

UNDERGRADUATE THESIS

**INFLUENCE OF ADVERTISING COST AND PERSONAL
SELLING COST IN INCREASING ROOM OCCUPANCY
AT RENAISSANCE BALI NUSA DUA RESORT**



POLITEKNIK NEGERI BALI

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**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2025**

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



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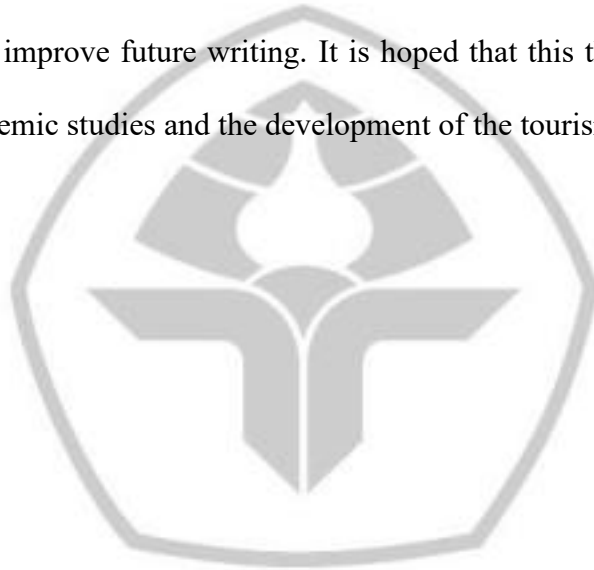
Gratitude is expressed to the God, for many blessings that enabled the completion of this thesis search entitled **“The Influence of Advertising Cost and Personal Selling Cost in Increasing Room Occupancy at Renaissance Bali Nusa Dua Resort”**. This thesis serves as a prerequisite for completing an applied bachelor’s degree in the Tourism Department’s Tourism Business Management Study Program at Politeknik Negeri Bali. Appreciation is extended to the following individuals and organizations who contributed to the planning and writing process:

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Writer

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ABSTRACT

Windari, Ni Putu. (2025). The Influence of Promotional Cost in Increasing Room Occupancy at Renaissance Bali Nusa Dua Resort. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

This undergraduate thesis has been supervised and approved by Supervisor I: I Nyoman Rajin Aryana, S.Pd., M.Hum. and Supervisor II: Dr. Ni Nyoman Sri Astuti, SST.Par., M.Par.

Keywords: promotion, advertising, personal selling, cost, sales and marketing

This study aims to analyze the influence of promotional mix in increasing room occupancy at Renaissance Bali Nusa Dua Resort. Renaissance Bali Nusa Dua Resort is a five-star resort in Bali under the management of Marriott International. The resort implements various promotional activities to support room occupancy, making the Sales and Marketing department play a strategic role in promoting the hotel's products. The management conducts a range of promotional activities, both online and conventional. The research uses a mixed methods approach, combining both qualitative and quantitative methods. Quantitative data were collected from secondary data on advertising costs and personal selling costs spent during the 2022–2024 period in the Sales and Marketing Department, and were analyzed using classical assumption tests (normality test, heteroscedasticity test, multicollinearity test), Pearson correlation coefficient, multiple linear regression analysis, t-test, F-test, and the coefficient of determination (R^2). The results show that there is a strong and significant relationship between advertising costs and personal selling costs on room occupancy. This indicates that expenditures on advertising and personal selling contribute to the increase in room occupancy. This is evident from the results of the multiple regression analysis which shows a correlation score of $r = 0.929$, with a significance score of 0.008 for advertising costs and 0.009 for personal selling costs, indicating a very strong relationship. The R square score of 0.863 indicates that 86.3% of the variation in room occupancy is influenced by advertising and personal selling costs, while the remaining 13.7% is influenced by other factors such as sales promotion, direct marketing, and online reviews. These findings imply that promotional strategies through advertising and personal selling contribute significantly to increasing occupancy. Based on these results, it is recommended that management diversify promotional platforms, including utilizing TikTok to expand audience reach, as well as strengthening personal selling activities such as site inspections, sales calls, and business trips directed toward potential clients.

ABSTRAK

Windari, Ni Putu. (2025) The Influence of Promotional Cost in Increasing Room Occupancy at Renaissance Bali Nusa Dua Resort. *Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali*.

Penelitian ini telah disetujui oleh Pembimbing I: I Nyoman Rajin Aryana, S.Pd. M.Hum dan Pembimbing II: Dr. Ni Nyoman Sri Astuti, SST.Par., M.Par.

Kata kunci: promotion, advertising, personal selling, sales and marketing

Penelitian ini bertujuan untuk menganalisis Pengaruh Promotional Mix in Increasing Room Occupancy at Renaissance Bali Nusa Dua Resort. Renaissance Bali Nusa Dua Resort merupakan salah satu resort bintang 5 di Bali yang berada di bawah naungan Marriott International. Renaissance Bali Nusa Dua Resort mengimplementasikan berbagai kegiatan promosi untuk menunjang room occupancy, menjadikan Sales and Marketing memiliki peran yang strategis dalam mempromosikan produk hotel. Pihak manajemen melakukan berbagai kegiatan promosi baik secara online maupun konvensional. Penelitian ini menggunakan pendekatan campuran (mixed methods) dengan menggabungkan metode kualitatif dan kuantitatif. Data kuantitatif dikumpulkan dari data sekunder biaya iklan dan biaya personal selling yang dikeluarkan selama periode tahun 2022–2024 di Departemen Sales and Marketing, kemudian dianalisis dengan uji asumsi klasik (uji normalitas, uji heteroskedastisitas, uji multikolinearitas), koefisien korelasi, analisis regresi berganda, uji t, uji f, dan uji koefisien determinasi.

Hasil penelitian menunjukkan bahwa terdapat hubungan yang signifikan antara biaya iklan dan biaya personal selling terhadap tingkat hunian kamar. Hal ini menandakan bahwa pengeluaran biaya iklan dan personal selling berkontribusi terhadap peningkatan tingkat hunian kamar. Hal ini dapat dilihat dari hasil uji regresi berganda dengan nilai $r = 0.929$, signifikansi variabel biaya iklan sebesar 0.008 dan signifikansi variabel biaya personal selling sebesar 0.009 yang tergolong memiliki hubungan sangat kuat. Nilai $R^2 = 0.863$ mengindikasikan bahwa 86.3% variasi tingkat hunian kamar dipengaruhi oleh biaya iklan dan personal selling, sementara sisanya sebesar 13.7% dipengaruhi oleh faktor lain seperti biaya sales promotion, direct marketing, dan online review. Temuan ini mengimplikasikan bahwa strategi promosi melalui iklan dan personal selling berkontribusi besar terhadap peningkatan okupansi. Berdasarkan hasil tersebut, disarankan agar manajemen mendiversifikasi platform promosi, termasuk memanfaatkan TikTok untuk memperluas jangkauan audiens, serta memperkuat kegiatan personal selling seperti site inspections, sales calls, dan perjalanan dinas yang diarahkan kepada klien potensial.

TABLE OF CONTENTS

COVER	i
TITLE PAGE.....	ii
REQUIREMENTS PAGE	iii
UNDERGRADUATE THESIS APPROVAL SHEET	iv
UNDERGRADUATE THESIS VALIDITY SHEET	v
LETTER OF FREE PLAGIARISM STATEMENT	vi
ACKNOWLEDGEMENT	vii
ABSTRACT	ix
ABSTRAK	x
TABLE OF CONTENTS	xi
LIST OF TABLES	xiii
LIST OF FIGURES	xiv
LIST OF APPENDICES	xvi
CHAPTER I INTRODUCTION.....	1
1.1 Research Background	1
1.2 Research Problems	4
1.3 Research Objectives	5
1.4 Research Significance	5
1.5 Limitations and Scope of Research	6
CHAPTER II LITERATURE REVIEW	7
2.1 Theoretical Basis	7
2.1.1 Hotel	7
2.1.2 Sales & Marketing Department	8
2.1.3 Promotional Mix	8
2.1.4 Promotional Cost	13
2.1.5 Room Occupancy	15
2.2 Empirical Review	17
2.3 Hypothesis	21
CHAPTER III RESEARCH METHOD	23
3.1 Research Location and Period	23
3.2 Research Objects	23
3.3 Variable Identification	23
3.3.1 Independent Variable	24
3.3.2 Variable Dependent	24
3.4 Definition of Operational Variable	24
3.5 Type and Data Source	25

3.5.1 Types of Data.....	25
3.5.2 Source of Data.....	26
3.6 Population and Sample Determination	27
3.6.1 Population	27
3.6.2 Sample.....	27
3.7 Data Collection	27
3.7.1 Observation.....	27
3.7.2 Literature Study.....	28
3.7.3 Structured Interview	28
3.8 Data Analysis	28
3.8.1 Qualitative Analysis	28
3.8.2 Quantitative Analysis	30
CHAPTER IV RESEARCH FINDING AND DISCUSSION	37
4.1 Brief Summary of Research Settings	37
4.1.1 Hotel History.....	37
4.1.2 Sales and Marketing Department Structure	38
4.1.3 Duties and Responsibility of Sales & Marketing Department	39
4.1.4 Hotel Facilities	42
4.2 Research Findings	49
4.2.1 Implementation of Advertising and Personal Selling at Renaissance Bali Nusa Dua Resort.....	49
4.2.1 Influence of Advertising and Personal Selling Cost at Renaissance Bali Nusa Dua Resort.....	69
CHAPTER V CONCLUSION AND SUGGESTION	90
5.1 Conclusion	90
5.2 Suggestion.....	91
REFERENCES.....	93
APPENDICES	101

LIST OF TABLES

Table 1. 1 Room Occupancy (2024)	4
Table 3. 1 Operational Variable.....	24
Table 3. 2 Correlation Interval Coefficient	33
Table 4. 1 (K-S) Kolmogorov - Smirnov Normality Test	73
Table 4. 2 Multicollinearity Test.....	74
Table 4. 3 Heteroscedasticity Test	75
Table 4. 4 Autocorrelation Test.....	76
Table 4. 5 Coefficient Correlation Test.....	77
Table 4. 6 Multiple Linear Regression	78
Table 4. 7 F Test.....	79
Table 4. 8 T Test.....	80
Table 4. 9 Coefficient Determination	81
Table 4. 10 Average of Advertising Cost.....	82
Table 4. 11 Average of Personal Selling Cost.....	86

JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

LIST OF FIGURES

Figure 1. 2 Number of Foreign Visitors to Indonesia and Bali 2019-2023.....	1
Figure 4. 1 Sales and Marketing Department Structure	39
Figure 4. 2 Deluxe Room	43
Figure 4. 3 Deluxe Sea View Room	44
Figure 4. 4 Deluxe Pool Terrace Room	44
Figure 4. 5 Executive Suite Room	45
Figure 4. 6 Presidential Suite Room	45
Figure 4. 7 Backstage Restaurant	46
Figure 4. 8 Tanah Liat Restaurant	46
Figure 4. 9 Lion X Restaurant	47
Figure 4. 10 Steaksmith Restaurant	47
Figure 4. 11 R Bar	48
Figure 4. 12 The SPA	48
Figure 4. 13 Fitness Center	49
Figure 4. 14 Official Instagram	50
Figure 4. 15 Instagram Story	51
Figure 4. 16 Nyepi Content	52
Figure 4. 17 Meeting Content Story	53
Figure 4. 18 Official Facebook	54
Figure 4. 19 Now Bali Magazine Instagram feed	55
Figure 4. 20 E-newsletter	56
Figure 4. 21 Poster	57
Figure 4. 22 Tote Bag	58
Figure 4. 23 Glass Coaster	59
Figure 4. 24 Email of Hotel Inspection Alert	61
Figure 4. 25 Sales Call	62
Figure 4. 26 Table Top Event	66
Figure 4. 27 The Exchange Event	67
Figure 4. 28 Bride Story Market Event	68
Figure 4. 29 Advertising and Personal Selling Cost	70

Figure 4. 30 Room Occupancy	72
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LIST OF APPENDICES

Appendix 1. Research Permission Letter	101
Appendix 2. Interview Guidelines	102
Appendix 3. Interview Transcript	103
Appendix 4. Normality Test	107
Appendix 5. Multicollinearity Test	107
Appendix 6. Heteroscedasticity Test	107
Appendix 7. Autocorrelation Test	108
Appendix 8. Coefficient Correlation	108
Appendix 9. Multiple Linear Regression	108
Appendix 10. F Test	109
Appendix 11. T Test	109
Appendix 12. Coefficient Determination	109
Appendix 13. Tabel Durbin Watson	110
Appendix 14. T Table	111
Appendix 15. F Table	112
Appendix 16. Interview Documentation	113

JURUSAN PARIWISATA
POLITEKNIK NEGERI BALI

CHAPTER I

INTRODUCTION

1.1 Research Background

Hotel industry plays an important role in economic sector in Bali, especially the area that has attractive tourist attraction. Tourism industry is one of the main sources of income in Bali where most of the people depend on the tourism industry. Tourism industry provides various job and can increase regional income (Soritua, 2015). The growth of tourism industry is supported by hospitality sector, transportation, restaurant, laundry and other sector that also depend on tourist. Tourism industry in Bali is growing rapidly without abandoning Balinese culture and tradition, therefore a lot of tourists are interested to visit Bali. Tourist visit have a big impact on tourism industry.

Tahun	Indonesia		Bali	
Year	Total	Growth (%)	Total	Growth (%)
2019	16 106 954	1,88	6 275 210	3,37
2020	4 052 923	-74,84	1 069 473	-82,96
2021	1 557 530	-61,57	51	-
2022	5 889 031	278,10	2 155 747	-
2023	11 677 825	98,30	5 273 258	144,61

Figure 1. 1 Number of Foreign Visitors to Indonesia and Bali 2019-2023
Source: Badan Pusat Statistik Provinsi Bali, 2024

After the pandemic COVID-19 the data above shows that the number of tourists visiting Indonesia and Bali has increased. In 2023, the number of visitors to Bali grew by 144.61%. The increased in number of tourist visits have positive impact to tourism industry especially hotel industry. This creates opportunities for hospitality industry to generate profits. The increase in tourist arrivals create high

demand for accommodation, particularly demand for rooms. The demand for accommodation triggers the growth of the hotel industry ranging from star-rated hotels to non-starred hotel hotels to meet the demand for the growing need for rooms. Because of the high demand for accommodation, hospitality industry growth accelerates. Many hotels were built in tourism area in Bali. This encourages intense competition among hotels to attract more customer. Competition among hospitality industry is getting tougher, both competition in price, quality of service and facilities offered. Hotels in Bali continue to innovate and provide comfort and extraordinary experience for customer.

In the midst of intense competition in attracting tourist, promotion is one of the marketing strategies that implemented by hotels. Promotions help hotels to introduce the product and services provided. Various form of promotion are implemented through social media, Google ads and promotion through print media. Through promotion, hospitality industry can introduce product and service to the public and reach wide audience. The implementation of an effective hotel promotion strategy can attract tourist to use the facilities provided by hospitality industry while also becoming a key factor in the hotel's success in increasing room occupancy. In implementing the promotional strategy understanding needs of target market and customer references is essential. This understanding enables hotels to adopt relevant promotion strategies to reach attract customer and increased the room occupancy.

In implementing promotional activities, hospitality industry requires an allocation of funds to support promotional activities. Promotional cost spent by

hotel are used to promote the product and service offered so as to increase room occupancy, strengthen the hotel's position in the middle of intense competition in the hospitality industry and ensure information about hotel product is well conveyed to the audience. Spending funds on promotion is essential considering that competition is not only between hotels but also with villas, homestay and apartments. Promotional cost includes various form of costs in promotion activity such as advertising cost, sales promotion costs, publicity costs and personal selling cost and direct marketing cost.

Every hospitality industry has different promotional strategies, one of the hotels in Bali that implement promotional strategy is Renaissance Bali Nusa Dua Resort. Renaissance Bali Nusa Dua Resort as part of the Marriott International network, has reputation for providing premium accommodation with Balinese theater concept designed to attract tourist. Various promotional activities carried out by Renaissance Bali Nusa Dua Resort include advertising through Google ads, Meta ads magazines, conducting promotional activity directly to the customer and others. However, with the various promotional activities carried out, the room occupancy at Renaissance Bali Nusa Dua Resort experienced fluctuations or instability and the target of room occupancy was not achieved in several months during January – June 2024 even though Renaissance Bali Nusa Dua Resort has implements and strives for promotional activities in order to increase room occupancy

Table 1. 1 Room Occupancy

Month	2024
January	68.66%
February	77.50%
March	67.23%
April	75.29%
May	80.46%
June	74.96%

Source: Processed Data, 2024

Based on the history of room occupancy above show that the room occupancy fluctuates. This can be seen in January 2024 the percentage of room occupancy was 68.66% then in February it increased to 77.50%, in March it decreased to 67.23% and in April increased again to 75.29%. This increase and decrease in room occupancy is very normal in hospitality industry, but Renaissance Bali Nusa Dua Resort continues to strive to increase room occupancy through various ways like allocating a substantial budget for promotions.

Based on the issues mentioned above, the research is conducted to investigate and examine “Influence of Advertising Cost and Personal Selling Cost in Increasing Room Occupancy at Renaissance Bali Nusa Dua Resort”.

1.2 Research Problems

Based on the background previously elaborated, the problems to be researched are as follows:

1. How is the implementation of advertising and personal selling at Renaissance Bali Nusa Dua Resort?

2. How do advertising cost and personal selling cost influence the room occupancy at Renaissance Bali Nusa Dua Resort?

1.3 Research Objectives

Based on the problems, the objectives of the research proposal are:

1. To analyze how is the implementation of advertising and personal selling at Renaissance Bali Nusa Dua Resort
2. To analyze whether advertising cost and personal selling cost influence room occupancy at Renaissance Bali Nusa Dua Resort?

1.4 Research Significance

Based on the background, problems, and objectives of this proposal, the benefits that are expected to be obtained are:

1. Theoretical Benefits

This study is expected to contribute to the development of advertising and personal selling cost theory, particularly in understanding its influence on increasing room occupancy. In addition, the findings of this study may serve as a useful reference for future researchers who wish to explore similar topics using different research variables.

2. Practical Benefits

Practically, the research is expected to be considered in the decision-making process related to the allocation of promotional costs to improve room occupancy at Renaissance Bali Nusa Dua Resort. It may also help raise awareness among the

hotel management about the significance of promotional expenses in supporting higher occupancy rates.

1.5 Limitations and Scope of Research

The scope of the research is the promotional activities carried out by Renaissance Bali Nusa Dua Resort, particularly those related to advertising costs and personal selling costs in an effort to increase room occupancy. The research is conducted in the Sales and Marketing Department of Renaissance Bali Nusa Dua Resort, which plays a direct role in planning and implementing promotional strategies.

While the limitation of the research covers variables advertising costs and personal selling costs. The data used are secondary data obtained from internal documents and reports available at Renaissance Bali Nusa Dua Resort, and are supported by interviews with employees working in the Sales and Marketing Department.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Renaissance Bali Nusa Dua Resort actively implements a promotional mix strategy as part of its efforts to increase room occupancy. The promotional mix implemented includes advertising, personal selling, direct marketing, sales promotion, and public relations. In terms of advertising, Renaissance Bali Nusa Dua Resort utilizes various media, including conventional and online. In addition, Renaissance Bali Nusa Dua Resort applies personal selling activities include site inspections, sales calls, and business trips outside of Bali or abroad. Besides advertising and personal selling, the resort also implements publicity activities, which are divided into paid publicity and unpaid publicity. Renaissance Bali Nusa Dua Resort also engages in sales promotion efforts, such as providing complimentary gift certificates to clients, offering special packages, and establishing agreements with agents and corporate partners to promote its products, the resort's management also applies direct marketing strategies such as telemarketing and email marketing.

The results of the quantitative analysis show that advertising costs have a positive and significant influence on room occupancy rates. This is evidenced by the Pearson correlation test, which shows a score of 0.912 classified as a very strong relationship. Based on the multiple linear regression test shown that the personal selling cost coefficient = $2.583E-7$. This suggests that the advertising cost variable contributes positively to room occupancy at Renaissance Bali Nusa Dua Resort.

Specifically, for each one-unit increase in advertising expenditure, room occupancy is expected to rise by approximately 0.0000002583 units. Based on the results of the T-test, the advertising cost had a significance value of 0.008, which is less than 0.05, indicating a significant effect. Since the direction of the variable is positive, it can be concluded that advertising cost has a positive and significant effect on room occupancy. In the context of increasing room occupancy at Renaissance Bali Nusa Dua Resort, advertising plays a vital role in capturing market attention and influencing consumer decision-making.

In addition to advertising, the research findings also demonstrate that personal selling costs have a positive and significant influence on room occupancy rates. The Pearson correlation score between personal selling costs and room occupancy is 0.912, which also falls into the category of a very strong relationship. The T test shows a significance score of 0.009, which is less than 0.05, indicating that personal selling has a significant effect on the increase in room occupancy percentage at Renaissance Bali Nusa Dua Resort. Based on the multiple linear regression test shown that the personal selling cost coefficient = $2.325E-7$. This suggests that the personal selling cost variable contributes positively to room occupancy at Renaissance Bali Nusa Dua Resort. Specifically, for each one-unit increase in personal selling expenditure, room occupancy is expected to rise by approximately 0.0000002325 units.

5.2 Suggestion

Based on the research findings and discussion regarding the influence of promotional expenses on room occupancy at Renaissance Bali Nusa Dua Resort,

the several suggestions can be provided to the hotel management. First, expanding the variety of promotional platforms used. To reach a wider audience, especially younger demographics and active social media users, Renaissance Bali Nusa Dua Resort is advised to diversify the promotional platforms it uses. One option is to begin leveraging TikTok as a dynamic and potentially viral visual marketing tool. Content such as behind-the-scenes videos, hotel tours, F&B highlights, or user-generated content can help increase awareness and engagement for Renaissance Bali Nusa Dua Resort.

The second, increasing the intensity of personal selling activities. The analysis shows that personal selling also has a significant impact on increasing room occupancy. Therefore, activities such as site inspections, sales calls, and business trips should be well prepared and further enhanced, with more potential clients. This can be done by having regular and well scheduled agenda in doing personal selling .

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