

Analysis Of Marketing Media To Increase Room Occupancy At Infinity8 Bali

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Abstract: This study aims to analyze marketing media in increasing room occupancy at Infinity8 Bali. This study used quantitative methods and data were analyzed using multiple linear regressions in the SPSS version 26 program. From 95 respondents, the results showed that the marketing media used through face to face selling, telemarketing, and online marketing had a simultaneous positive effect on increasing room occupancy in Infinity8 Bali is 36.482 which is greater than the F-table of 2.70 with a significance value of 0,000 which is smaller than 0.05. Face to face selling has a partially positive and significance effect on increasing room occupancy at Infinity8 Bali by 2.102, which is greater than t table 1.662 with a significance value of 0.038. Telemarketing has a partial positive and significance effect on increasing room occupancy at Infinity8 Bali by 3.692, greater than t table 1,662 with a significance value of 0,000 less than 0,05. Online marketing has a partial positive and significance effect on increasing room occupancy at Infinity8 Bali by 2.581, greater than 1.662 with a significance value of 0.011, less than 0.05. To increase the influence of each of these marketing media, Infinity8 Bali needs to improve its marketing strategy, one of which is by making more promotions and looking for existing potential markets through market segmentation such as online travel agents, offline travel agents, government, corporate, and direct reservation or walk-in guests.

Keywords: Analysis, Marketing Media, Room Occupancy, Infinity8 Bali

Informasi Artikel: Submission to Repository on September 2022

Introduction

The development of Indonesian tourism is increasingly global because it has a strong attraction for domestic and foreign tourists. Indonesia has many tourist attractions such as natural beauty, culture and culinary specialties from each region in Indonesia, making Indonesia unique and becoming one of tourist destinations for foreign tourists. One of the areas that are tourist destination in Indonesia is Bali. Bali is one of provinces in Indonesia that is engaged in tourism sector which has several tourist destinations such as natural tourism, cultural tourism and culinary tourism. The tourism potentials of Bali it makes Bali a favorite tourist destination for domestic and foreign tourists so that Bali received the title of "The Best Destination in The World" and "The Best Spa Destination of The World" from International magazines. Therefore, of course tourists who come to Bali, be it foreign or domestic tourist needs place to stay, foods, beverages, and the other requirements. It means Bali needs more main facilities to meet the needs of tourists who come, namely accommodation. Hotel is a company engaged in accommodation services (rooms) which are managed commercially and provide food and beverage services as well as other supporting facilities. The hotel is currently laid out and designed in such a way as to be attractive. In the past, hotels were only used as a place to stay for consumers who went on business or tourism trips and had no relationship at the destination. However, over time, the hotel has changed its function as a commercial place provides a place to stay, foods, beverages and other services.

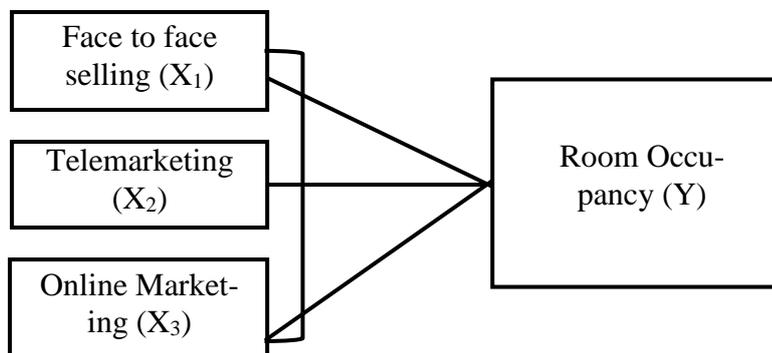
One of accommodation in Bali especially in Jimbaran, Badung is Infinity8 Bali. Infinity8 Bali is a 4-star hotel that provides guest needs such as rooms, food and beverages, spa, pool, business center, meeting room, etc. In 2019 to 2020 Infinity8 Bali has decreased room occupancy around 34.650 or -78.6%. This is because of the pandemic covid-19. Registered at The Central Bureau of Statistics of Bali Province that in 2019 to 2020 domestic tourist arrivals have decreased are -56.41% and likewise in 2020 to 2021 still has decreased are -6.41%. The same with Infinity8 Bali has increased in 2020 to 2021 around 4.256 or -45.1%. In order to survive in the middle of the pandemic during 2020 to 2021 Management of Infinity8 Bali continues to work hard and always tries to marketing its products use direct marketing strategies. Direct marketing is a marketing system that directly connects or interacts directly with the customer target to get their response and loyalty (Kotler & Keller, 2016). With the difficulty of surviving in the middle of a pandemic as well as competing with its competitors, Infinity8 Bali has carried

out various promotions of its products as a marketing medium, such as doing direct marketing. Direct marketing is also known as a marketing system that directly connects or interacts directly with the customer target to get their response and loyalty Kotler and Amstrong (2018). Direct marketing can be done through telephone, email, internet, and face to face with customers to be able to establish good relationships and be more effective in describing the product because by doing face to face customer will know how the product looks so that the customers can be more interested in the products. Direct marketing is the marketing strategic in several methods, namely fax mail, catalogs, post, television, telephone, etc. (Tjiptono & Chandra, 2012). Also direct marketing is the direct communication to the customers target to get immediate response and maintain good relationship in a long time (Hermawan, 2012).

Based on several conceptual descriptions from the experts, direct marketing is a marketing activity to promote or present a brand or product to the target customer through various media such as telephone, email, internet, fax mail, catalogs, message blasting, face to face with customers to get immediate response establish good relationship, and for more effective in describing the product to the customers because they will know how the product looks so that the customers can be more interested in the products. As the others corporate or hotel, Infinity8 Bali also has their own direct marketing as a marketing medium to increase the number of room occupancy. In Sales and Marketing Department at Infinity8 Bali, sales team have been carried out online marketing, telemarketing through email blasting, whatsapp blasting and telephone also carry out sales visit as the implementation of direct selling (face to face selling). Online marketing through social media it will make it easier than before because with the social media the company will easier to reach customers from various regions. And besides that, the customer also will be easier to find out the details information of the products without having to go all the way to the hotel. Besides online marketing, telemarketing and face to face selling also has a big impact to increase room occupancy. Through telemarketing in email and whatsapp blast, the customer will know and get the information of hotel promotions, hotel's products and services. And through face to face selling, between sales team and customers will have interaction. It's time to sales team to explained and introduce their hotel's product well. Because in the author opinions, the customer will be more interested if they see firsthand how the product is. And here, the main task of sales team to convincing the customer about the products. Based on above phenomenon, the writer interested to know that how actually the implementation of direct marketing in increasing room occupancy at Infinity8 Bali and also how the direct marketing can increase room occupancy at Infinity8 Bali.

Method

This research use quantitative data type, understanding quantitative data is data in the form of numerical data or qualitative data (Sugiyono 2017). Quantitative data in this research is in the form of room occupancy data. The data collecting method that used in this research is Interview, observation, documentation, and questionnaire. Interview was conducted with sales team of Infinity8 Bali such as Director of Sales and Marketing, Sales Manager, Sales Coordinator, Ecommerce and Revenue Manager, and Reservation Supervisor. Data of the questionnaire gained from 95 respondents from guests of Infinity8 Bali. Variables independent are face to face selling (X_1), telemarketing (X_2), and online marketing (X_3). The following research concept for this study as per below research concept.



Source: Data Process (2022)
Figure 1. Conceptual Framework

Result and Discussion

The Implementation of Marketing Media at Infinity8 Bali

Marketing is the process of creating, communicating and delivering value to customers and for managing good customer relationships in ways that benefit the customer" (Subroto, 2011). The data on this field was obtained by interview with sales and marketing team of Infinity8 Bali such as Director of Sales & Marketing, Sales Manager, E-commerce and Revenue Manager, Marketing Communication Manager and Reservation Supervisor and the result is the same as other hotels in Bali. Infinity8 Bali also experienced a slump where there were several periods that absolutely there were no tourist visits to Bali which caused room occupancy in Infinity8 Bali to reach 0 per-cent so that Infinity8 Bali definitely has decreased room occupancy for period 2020 to 2021 even up to around minus 78 percent. This also affected the number of employees employed at Infinity8 Bali where all the daily workers were forced to be laid off for an indefinite period of time. Infinity8 Bali has been carried out marketing since the operational begun. The marketing media used by Infinity8 Bali is direct marketing through face to face selling through sales call, telemarketing through telephone and message, nowadays only some people are pick up the phone only for hear-ing us offering promotion, so will more effective if sales person do telemarketing through chat or they called as WhatsApp blast to share the flyer so the client can open it in their available time and reopen it when they need it, email marketing through email blast, and online marketing through website, social media, WhatsApp blast, email blast and recently Infinity8 Bali also carried out promotion support event through radio, newspaper and magazine with the strategy that Infiniti-ty8 Bali will provide room voucher to their partnership and the logo of Infinity8 Bali will apply on the partnership's banner event.

The sales person of sales and marketing department conducted telemarketing on weekdays and do sales call every Monday to Thursday, however the schedule of sales call it depends on sales person's schedule due to in Infinity8 Bali still applied 15 working days system. Sales and marketing team of Infinity8 Bali also routine do the promotion through website and social media with the strategy that they will do refresh the promotion once a week on website and social me-dia. It means that they will routine re-upload the same promotion on website and social media to continue to be seen in the market. From the activities above, the most contributed to room sales are WhatsApp blast and so-cial media due to nowadays most of people are prefer use WhatsApp to do chatting than tele-phone so the customer will contact sales person through WhatsApp chat for asking the question same with social media. Based on Abraham (2012), nowadays social media as something that attractive to use because everything can be viral in social media so the social media has biggest impact as market-ing media. From the statement above, certainly direct marketing through face to face selling, telemar-keting, and online marketing have biggest impact to room occupancy and hotel's revenue because by often doing promotions through face to face selling, telemarketing, and online marketing will make Infinity8 Bali increasingly known by the public and make it easier to reach the market seg-ment.

The Marketing Media can increase room occupancy at Infinity8 Bali

To find out the effect of marketing media in this research are face to face selling, telemar-keting, and online marketing on room occupancy at Infinity8 Bali, will be examined and analyzed via several quantitative analysis tests using the SPSS version 26 program. The results of normality test data in this study use the Kolmogorov-Smirnov test of normality as in Table 1.

Table 1. Normality Test

One-Sample Kolmogorov-Smirnov Test	
Asymp. Sig. (2-tailed)	.005 ^c
Exact Sig. (2-tailed)	.175
Point Probability	.000
a. Test distribution is Normal.	
b. Calculated from data.	
c. Lilliefors Significance Correction.	

Source: Data Process (2022)

Based on the Table 1, the data has been distributed normally because on the column Exact Sig. (2-tailed) higher than 5% ($0.175 > 0.05$). The next test was continued with the multicollinearity test as in Table 2.

Table 2. Multicollinearity Test

Coefficients ^a		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	Face to Face Selling	0,496	2,016
	Telemarketing	0,554	1,805
	Online Marketing	0,406	2,462

a. Dependent Variable:
Room Occupancy

Source: Data Process (2022)

Based on the Table 2, the result showed of tolerance values > 0.1 and VIF values < 10 for all independent variable. It can be concluded that there is no multicollinearity correlation between independent variables. The next test was continued with the heteroscedasticity test as in Table 3.

Table 3. Heteroscedasticity Test

Coefficients ^a		Sig.
Model 1	(Constant)	0,000
	Face to Face Selling	0,841
	Telemarketing	0,109
	Online Marketing	0,827

a. Dependent Variable:
RES2

Source: Data Process (2022)

In the regression analysis, in addition to measures the strength of the relationship between two or more variable, also shows the relationship between the dependent variable and the independent variable (Ghozali, 2018). Based on the Table 3, there is no heteroscedasticity on the data used in this study due to the significance value of each variable more than 0.05. The next test was continued with the multiple linear regression test as in Table 4.

Table 4. The Result of Multiple Linear Regression Test

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	6.234	2.105		2.962	.004
	Face to Face Selling	.154	.073	.211	2.102	.038

Telemarketing	.508	.138	.350	3.692	.000
Online Marketing	.572	.222	.286	2.581	.011

a. Dependent Variable: Room Occupancy

Source: Data Process (2022)

Based on the Table 4, obtained the significance of the constant value exceeds the significance level (0.05), the regression modeling can be seen as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 \tag{1}$$

$$Y = 6.234 + 0.154X_1 + 0.508X_2 + 0.572X_3 \tag{2}$$

According to Ariefianto (2012), the results of test multiple linear regression analysis explained the constant coefficient value is = 6.234, which means that if all independent variables are assumed to be constant or 0, the room occupancy will be 6.234 ≈ 6 percent. The regression coefficient X1 = 0.154, which means that if there is a change in the face to face selling variable (X1), by one unit, then room occupancy will experience a change of 0.154. The regression coefficient X2 = 0.508, which means if there is a change in the telemarketing variable (X2) by one unit, then room occupancy will experience a change of 0.508. The regression coefficient X3 = 0.572, which means if there is a change in online marketing variable (X3) of one unit, then room occupancy (Y) will experience a change of 0.572. The next test continued with the test of t test as in Table 5.

Table 5. The Result of F Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	265.109	3	88.370	36.482	.000 ^b
	Residual	220.428	91	2.422		
	Total	485.537	94			

a. Dependent Variable: Room Occupancy

b. Predictors: (Constant), Online Marketing, Telemarketing, Face to Face Selling

Source: Data Process (2022)

Based on the Table 5, the result showed that there is a positive and significant effect simultaneously between face to face selling, telemarketing, and online marketing variables on the room occupancy at Infinity8 Bali due to the value of Fcount is 36.482 > Ftable 2.70 then Fcount is in the rejection area of H0 and thus the acceptance of Ha (Bruno, 2019). The next test continued with the t test as in Table 6.

Table 6. The Result of T Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.234	2.105		2.962	.004
	Face to Face Selling	.154	.073	.211	2.102	.038
	Telemarketing	.508	.138	.350	3.692	.000
	Online Marketing	.572	.222	.286	2.581	.011

a. Dependent Variable: Room Occupancy

Source: Data Process (2022)

Based on the Table 6, the result showed that the tcount of face to face selling is 2.102, telemarketing is 3.692, and online marketing is 2.581 > ttable 1.662 then the tcount is in the rejection area of H0 and thus the acceptance of Ha. It can be concluded that there is a positive and partially significant effect between face to face selling, telemarketing, and online marketing on the room occupancy at Infinity8 Bali. The next test continued with the multiple correlation test as in Table 7.

Table 7. Multiple Correlation Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.739 ^a	.546	.531	1.556

a. Predictors: (Constant), Online Marketing, Telemarketing, Face to Face Selling

Source: Data Process (2022)

Based on the Table 2, the result showed that the magnitude of R value obtained 0.739 at a coefficient between 0.60 – 0,799. It can be concluded that the correlation between face to face selling, telemarketing, and online marketing to room occupancy has a positive correlation and is strong simultaneously. The next test continued with determination test.

Table 8. Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.739 ^a	.546	.531	1.556

a. Predictors: (Constant), Online Marketing, Telemarketing, Face to Face Selling

Source: Data Process (2022)

The results of the analysis test of determination obtained a value of Adjusted R square at 53.1 percent, which means face to face selling, telemarketing, and online marketing contribute to the room occupancy at 53.1 percent. While the rest of 46,9% is influenced by other variables that are not in this study.

The influence of face to face selling to increase room occupancy at Infinity8 Bali

Supporting factors of face to face selling that can effect in increasing room occupancy at Infinity8 Bali namely attention, product, interest, convince, negotiable, satisfaction. All this time Infinity8 Bali has been carried out sales call by visited the customers such as in 2021 sales team of Infinity8 Bali was carried out several sales call to Maybank, CIMB Niaga bank, Matta Tour & Travel Bali, CCI Travel, Pegasus Indonesia Travel, Ministry of Maritime Affairs and Fisheries, Dinas Perijinan Badung and the results are Infinity8 Bali already has meeting event from several governments in 2021 such as Komite Olahraga Nasional Indonesia (KONI), Dinas Perijinan Badung Ministry of Village, Development of Disadvantaged Regions, and Transmigration.

In 2022, sales team of Infinity8 Bali still continue to do sales call to various of their market segment especially for government such as Polda Bali, Basarnas, TNI AD, TNI AL, TNI AU for supporting G20 that will held on October, 2022. The results are Infinity8 Bali have been carried out meeting event for Ministry of Finance, Ministry of Transportation, and Ministry of Public Work also accommodate National Anti Narcotics Agency.

The influence of telemarketing to increase room occupancy at Infinity8 Bali

All this time Infinity8 Bali has been carried out telemarketing through telephone and WhatsApp blast to the customers. Infinity8 Bali has 4 types to do telemarketing, namely receive the incoming call, out call, do WhatsApp blast and do email blast. Receive incoming call it means that pick up telephone from customer or prospect, usually a sales person will answer for every question from customer, receive inquiry that get from advertisement, and provide chance to customer to get suggestion through telephone. Receive out call it means a sales person who call the customer or prospects. Usually a sales person in Infinity8 Bali will contact their old customer to maintain good relationship and offering their promotion at a time also contact their prospect customer to offering their

products. And do WhatsApp blast every day and Email blast in twice a week. Usually they will share their promotion to the customer in the form of catalog business through WhatsApp every day and also they will share the promotion through email in twice a week.

Actually Infinity8 Bali already carried out all of those types of telemarketing above. Infinity8 Bali has been carried out telemarketing to Borneo FC in 2021 and the result was good, Infinity8 Bali success accommodate Borneo FC team during their stay in Bali. In 2022, Infinity8 Bali is carrying out telemarketing to DPRD Ternate, ANRI, Persatuan Cricket Indonesia and still on progress.

The influence of online marketing to increase room occupancy at Infinity8 Bali

Online marketing is a business which carried out by online method utilize internet media as the product and service promotion media that submitted by seller. The factors that can effects online marketing to increase room occupancy at Infinity8 Bali, namely reachable, up to date, easier to make a reservation, gets more promotions. Infinity8 Bali has been carried out promotion through their official website such as pay day sale, infinite crazy deal, infinite harbolnas, infinite bundling, pay now stay later, I got vaccinated, glam sunset high tea, float and fun, and many more. And now Infinity8 Bali has new promotion on 2022 such as Infinity8 Bali X BBTF, after quarantine promo and table manner package.

Conclusion

Based on the analysis research result and discussion, it can be conclude as follows. Infinity8 Bali during the covid-19 pandemic in sales & marketing department was required to be able to look for business from lines that were still possible to earn revenue, such as made pool packages for local tourists, provided promotions on websites and online travel agents, seek-ing information whether there were corporate and government carried out activities or have room needs in the near future. After the government issued a new normal policy, Infinity8 Bali began to rise. Infinity8 Bali was more intensively carried out their promotion especially through telemarket-ing, sales call, website, and social media.

The result of this study that there is a positive and significant partially variables of face to face selling (X1), telemarketing (X2), and online marketing (X3) to room occupancy (Y) at Infiniti-ty8 Bali. Also face to face selling (X1), telemarketing (X2) and online marketing (X3) are effect simultaneously to room occupancy (Y) that based on the results of the simultaneous analysis of the effect of face to face selling (X1), telemarketing (X2) and online marketing (X3) variables in increasing room occupancy (Y). It could be concluded that the simultaneous influence of face to face selling (X1), telemarketing (X2) and online marketing (X3) variables in increasing room occupancy (Y) at Hotel Infinity8 Bali.

Acknowledgment

Throguh this article I would like to thanks to the examiners include Dra. Ni Nyoman Triyuni, M.M, Mrs. Ni Putu Lianda Ayu Puspita, S.E., M.Tr.Par and MR. I Nyoman Rajin Aryana, S.Pd., M.Hum. As well as the Infinity8 Bali whose give full permission to make research by this company.

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