UNDERGRADUATE THESIS

IMPLEMENTION OF
SMART DIGITAL CONTENT MARKETING STRATEGIES
IN INCREASING PURCHASE DECISIONS
AT SHERATON BALI KUTA RESORT

Indri Anathasya Raga

TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
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**This Undergraduate Thesis is Submitted as one of the requirements to earn
an Applied Bachelor's Degree in Tourism Management Study Program
in Politeknik Negeri Bali**

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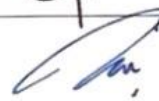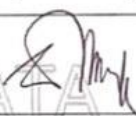iv

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that is written as 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 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.

If it is discovered in the future that a portion or the whole thesis is not my original work or that there is a case of plagiarism. I willingly accept the consequence of my academic title withdrawal and other sanctions as postulated by Indonesian National Law.

Badung, 15 July 2023

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The writer realizes that this thesis is still not perfect, the writer expects criticism and suggestions to make this thesis better so that it can be useful for many people.

Writer

Indri Anathasya Raga

ABSTRACT

IMPLEMENTATION OF
SMART DIGITAL CONTENT MARKETING STRATEGIES
IN INCREASING PURCHASE DECISIONS
AT SHERATON BALI KUTA RESORT

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Raga, Indri Anathasya. (2024). Implementation of Smart Digital Content Marketing Strategies in Increasing Purchase Decisions at Sheraton Bali Kuta Resort. Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

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Keywords: Digital Marketing, Smart Digital Content Marketing, SDCM, Marketing Strategies, Purchase Decisions, Increasing Purchase Decisions.

Digital Marketing is all efforts made in terms of marketing using devices connected to the internet with various strategies and digital media, which in turn can communicate online. This research aims to analyze how the implementation of smart digital content marketing at Sheraton Bali Kuta Resort and analyze how smart digital content marketing can improve purchasing decisions. The data collection methods used in this research are observation, interviews, questionnaires, documentation, and literature studies with two analysis techniques to answer both research objectives, namely qualitative and quantitative. The data were analyzed using simple descriptive statistics. The data analyzed were obtained from 100 respondents. The results of this study indicate that the implementation of smart digital content marketing has a strong relationship with the results of the 86.17% cross tabulation test, which shows a positive and significant influence on purchasing decisions of 88.75%. There is a significant positive effect of smart digital content marketing variables on purchasing decision variables. Sheraton Bali Kuta Resort must improve the Social Media Optimization dimension which has the smallest percentage result among the existing dimensions, which is 85%, by creating content using trending content references on social media, adjusting the appearance of social media to the theme or ambience.

ABSTRAK

IMPLEMENTASI
SMART DIGITAL CONTENT MARKETING STRATEGI
DALAM MENINGKATKAN KEPUTUSAN PEMBELIAN
DI SHERATON BALI KUTA RESORT

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Indri Anathasya Raga. (2024). Implementasi Smart Digital Content Marketing Strategi Dalam Meningkatkan Keputusan Pembelian di Sheraton Bali Kuta Resort. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: Dr. Ni Nyoman Sri Astuti, SST. Par., M. Par, dan Pembimbing II: Ir. I Gusti Agung Bagus Mataram, MIT.

Kata kunci: Digital Marketing, Smart Digital Content Marketing, SDCM, Marketing Strategies, Keputusan Pembelian, Meningkatkan Keputusan Pembelian.

Digital Marketing adalah segala upaya yang dilakukan dalam hal pemasaran dengan menggunakan perangkat yang terhubung pada internet dengan berbagai strategi dan media digital, yang pada tujuannya dapat berkomunikasi online. Penelitian ini bertujuan untuk menganalisis bagaimana implementasi smart digital content marketing di Sheraton Bali Kuta Resort dan menganalisis bagaimana smart digital content marketing dapat meningkatkan keputusan pembelian. Metode pengumpulan data yang digunakan pada penelitian ini yaitu observasi, wawancara, kuesioner, dokumentasi, dan studi kepustakaan dengan dua teknik analisis untuk menjawab kedua tujuan penelitian yaitu kualitatif dan kuantitatif. Adapun data dianalisis menggunakan deskriptif statistik sederhana. Data yang dianalisis didapatkan dari 100 responden. Hasil penelitian ini menunjukkan bahwa implementasi smart digital content marketing memiliki hubungan yang kuat dengan hasil uji tabulasi silang 86,17% , yang menunjukkan adanya pengaruh positif dan signifikan terhadap keputusan pembelian sebesar 88,75%. Terdapat pengaruh positif yang signifikan variabel smart digital content marketing terhadap variabel keputusan pembelian. Sheraton Bali Kuta Resort harus meningkatkan dimensi Social Media Optimization yang memiliki hasil persentase paling kecil diantara dimensi yang ada, yaitu sebesar 85%, dengan cara membuat konten dengan menggunakan referensi konten yang sedang tren di media sosial, menyesuaikan tampilan media sosial dengan tema atau suasana.

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CHAPTER I

INTRODUCTION

1.1 Background of Study

In the current era, travelers or visitors are experiencing a major transformation in the form of human interaction, especially through the widespread spread of online social networks (Nichita, 2021). Internet connectivity is everything, in traveling they really need technology to get inspiration, do research and share their travel experiences through social media accounts. In capturing information in the current era, people or visitors prefer visual forms or images compared to reading in a conventional way. So in order to post a need on social media, they have to pay attention to the beauty and uniqueness of the place they're going to visit (Mulyana, et al., 2020).

Changes in consumer behaviour force marketers to be able to rethink the best and latest strategies that must be applied in their marketing strategies to be able to increase consumer purchasing decisions. Purchasing decision is a decision-making activity to buy a product or service where previously consumers will go through the process of recognizing problems, digging up information on a particular product or brand, and evaluating whether the product or service can solve the problem before making a purchase decision (Sunyoto, 2022).

This reality poses its own challenges for business actors, especially in the tourism industry, to improve their competitiveness standards so that they can compete effectively and expand market share, both at the national and international levels. A formula was found that is considered very relevant to be implemented by

business entrepreneurs in Indonesia in designing their marketing strategies. The formula is considered capable of adjusting to the characteristics of consumers. The formula, referred to as smart digital content marketing, consists of five main strategies. This smart digital marketing strategy is designed and intended for businesses that prioritize online consumers as the main orientation and view consumers as the main assets that must be maintained by continuing to update marketing strategies in marketing businesses in the midst of increasingly fierce competition (Hayu, 2019). This is not excluded from being implemented in businesses engaged in the tourism accommodation industry in particular. As was done by "Sheraton Bali Kuta Resort".

To market its services, Sheraton Bali Kuta Resort has implemented a marketing strategy based on smart digital content marketing (SDCM) through social media platforms such as Instagram, presenting article writing content on the company website, and integrating advertisements. Sheraton Bali Kuta Resort is one of the tourism accommodations that has successfully emerged amidst the increasing number of resorts or 5-star hotels in Bali, especially in the increasingly crowded Kuta area as table 1.1 below:

Table 1. 1 List of similar Hotels and Resorts in Kuta Area

No	Hotel/Resort	Years of operation
1	Padma Legian Resort	1989
2	Bali Dynasty Resort	1991
3	Hard Rock Hotel Bali	1998
4	Discovery Kartika Plaza Hotel	2001
5	Pullman Bali Legian Beach	2010
6	The Stones Hotel	2012

7	Sheraton Bali Kuta Resort	2012
8	The Kuta Beach Heritage Hotel	2013

Source: Data Processing, (2024)

Based on table 1.1 is the result of research that has been done by writer through the internet, namely a list of several similar resorts or 5 stars in the Kuta Beach area that stood before Sheraton Bali Kuta Resort. The data on table 1.1 shows that Sheraton Bali Kuta Resort is one of the resorts that is quite young among several similar hotels or resorts that have been operating since 2001 even years 1989 in the Kuta area. Because Sheraton Bali Kuta Resort has been operating since end of 2012 precisely in December. Sheraton Bali Kuta Resort is able to present and develop rapidly amidst the tight competition of 5-star hotels or resorts that continue to grow in the Kuta area.

Based on the previous research by Naninsih (2019), it is found that marketing strategies have a positive and significant effect on satisfaction and purchasing decisions for 310 small and medium enterprise (SME) products in Makassar, there is that, the marketing strategy mix cannot stand alone in building influence on purchasing decisions, synergistic collaboration is needed in getting perfect results (Febrian, 2019). Digital marketing development strategy to increase the number of visitors at Kyai Langgeng Park during the pandemic, (Saputro, 2020) found that digital marketing on purchasing decisions has a negative and insignificant effect. There is a direct influence of content marketing on consumer purchasing decisions for Go-coffee Malang (Rahman 2019).

The background and research gap from previous research that has been described above, it is interesting to research how the implementation of smart

digital content marketing strategies carried out by Sheraton Bali Kuta Resort is effective in increasing purchase decisions? Seeing these problems, the writer are interested in conducting research with the title "Implementation of Smart Digital Content Marketing Strategies in Increasing Purchase Decisions at Sheraton Bali Kuta Resort.

1.2 Problem Statements

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

1. How is implementation of smart digital content marketing strategies in increasing purchase decisions at Sheraton Bali Kuta Resort?

2. How is the impact of smart digital content marketing strategies in increasing purchase decisions at Sheraton Bali Kuta Resort?

1.3 Research Objectives

Based on the research problems, the purpose of this research is:

1. Find out how the implementation of the smart digital content marketing strategy carried out by Sheraton Bali Kuta Resort is effective in increasing the purchase decision

2. To analyze the impact of smart digital content marketing strategies in increasing purchase decisions at Sheraton Bali Kuta Resort

1.4 Research Significance

Research Significance to provide a clear understanding of the value and relevance of a study.

1. Theoretical Benefit

Based on the results of this study, it is hoped that it will be able to become a reference and comparison for further researchers and, the results of this research are used as a library treasury that can be useful for scientific purposes regarding implementation of digital content marketing strategies in increasing purchase decisions at Sheraton Bali Kuta Resort is expected to be used as input for future researchers.

2. Practical Benefit

Based on the results of this study, it is hoped that it can be used as a consideration or input for the application of management and contribute ideas in matters related to the implementation of digital content marketing strategies in increasing purchase decisions at Sheraton Bali Kuta Resort.

1.5 Limitations and Scope of Problems

This study uses one independent variable, namely smart digital content marketing and one dependent variable, namely purchase decisions, with each indicator, namely the smart digital content marketing variable has indicators social media optimization, influencer endorse, attractive offer, feedback, and relationship with consumers. While the purchase decisions variable has indicators: product choice, brand choice, dealer choice, purchase amount, purchase time, payment method. This study uses mix method with descriptive simple statistic quantitative research methods and descriptive qualitative.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

Based on the results of the research and discussion described in the previous section, it can be concluded as follows:

Sheraton Bali Kuta Resort has implemented this smart digital content marketing strategies very well and completely. Smart Digital Content Marketing has 5 (five) dimensions, the first dimension, namely Social Media Optimization, obtained a percentage value of 85% in the very good category. Where the sub-indicator regarding the content is creative and does not neglect the right narrative tailored to the consumer's character gets the highest percentage of 86.4%. The second dimension, namely Influencer Endorse, obtained a percentage of 85.4% in the very good category. The third dimension, namely Attractive Offer, obtained a percentage of 89.4% which is in the very good category. The fourth dimension, namely Give Feedback, obtained a percentage of 85.4% in the very good category. The fifth dimension, namely Relationship with Consumers, obtained a percentage of 86.4% which is in the very good category. This means that Sheraton Bali Kuta Resort has implemented all dimension very well.

The Smart Digital Content Marketing strategy has a positive impact on buyers to carry out a purchasing decision process. Purchase decision is assessed based on 6 (six) dimensions of product choice, brand choice, dealer choice, purchase amount, purchase timing, payment method. All dimensions of the purchase decision get an average value of 88.75% which is in the very good category. This shows that each

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dimension of purchase decisions in its application has a positive influence on increasing purchase decisions, especially increasing the number of occupancies at Sheraton Bali Kuta Resort.

5.2 Suggestions

With the positive influence of the smart digital content marketing strategy in increasing purchasing decisions at Sheraton Bali Kuta Resort, it is hoped that it can maintain the implementation of SDCM to increase the level of purchasing decisions, especially in the number of occupancies which of course can have a good impact on Sheraton Bali Kuta Resort. Sheraton Bali Kuta Resort must improve the Social Media Optimization dimension which has the smallest percentage result among the existing dimensions, which is 85%, through creating content using trending content references on social media, adjusting the appearance of social media with a theme or ambience. Increasing this dimension, then potential customers or followers will be interested in finding information through social media and increasing the desire to make purchasing decisions.

The writer hopes that the results of this study can be used as an additional reference to deepen knowledge about Smart Digital Content Marketing even deeper and be used as a reference or comparison in further research that will conduct research in the same material, learning and education levels or in different materials, learning and education levels.

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