JURNAL ILMIAH PARIWISATA

Halaman Jurnal: https://jurnal-stiepari.ac.id/index.php/nawasena
Halaman UTAMA Jurnal : https://jurnal-stiepari.ac.id/index.php

The Influence of Marketing Communication Mix on Decisions to Purchase Room Services

Tigor Halomoan Tambunan[1*], Nidia Wulansari[2]
[1,2] Universitas Negeri Padang, Indonesia
Alamat: Jalan Prof. Dr. Hamka, Air Tawar Padang, Sumatera Barat
Korespondensi penulis: tigorkim17@gmail.com

Abstract. *Purchasing decisions refer to the process by which consumers make decisions to buy certain products or services after evaluating the various options available. This activity is one of the utilization of promotional activities carried out by a company. Where in the promotion there are forms of promotion that are incorporated in a marketing communication mix. Marketing communication mix is a form of marketing that is done to attract relationships with consumers while still paying attention to communication values that are useful for building good relationships with consumers. The main objective of this research is to find the correlation between marketing communication mix and the decision to purchase room services. This research uses quantitative methodology with a causal associative approach. Data collection was carried out by distributing questionnaires to respondents in the form of google forms. A total of 165 respondents were surveyed using a Likert scale, and the majority of visitors were in the age range of 26 to 35 years. The data was analyzed using Partial Least Square Structural Equation Modeling. The results showed that F was calculated with sig. 0.000 <0.05, then the marketing communication mix variable has a significant influence on purchasing decisions. Furthermore, R Square is 0.608. This means that the marketing communication mix influences purchasing decisions by 60.8%. This study found that marketing communication mix is an important factor in improving purchasing decisions.*

Keywords: marketing communication mix, purchase decision, Promotion

1. INTRODUCTION

Tourism plays a significant role in the economic growth of a country. According to Gamal Suwantoro in his book "Basics of Tourism" (2004:41), tourism activities in the world can be grouped into three: countries that actively manage the tourism sector, those that consider it an important sector, and those that see it as a supporting sector.The advancement of the tourism industry has encouraged increasingly fierce competition among business actors. The hospitality industry, both at the national and international levels, faces fierce competition.

Marketing is a human activity that aims to fulfill needs and desires through the exchange process. Along with the rapid economic growth, marketing has become a very relevant topic in everyday life. In the service business, the main focus of marketing is to provide consistently superior services compared to competitors, with the main objective of meeting or even exceeding the expectations of target customers. Companies need to constantly monitor changes in consumer behavior in order to anticipate these changes and

improve their marketing strategies. Consumer decisions in the context of the hospitality industry are a key factor affecting the operational continuity of a hotel because consumers are the main asset. Decisions made by guests in choosing a hotel as a place to stay are part of consumer decisions. Consumer decisions in the buying process are a process in which individuals select, organize, and interpret information to form a significant understanding of their choices (Sulistiono: 2010; Kotler, 2009: 202). Purchasing decisions are closely related to marketing communications. Marketing strategies can influence consumer perceptions of products or services, build trust, and drive purchasing decisions. By utilizing the marketing communication mix effectively, companies can influence consumer purchasing decisions to better achieve the company's marketing goals, such as increasing sales, building a strong brand, and winning customer loyalty.

Kotler et al. (2016), marketing communication mix as a special blend of tools used by companies or industries to convince the value of communication and build relationships with consumers. The promotional mix is considered an effective tool for communicating with customers, both consumers and intermediaries, which requires careful handling. the communication model in the marketing communication mix according to Kotler & Armstrong (2018) consists of seven elements, namely advertising, direct marketing, sales promotion, personal selling, interactive marketing, and public relations, special events and experiences.

According to Arianty (2016), purchasing decisions are actions taken in response to problems that arise or as steps to achieve certain goals as efficiently as possible in terms of cost and as quickly as possible in its implementation. According to P. and G. A. Kotler (2012), purchasing decisions include the process by which buyers choose the product or service to be purchased. This includes the purchasing behavior of individuals and households who buy goods and services for their personal consumption needs. In some purchasing situations, sometimes consumers are not very emotionally or cognitively involved in the buying process, but there are significant differences between the brands available on the market.

According to Tjiptono (2019: 184) the factors that influence consumer purchasing decisions are as follows: Product, Price, Promotion, Place, Service Location, and Ability. The indicators of purchasing decisions described by Kotler and Keller (2019: 184) are as follows: Introduction to a problem, Search for information, Evaluation of alternatives, purchase decisions, and Post-purchase behavior.

This research was conducted to understand how the marketing communication mix indicators influence the decision to purchase room services. By analyzing these factors, the research is expected to provide deep insight into effective marketing strategies, help management to improve marketing and improve customer experience, and support the development of the tourism industry.

2. THEORETICAL REVIEW

Marketing Communication Mix

Marketing Communications Mix is an overarching strategy that combines various tactics, such as advertising, public relations, sales promotion, and direct selling, to build brand (product) awareness in the minds of consumers. In addition, elements such as packaging design and customer service quality are also an important part of this strategy. (Duncan in Ramdani et al, 2021).

According to Kotler and Keller in Nabilla (2017), the Marketing Communication Mix is the way companies convey information about their products or brands to consumers. Whether directly or indirectly, the goal is to get consumers interested and remember the product. In other words, these are the communication tools used to market the product.

Based on the expert opinion above, it can be concluded that effective communication is the key to the success of the Marketing Communication Mix. By delivering clear and compelling messages, companies can build good relationships with consumers and increase sales.

Purchase Decision

Purchasing decisions according to Buchari Alma (2014: 96), suggests that purchasing decision is a decision consumers who are influenced by economic finance, technology, politics, culture, product, price, location, promotion, physical evidence, people and process, thus forming an attitude in consumers to process all information and draw conclusions in the form of response that appears what product will be purchased purchased.

3. METHODE

The methodology used in conducting this research is quantitative with a causal associative approach. The sampling technique used in this research is stratified random sampling. The sample of this study were 165 respondents. The sample consists of 75 (44.1%) male respondents and 90 (55.9%) female respondents. The majority of 165

(100%) respondents were aged 26-35 years. Primary and secondary data are the types of data used. Questionnaires and online surveys were used as data collection methods. The variables of this study are marketing communication mix (variable X) and purchase decision (variable Y). Likert scale is used as a research measurement tool. PLS-SEM (Partial Least Square Structural Equation Modeling) was used as the inferential analysis method in this study.

4. RESULT AND DISCUSSION

Result

The measurement model and the structural model are the two sub-models that constitute the PLS-SEM structural equation model.

Measurement Model

To asess the measurement model, the study conducted a validity and reliability test using a reflective measurement model. The results, as depicted in Figure 1 and Table 1, provide insights into the outer loading, indicator reliability, composite reliability, average variance extracted (AVE) scores, and Cronbach Alpha values, all of which are essential indicators of the model's construct validity and reliability.
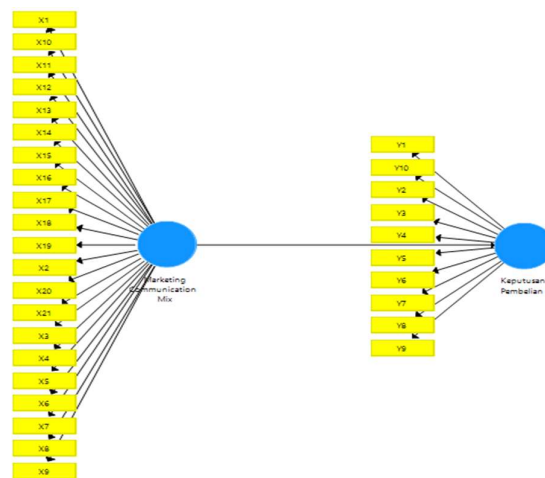

Fig.1.Measurement Model

Figure 1 above depicts a summary of the measurement model for this research. The values in the measurement model are acceptable with external loadings above 0.70. In this section, a measurement model is provided to test the influence of the marketing communication mix on purchasing decisions.

Table 1.Reflective Measurement Model

	INDIKATOR	OUTER LOADING	CRONBACH ALPHA	COMPOSITE RELIABILITY	AVE
MARKETING COMMUNICATION MIX	X1	0.901	0.988	0.989	0.811
	X2	0.924			
	X3	0.888			
	X4	0.891			
	X5	0.897			
	X6	0.907			
	X7	0.9			
	X8	0.891			
	X9	0.907			
	X10	0.901			
	X11	0.9			
	X12	0.906			
	X13	0.906			
	X14	0.885			
	X15	0.905			
	X16	0.903			
	X17	0.901			
	X18	0.894			
	X19	0.893			
	X20	0.895			
	X21	0.919			
KEPUTUSAN PEMBELIAN	Y1	0.9	0.98	0.983	0.85
	Y2	0.93			
	Y3	0.916			
	Y4	0.932			
	Y5	0.929			
	Y6	0.91			
	Y7	0.917			
	Y8	0.923			
	Y9	0.925			
	Y10	0.935			

Based on Table 1, the variables marketing communication mix and purchase decision have Cronbach's Alpha values of 0.988 and 0.980, respectively. The Composite Reliability values are 0.989 and 0.983. This indicates that the internal consistency reliability is acceptable because both Cronbach's Alpha and Composite Reliability values are higher than 0.70. Based on the AVE values, it can be concluded that the measurement model used

demonstrates that the respondent data has convergent validity. The AVE value for the marketing communication mix is 0.811, and the AVE value for the purchase decision is 0.850, both significantly higher than the minimum level of 0.50.

Table 2. HTMT assesment

	Heterotrait-Monotrait ratio (HTMT)
marketing communication mix <-> keputusan pembelian	0.791

Furthermore, the Heterotrait-Monotrait Ratio (HTMT) analysis is used to evaluate discriminant validity. This analysis is the final step in evaluating the measurement model. The HTMT values in Table 2 (HTMT criterion 0.791) indicate that there are no discriminant validity issues. This shows that there are no collinearity problems among the latent components using the HTMT criterion.

Table 3. Path Coefficient, T Statistic & P Values

Path Analysis	Path Coeffficient(O)	Standart Deviation (STDEV)	T Statistic (|O/STDEV|)	P Values	Result
Marketing Communicatin Mix -> Keputusan Pembelian	0.78	0.058	13.391	0	Accepted
			Notes: *p<. 05, **p<.01, ***p<0.001		

The second evaluation in PLS-SEM analysis involves structural modeling or path analysis to test the proposed hypotheses. Table 3 presents the structural model, including path coefficients, T-statistics, and the significance level of the hypotheses. The marketing communication mix ($\beta = 0.780$; t = 13.391) positively influences purchase decisions at Nongsa Point Marina & Resort Batam. The path coefficient is considered acceptable if its significance level is at least 95% confidence level.

Table 4. factor of The Research Model

	f2 Keputusan Pembelian	Effect Size	R2	Q2
Marketing Communication Mix	1,549	subtantial	0.608	0.515
	Notes : f2 values 0f 0.02 = weak; 0.15 = moderate; >0,35 = substantial			

Research findings are presented in Table 4, which includes the effect size, coefficient of determination, and predictive relevance of the proposed model. The results indicate that the marketing communication mix has a significant impact on purchasing decisions, with an R2 value of 0.608 indicating a moderate predictive capability of the model. A Q2 value of 0.513 for the marketing communication mix indicates its role as a predictor of purchasing decisions at Nongsa Point Marina & Resort Batam. This study highlights the importance of the marketing communication mix in enhancing purchasing decisions, emphasizing its role in the evaluation of the marketing communication model.

The research hypothesis posits that the marketing communication mix has a significant impact on purchasing decisions at Nongsa Point Marina & Resort Batam. This assumption is based on the idea that marketing communication mix efforts can shape purchasing decisions. It implies that the hospitality industry should prioritize enhancing purchasing decisions for hotels similar to Nongsa Point Marina & Resort Batam through an effective marketing communication mix.

5. KESIMPULAN DAN SARAN

Marketing Communication Mix

Based on the results of data processing from 165 respondents using PLS SEM. It is known that the marketing communication mix variable as a whole in the range of 3.89 - 3.93 can be categorized as good with a value of 3.93 in the event & experience indicator. The lowest assessment with the lowest category is in the interactive marketing indicator with the lowest value of 3.82 in the statement (I feel that information about hotel delivered via e-mail has interesting content). In this case, it is important to improve the content of supporting information to be delivered via e-mail so that visitors can understand the information they receive via e-mail sent by hotel.

Attractive content as well as complete information about the company and products offered is also one of the things that influence visitors' decision to make a purchase. It is not uncommon for those who make reservations or purchases made via email to see the content in the email. The informative content provided expected to meet the expectations of visitors who will receive information via email sent.

These results indicate that email marketing is quite influential on the desire to buy. This is supported by the results of Rafli Afan Kurniawan's research entitled "The Influence of Email Marketing and Online Store Atmosphere On Purchase Intention (A Study On Website Bukalapak.com in Malang)" which explains that e-mail strategies have a positive effect on consumer interest and loyalty to products.

Purchase Decision

Based on the results of data processing from 165 respondents using PLS SEM. It is known that the overall purchasing decision variable in the range 3.68 - 3.75 can be categorized as good with a value of 3.71. As for the purchasing decision variable, there is an indicator of interest with the lowest value of 3.59 in the statement (I got information about the Hotel from other people). In this case, it becomes the main point for the hotel to make improvements in maintaining the perceptions, impressions and feelings formed in the minds of guests so that guests can recommend the Hotel to friends and relatives. This can help the hotel increase the number of guest visits to the hotel.

Guest perceptions about the hotel cannot escape the services provided by the staff to guests. When guests feel comfortable with the treatment received, it is not uncommon for guests to recommend the hotel to their friends or relatives. It is important for hotels to further improve good service or treatment to guests. So that the following guests who will stay are the result of recommendations from guests who have received treatment from the staff. They come because they feel interested in the information they receive from friends or relatives who have stayed.

The statement is supported by Purnamasari's research, Natalia (2016) entitled "the influence of basic services, advanced services, loyalty program fees on the satisfaction and loyalty of BCA Bank customers in Surabaya" When customers will feel fulfilled expectations, get a sense of satisfaction because the services that have been obtained are likely to recommend repeat purchases to their friends and family about the company's products (Sentot, 2010, 17).

The Effect of Marketing Communication Mix on Purchasing Decisions

Based on the results of testing and data processing in the study, path coefficients are obtained with the original sample value of 0.780 which shows a positive number with a t-statistic of 13.391 greater It can be concluded that the marketing communication mix variable (X) has an effect on the purchasing decision variable (Y), meaning that Ha is accepted and H 0 is rejected. Based on the structural model evaluation, it can be seen that the r-square value for the marketing communication mix variable is 0.608, which can be interpreted that the influence of the marketing communication mix on purchasing decisions is 60.8%. While the other 39.2% is influenced by other factors.

This shows that the marketing communication mix has a big influence on purchasing decisions for room services. Based on the level of achievement of respondents obtained at 165 visitors, it is included in the good category. In this case, to maintain the level of visitation of the hotel, it can be done by using the marketing communication mix by ensuring that hotel interactive marketing has informative content so that guests feel satisfied and understand the messages they receive via email.

This shows that the marketing communication mix has a significant influence on purchasing decisions. This statement is supported by Adethya's research (2011) which states that advertising, sales promotion, and direct marketing which are indicators of the marketing communication mix have a positive and significant effect on purchasing decisions. so that visitors can easily be attracted to conduct research from the results of the marketing communication mix.

6. **CONCLUSIONS AND SUGGESTION**
   CONCLUSIONS

Based on the research findings and discussions conducted, it can be concluded that the study on "The Influence of Marketing Communication Mix on Room Booking Decisions" shows a positive and significant influence of marketing communication mix on room booking. The structural model evaluation yielded path coefficients with an original sample size of 0.78, indicating a positive figure with a T-statistic value of 13.4 > t-table 1.96, a p-value of 0.000 < 0.5, and an R-square value of 0.608. This indicates that the marketing communication mix has a significant influence of 60.8% on room booking decisions. The remaining 39.2% is influenced by other factors.

SUGGESTIONS

Based on the research results indicating significant findings, where the marketing communication mix significantly influences purchase decisions, it is hoped that the hotel management can utilize marketing communication mix strategies to further increase the number of bookings.

7. REFERENCES

Arianty, N. (2016). Pengaruh Promosi dan Merek Terhadap Keputusan Pembelian. Kumpulan Jurnal Dosen UMSU, 4(2), 76-87

Catholico, Fransiscus Claudio (2022) Pengaruh Sales Promotion dan Brand Image terhadap Keputusan Pembelian Mobil Toyota di Jakarta / Fransiscus Claudio Catholico / 70180424 / Pembimbing: Muhammad Fuad. Institut Bisnis dan Informatika Kwik Kian Gie, Jakarta.

Enre, A., Hutagalung, D., Simbolon, H. A., & Ong, M. T. (2020). Pengaruh Harga dan Kualitas Pelayanan terhadap Keputusan Pembelian CV Obor Pematangsiantar. Owner: Riset dan Jurnal Akuntansi, 4(1).

Kotler, Phillip, & Keller, K. (2016). Marketing Management. Pearson Education.

Kotler, & Armstrong. (2018). Principles Of Marketing. Pearson Education.

Kotler, P. and G. A. (2012). PrInciples of Marketing (14th ed.). New Jersey: Prentice Hall Internasional Inc.

Kurniawan, R. A., & Agung Yuniarinto, S. E. (2018). The Influence of Email Marketing and Online Store Atmosphere On Purchase Intention (A Study On Website Bukalapak. com in Malang). Jurnal Ilmiah Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Brawijaya.

Nabilla, 2017, 'Pengaruh Marketing Communication Mix Terhadap Brand Awareness Konsumen Teras Nyemil di Kota Bandung' Jurnal Fakultas Ekonomi Universitas Katolik Parahyangan no

277, diakses pada 29 Maret 2022.

Purnamasari, N. (2016). Pengaruh Layanan Dasar, Layanan Canggih, Biaya, Program Loyalitas Terhadap Kepuasan dan Loyalitas Nasabah Bank BCA di Surabaya (Doctoral dissertation, STIE PERBANAS SURABAYA).

Ramdani, S., & Putri, B. P. S. (2021). Implementasi Marketing Communication Mix Pada Alexa Vape Store Dalam Meningkatkan Penjualan Di Masa Pandemi Covid-19. eProceedings of Management, 8(5).

Siahaan, D. O. M. (2017). Analisis Pengaruh Bauran Komunikasi Pemasaran Taman Simalem Resort terhadap Peningkatan Okupansi Kamar pada Tahun 2016 (Doctoral dissertation, Program Studi Public Relations FTI-UKSW).

Sulistiono .2010. Pengaruh Kualitas Pelayanan, Fasilitas dan Lokasi terhadap Keputusan Menginap pada Hotel Srondol Indah Semarang

Tjiptono, F. (2019). Pemasaran Jasa : Prinsip, Penerapan dan Penelitian. ANDI