The writer realizes that this undergraduate thesis is still not perfect due to the lack of knowledge and experience that the writer has in writing, so the writer hopes that this undergraduate thesis could be useful for the development of the tourism industry. Finally, the writer would like to thank and apologize for the errors contained in this undergraduate thesis.

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ABSTRACT

Wahab, Alvi Murtafiul. (2024). *The Implementation of Promotion Mix to Enhance Customer Engagement at Radisson Blu Bali Uluwatu*. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

This undergraduate thesis has been supervised and approved by Supervisor I: Drs. I Ketut Astawa, MM, and Supervisor II: Putu Tika Virginiya, S.Pd., M.Pd.

Keywords: Promotion, Promotion Mix, Customer Engagement, Implementation

The promotion mix combines various promotional tools and techniques that companies use to effectively achieve their marketing goals, a strategy employed by Radisson Blu Bali Uluwatu. This research aims to examine the implementation of the promotion mix at Radisson Blu Bali Uluwatu and determine its impact on customer engagement. Data were collected through questionnaires from 95 respondents using non-probability sampling that was accidental sampling. The study employed quantitative analysis methods, including data quality tests, correlation analysis, classical assumption tests, simple linear regression, coefficient of determination, hypothesis test, and descriptive statistical analysis to determine the promotion mix implementation. The findings indicate that Radisson Blu Bali Uluwatu has effectively implemented its promotion mix. Furthermore, the promotion mix shows a strong positive and significant relationship with customer engagement, evidenced by a simple correlation test result of 0.603. The regression coefficient of 0.481 indicates that a one-unit increase in the value of the promotion mix will increase customer engagement by 0.481. The coefficient of determination, valued at 0.364, indicates that the promotion mix contributes 36.4% to enhancing customer engagement at Radisson Blu Bali Uluwatu, while the remaining 63.6% is influenced by other factors not examined in this research.

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ABSTRAK

Wahab, Alvi Murtafiul. (2024). *The Implementation of Promotion Mix to Enhance Customer Engagement at Radisson Blu Bali Uluwatu*. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

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Kata Kunci: Promosi, Bauran Promosi, Keterlibatan Pelanggan, Implementasi

Bauran promosi adalah kombinasi dari berbagai alat dan teknik promosi yang digunakan perusahaan untuk mencapai tujuan pemasaran secara efektif, yang merupakan sebuah strategi yang digunakan oleh Radisson Blu Bali Uluwatu. Penelitian ini bertujuan untuk mengetahui implementasi bauran promosi di Radisson Blu Bali Uluwatu dan mengetahui dampaknya terhadap keterlibatan pelanggan. Data dikumpulkan melalui kuesioner dari 95 responden dengan menggunakan non-probability sampling yaitu accidental sampling. Penelitian ini menggunakan metode analisis kuantitatif, termasuk uji kualitas data, analisis korelasi, uji asumsi klasik, regresi linier sederhana, koefisien determinasi, uji hipotesis, dan analisis statistik deskriptif untuk mengetahui implementasi bauran promosi. Hasil penelitian menunjukkan bahwa Radisson Blu Bali Uluwatu telah mengimplementasikan bauran promosi secara efektif. Selain itu, bauran promosi menunjukkan hubungan positif dan signifikan yang kuat dengan keterlibatan pelanggan, dibuktikan dengan hasil uji korelasi sederhana sebesar 0,603. Koefisien regresi sebesar 0,481 menunjukkan bahwa kenaikan satu satuan nilai bauran promosi akan meningkatkan keterlibatan pelanggan sebesar 0,481. Nilai koefisien determinasi sebesar 0,364 menunjukkan bahwa bauran promosi memberikan kontribusi sebesar 36,4% terhadap peningkatan keterlibatan pelanggan di Radisson Blu Bali Uluwatu, sedangkan sisanya sebesar 63,6% dipengaruhi oleh faktor lain yang tidak diteliti dalam penelitian ini.

POLITEKNIK NEGERI BALI

TABLE OF CONTENTS

COVER	i
TITLE PAGE	ii
REQUIREMENT SHEET	iii
APPROVAL SHEET	iv
VALIDITY SHEET	v
STATEMENT LETTER	vi
ACKNOWLEDGEMENT	vii
ABSTRACT	ix
ABSTRAK	x
TABLE OF CONTENTS	xi
LIST OF TABLES	xiii
LIST OF FIGURES	xiv
LIST OF APPENDICES	xv
CHAPTER I INTRODUCTION	1
1.1 Research Background	1
1.2 Research Questions	4
1.3 Research Objectives.....	4
1.4 Research Significance	4
1.4.1 Theoretical Benefit	4
1.4.2 Practical Benefit.....	5
1.5 Limitations and Scope of Research.....	5
CHAPTER II LITERATURE REVIEW	7
2.1. Theoretical Basis.....	7
2.1.1 Hotel	7
2.1.2 Sales and Marketing Department.....	9
2.1.3 Marketing Mix	11
2.1.4 Promotion	13
2.1.5 Promotion Mix.....	13
2.1.6 Customer Engagement.....	16
2.2. Previous Research	18
2.3. Research Framework and Hypothesis.....	21
CHAPTER III RESEARCH METHOD	22
3.1 Research Location and Period.....	22
3.2 Research Objects.....	23
3.3 Variables Identification.....	23
3.3.1 Independent Variable.....	23
3.3.2 Dependent Variable	24

3.4	Definitions of Operational Variables	24
3.5	Types and Data Source	25
3.5.1	Types of Data.....	26
3.5.2	Source of Data	26
3.6	Population and Sample Determination	27
3.7	Data Collection Method	28
3.7.1	Observation.....	29
3.7.2	Questionnaire.....	29
3.7.3	Documentation.....	30
3.7.4	Literature Review	30
3.8	Data Analysis	31
3.8.1	Research Instrument Test	31
3.8.2	Descriptive Statistics Analysis	32
3.8.3	Simple Correlation Test.....	34
3.8.4	Classic Assumption Test	34
3.8.5	Simple Linear Regression Analysis.....	36
3.8.6	Determination Coefficient Test	37
3.8.7	Hypothesis Test	38
CHAPTER IV RESEARCH FINDINGS AND DISCUSSION.....		39
4.1	Brief Summary of Research Settings	39
4.1.1	Brief History of Radisson Blu Bali Uluwatu.....	39
4.1.2	Business Activities.....	41
4.1.3	Hotel Facilities.....	41
4.1.4	Organizational Structure	50
4.2	Research Findings and Discussion.....	54
4.2.1	Respondent Characteristic	55
4.2.2	Research Instrument Test	59
4.2.3	Descriptive Statistics Analysis	62
4.2.4	Simple Correlation Test.....	65
4.2.5	Classic Assumption Test	66
4.2.6	Simple Linear Regression Analysis.....	68
4.2.7	Determination Coefficient Test	70
4.2.8	Hypothesis Test	71
4.2.9	The Implementation of Promotion Mix at Radisson Blu Bali Uluwatu	72
4.2.10	Promotion Mix in Enhancing Customer Engagement	92
CHAPTER V CONCLUSION AND SUGGESTION		94
5.1	Conclusion	94
5.2	Suggestion.....	94
REFERENCES.....		96
APPENDICES		102

LIST OF TABLES

Table 2.1 Previous Research	19
Table 3.1 Definition of Operational Variable.....	24
Table 3.2 Likert Scale.....	30
Table 3.3 Interpretation of Descriptive Statistic Range	33
Table 3.4 Interpretation of Variable Correlation.....	34
Table 4.1 Characteristic of Respondent by Age.....	55
Table 4.2 Characteristic of Respondent by Region.....	56
Table 4.3 Characteristic of Respondent by Gender.....	57
Table 4.4 Characteristic of Respondent by Length of Stay.....	58
Table 4.5 Result of Validity Test	59
Table 4.6 Result of Validity Retest	60
Table 4.7 Result of Reliability Test.....	61
Table 4.8 Average Score of Advertising	62
Table 4.9 Average Score of Personal Selling.....	63
Table 4.10 Average Score of Sales Promotion.....	63
Table 4.11 Average Score of Public Relations and Publicity	64
Table 4.12 Average Score of Direct Marketing	64
Table 4.13 Simple Correlation Test Result	65
Table 4.14 Normality Test Result	66
Table 4.15 Linearity Test Result	67
Table 4.16 Heteroscedasticity Test Result	68
Table 4.17 Simple Linear Regression Analysis Test Result	69
Table 4.18 Determination Coefficient Test Result.....	70
Table 4.19 Partial Test (t-test) Result.....	71
Table 4.20 X _{1.1} Result of Questionnaire.....	73
Table 4.21 X _{1.3} Result of Questionnaire.....	76
Table 4.22 X _{2.1} Result of Questionnaire.....	79
Table 4.23 X _{3.1} Result of Questionnaire.....	81
Table 4.24 X _{3.2} Result of Questionnaire.....	82
Table 4.25 X _{3.3} Result of Questionnaire.....	84
Table 4.26 X _{3.4} Result of Questionnaire.....	85
Table 4.27 X _{4.1} Result of Questionnaire.....	87
Table 4.28 X _{4.2} Result of Questionnaire.....	89
Table 4.29 X _{5.1} Result of Questionnaire.....	91

LIST OF FIGURES

Figure 2.1 Research Framework and Hypothesis.....	21
Figure 4.1 Radisson Blu Bali Uluwatu Logo	39
Figure 4.2 Radisson Hotel Group (RHG).....	40
Figure 4.3 Deluxe Room	42
Figure 4.4 Deluxe Terrace.....	42
Figure 4.5 Deluxe Panoramic.....	43
Figure 4.6 Studio Suite.....	43
Figure 4.7 Ocean View Suite	43
Figure 4.8 Artichoke Restaurant	44
Figure 4.9 Filini Restaurant.....	44
Figure 4.10 Room Service.....	45
Figure 4.11 Choka Bar	46
Figure 4.12 Bottle Bar	46
Figure 4.13 Lookout Lounge Bar	46
Figure 4.14 SPA Esc Relaxation Area, Boutique, and Beauty Salon	47
Figure 4.15 Gym	47
Figure 4.16 Eureka Kids Club.....	48
Figure 4.17 Meeting Room	48
Figure 4.18 Meeting Room Capacity	49
Figure 4.19 Pool.....	50
Figure 4.20 Sales & Marketing Department Organizational Structure.....	50
Figure 4.21 Electronic Advertising Implementation using billboard.....	75
Figure 4.22 Electronic Advertising Implementation using television.....	75
Figure 4.23 Electronic Advertising Implementation using radio.....	75
Figure 4.24 Online Advertising Implementation through social media.....	77
Figure 4.25 Online Advertising Implementation through e-mail.....	77
Figure 4.26 Online Advertising Implementation through website.....	77
Figure 4.27 Online Advertising Implementation through WhatsApp.....	78
Figure 4.28 Personal Selling Implementation	80
Figure 4.29 Radisson Blu Bali Uluwatu provide discounts	81
Figure 4.30 Radisson Blu Bali Uluwatu provide special offers	83
Figure 4.31 Radisson Blu Bali Uluwatu provides complimentary services.....	85
Figure 4.32 Loyalty and Membership Program	86
Figure 4.33 Collaboration content with influencer	88
Figure 4.34 Collaboration content with media.....	88
Figure 4.35 Best Designed Hotel by Exquisite Media 2022	90
Figure 4.36 Top #3 Best Employers in the Travel & Leisure Industry.....	90
Figure 4.37 Cleanliness, Health, Safety, and Environment Certificate.....	90
Figure 4.38 Best Luxury Coastal Hotel in Bali Indonesia.	90
Figure 4.39 Direct Marketing Implementation through e-mail.....	92
Figure 4.40 Direct Marketing Implementation through text message	92

LIST OF APPENDICES

Appendix 1 Research Permit Letter

Appendix 2 Research Questionnaire

Appendix 3 Respondent Identity

Appendix 4 Data Tabulation

Appendix 5 Data Analysis Results

Appendix 6 Documentation of Data Search Process



JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

CHAPTER I

INTRODUCTION

1.1 Research Background

Bali is known as the Island of Thousands of Temples which has a unique culture, natural beauty, art, and tradition, and is known for its tourism sector throughout the world, so many tourists, both domestic and foreign, make Bali as their destination (Narottama et al., 2016; Andika et al., 2021). Tourists are considered temporary visitors who stay at their destination for at least 24 hours (Camilleri, 2018). With so many tourists visiting, the accommodation must be adequate to facilitate all tourists and customers. Customers and prospective customers can find out information on facilities or products and services owned by the company through effective promotions. Promotion activities are one of the priority components of marketing activities (Febriani & Nurendah, 2021). Furthermore, promotion is the basic aspect of managing a company's operation. The company will inform customers about the launch of new products or services through promotions, which will stimulate consumer interest to find out more about the brand and actively engage in disseminating information and making purchases. Therefore, imperative for hotels to plan and implement an effective promotion mix to attract the attention of potential guests, retain loyal customers, and strengthen their appeal in this competitive market.

Promotion mix is created by combining these many aspects of promotion namely advertising, direct marketing, public relations & publicity, sales promotion, and personal selling (Assauri, 2018). One way to ensure that

promotion mix elements match the target market and customer preferences is through customer engagement with the brand. In today's era of rapid digital development, hotels are faced with major challenges to maintain and increase customer engagement (Yoong & Lian, 2019). Customer engagement is one of the keys to maintaining loyalty, increasing repeat visits, and strengthening the positive image of a hotel. Customer engagement is valued for its ability to generate revenue through customer acquisition, customer network growth, customer management, and increased social influence and online popularity (Sheng, 2019).

In the tourism industry, hotels are one of the industries where the promotion mix can be adapted. The five-star hotel, Radisson Blu Bali Uluwatu, provides an example of the application of various existing promotion mix activities. Radisson Blu Bali Uluwatu's promotion activities are carried out starting from advertising through digital media such as online flyers, radio, social media, internet, and websites. The next activity, personal selling is also carried out by the Sales and Marketing Department at Radisson Blu Bali Uluwatu through sales calls or sales business trips to several companies and travel agents in the city, such as Denpasar and Badung areas, and outside the city, such as Bandung, Medan, Jakarta, Balikpapan, and Makassar. Furthermore, sales promotion is also carried out following the marketing calendar plan and current trends. As well as for public relations and publicity, it is carried out by participating in Sales Presentation Tabletop. Moreover, Radisson Blu Bali Uluwatu develops relationships and

publicizes its properties by implementing direct marketing through email marketing, telemarketing, and loyalty programs.

The implementation of the promotion mix at Radisson Blu Bali Uluwatu has not been carried out optimally. This can be seen from the fact that it is still quite behind compared to competitor hotels in the Uluwatu area where the media and promotional content used are more varied, fewer repeat guests, and promotional materials still use a lot of paper so they are less environmentally friendly. In addition, Radisson Blu Bali Uluwatu still lacks collaboration with influencers as a means of promoting the brand and property to a wider audience and still lacks building guest trust in the brand through content shared on social media. In another case to provide memories and trust, Radisson Blu Bali Uluwatu still has not implemented special promotion through giving souvenirs to guests compared to other competitor hotels that provide souvenirs to their guests to establish customer loyalty. In conclusion, this phenomenon indicates that when the promotion mix strategy is unfavorable, it also causes customer engagement to be unfavorable (Kaveh et al., 2021).

Based on the phenomenon described above, there is a need to increase promotion mix activity by hotels to bring attention to the importance of customer engagement. With social media promotions through websites, Instagram, etc., more innovative, creative, and engaging content, and utilizing all aspects of the promotion mix, customer feedback provided through social media platforms or directly can be carefully monitored and handled to improve the customer experience when engaging with hotels. So that the hotel's goals will be carried out

well, and later the hotel will be confident enough to determine steps in maximizing the application of the promotion mix. Therefore, the writer is interested in conducting a research entitled **“The Implementation of Promotion Mix to Enhance Customer Engagement at Radisson Blu Bali Uluwatu”**.

1.2 Research Questions

Based on description of the background above, the main problem in this research is as follows:

1. How is the implementation of the promotion mix at Radisson Blu Bali Uluwatu?
2. Does the promotion mix affect in enhancing customer engagement at Radisson Blu Bali Uluwatu?

1.3 Research Objectives

Based on the background and the research problems, the purposes of this research are:

1. To analyze the implementation of the promotion mix at Radisson Blu Bali Uluwatu.
2. To determine the effect of the promotion mix in enhancing customer engagement at Radisson Blu Bali Uluwatu.

1.4 Research Significance

1.4.1 Theoretical Benefit

This research is expected to provide benefits by adding insight and knowledge about the importance of implementing the promotion mix as a

marketing tool. In addition, it is hoped that later it will be able to perfect marketing strategies to increase customer loyalty and engagement.

1.4.2 Practical Benefit

1. Benefits for the Industry

This research is expected to be a reference to optimize the implementation of the promotion mix as a marketing tool in identifying strategies to enhance customer engagement at Radisson Blu Bali Uluwatu.

2. Benefit for Politeknik Negeri Bali

This research is expected to add information or references for future researchers who will analyze related problems at the Politeknik Negeri Bali.

3. Benefit for Writer

This research is expected to provide information and insight to the writer as well as to demonstrate the creativity that the writer has in identifying and solving problems.

1.5 Limitations and Scope of Research

As the material related to the research topic is very broad, which is the implementation of promotion mix to enhance customer engagement, it is necessary to limit the problem to focus research to have a specific scope, including:

1. The variables in this research are promotion mix and customer engagement.
2. The sub-dimension of variables in this research includes: Promotion Mix with indicators of advertising, personal selling, sales promotion, public relations and

publicity, and direct marketing; and, customer engagement with indicators of learning, sharing, advocating, socializing, and co-developing.

3. This research was taken samples from domestic guests who have stayed at the Radisson Blu Bali Uluwatu.



JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the results and discussion, it can be concluded that Radisson Blu Bali Uluwatu has implemented a promotion mix. This is evidenced by the five promotion mix indicators, namely advertising, personal selling, sales promotion, public relations and publicity, and direct marketing, obtaining a total average score that indicates that the aspects of the promotion mix have been well implemented.

Moreover, in terms of its influence, the promotion mix has contributed to supporting customer engagement. In other words, in the hypothesis test (t-test), the results of the comparison of the calculated t value are greater than the t table with the comparison of the significance value and alpha, which is smaller than the significance level used in this research. Therefore, from these results, it is concluded that H₀ is rejected and H₁ is accepted, which means that the promotion mix has a positive and significant effect on customer engagement at Radisson Blu Bali Uluwatu.

5.2 Suggestion

Referring to the results and discussion that have been presented, the suggestion that can be given by the writer for the company is based on the results of the questionnaire test, it is found that advertising is an indicator that has the lowest average value compared to other indicators, especially in the special

advertising aspect, which is not yet implemented. This means that this aspect has a lower performance or impact compared to the promotional mix method applied by Radisson Blu Bali Uluwatu. Therefore, Radisson Blu Bali Uluwatu needs to maximize this method to increase the effectiveness of advertising strategies, such as by investing in Google Ads and Search Engine Optimization (SEO), maximizing and prioritizing advertising content in the form of video stories and video reels, working with relevant influencers with the hope of reaching a wider audience, providing interesting and more informative knowledge, and strengthening hotel credibility. Especially in special advertising, which most likely refers to special or unique advertising that can provide better results than regular advertising in general, such as giving a reminiscent gift as a form of brand awareness for guests to have an impact on the possibility of guests returning to stay at Radisson Blu Bali Uluwatu.

This research is only limited to the promotion mix in enhancing customer engagement. The findings of this research indicate that the promotion mix can be an effective way to increase customer engagement, but it is important to consider other factors as well. Thus, the author suggests that further research can examine other variables such as service quality, social media marketing, pricing, and so on to broaden the exposure. It is also advisable to add other references to get a picture and results that are similar to actual conditions. By exploring other factors, future researchers can gain a better understanding of what drives customer engagement and how businesses can use this knowledge to improve their marketing strategies and be able to compete with other competitive hotels nearby.

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