

## The Influence Of Promotions And Facilities On Guest Decisions To Visit The Grand Arkenso Park View Hotel Semarang

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**Abstract** . Currently, business competition in the hospitality sector is very tight, then hotel management must be competitive in competing, management must carry out attractive promotions, also provide good facilities, so that they can influence consumer visits..The purpose of this research is to examine and analyze the influence of promotions and facilities on consumer visits. This research was conducted at the Grand Arkenso Park View Hotel Semarang. The sampling technique used the probability sampling technique with the accidental sampling method, and the data collection technique used the survey method through a questionnaire. The sample size taken using the Slovin formula is 92 respondents. data processing method using multiple linear regression method with the help of SPSS (Product Solutions and Service Statistics). The test results prove that promotions and facilities have a significant and positive effect visiting guest.

**Keywords:** Promotion, Facilities, Visiting decision.

### INTRODUCTION

According to Sulastiyono (2011), "A hotel is a company that is managed by its owner by providing food, drink and sleeping room facilities to people who travel and are able to pay a reasonable amount according to the services received without any special agreement." Business people operating in the hotel sector are required to be more creative in attracting customers, namely by developing and improving the quality of hotel services and facilities

Many things can influence the progress and decline of a hotel business, one of which is how the hotel can attract customers and promotions greatly influence guests' buying interest because if the promotions given are not attractive then guests will not be interested, so a good promotional strategy is needed. Promotion is a marketing function that focuses on communicating marketing programs persuasively to potential customers or target customers to encourage the creation of exchange transactions between the company and customers. Promotion is one of the efforts made by a company to offer its products. Usually promotions are carried out using advertising, face-to-face sales, sales promotion and public relations methods. By using various methods used by companies to sell products to guests.

Apart from good promotions, facilities also play a role in attracting consumers. Facilities are means that make it easier for consumers to carry out an activity. Consumers today are critical consumers who are very careful in spending money. They consider many factors to choose a product or service, including hospitality services. Facilities are one of the considerations for consumers in making choices. At almost the same price level, the more

complete the facilities provided by the hotel, the more satisfied the customer will be and he will continue to choose that company as a priority choice based on the perception he has of the facilities available. According to Tjiptono (2006) Perceptions obtained from customer interactions with facilities influence the quality of the service in the eyes of customers.

## METHOD

The type of research carried out was a quantitative approach using a regression and correlation research design which was carried out from April to July 2023 at the Grand Arkenso Parkview Hotel Semarang. The sample size was 92 guests at the Grand Arkenso Parkview Semarang hotel, calculated using the Slovin formula. The type of data collected is primary data by distributing questionnaires and secondary data comes from archives, hotel websites, as well as books and articles. The analysis technique uses Multiple Linear Regression Analysis as well as model testing using the Anova test (F-test) and the Coefficient of Determination Test ( $R^2$ ).

## RESULTS AND DISCUSSION

### Multiple Linear Regression Analysis

From the results of multiple linear regression analysis, the regression coefficient on the promotion variable (X1) of 0.514 is positive, the regression coefficient on the facility variable (X2) of 0.964 is positive.

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.563	.818		4.354	.000
	promosi	.717	.163	.514	5.104	.007
	fasilitas	.818	.118	.964	6.928	.000

a. Dependen variable : y

### Anova Test (F-test)

Based on the Anova test or F-test, it can be concluded that in the F test there is a calculated F value with a gain of 1011.773, with a significant value of  $0.000 < 0.05$ , which means that the promotion variable (X1), the facility variable (X2) is a good equation model to influence improvement. guest satisfaction (Y). The results of an F test above can show that the model is said to be good. This means that promotion variables and facility variables have a very positive and significant effect on guest visits (Y).

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1642.821	2	821.411	1011.773	.000 <sup>b</sup>
	Residual	72.255	89	.812		
	Total	1715.076	91			

- a. Dependen variabel : y  
b. Predictors : costabt, x2,x1

### Coefficient of Determination Test ( $R^2$ )

Based on the coefficient of determination, it has an adjusted R square of 0.957 or a percentage of 95.7%. Thus, the increase in guests at the Grand Arkenso Park View Semarang hotel can be influenced by promotional variables and facility variables. The remaining 4.3% is influenced by other variables..

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.979 <sup>a</sup>	.958	.957	.90103

- a. Predictors : (constant) x2,x1

### The Influence of Promotion on Visiting Decisions

The influence of promotion on the decision to visit is the first hypothesis discussed. If we look at the data processing results, we get a positive beta coefficient value of 0.514 and a significance value of  $0.001 < 0.05$ , which shows that the promotion variable has a positive and significant effect on the decision to visit.

### The Influence of Facilities on Visiting Decisions

The influence of facilities on the decision to visit is the second hypothesis being discussed. If we look at the data processing results, we get a positive beta coefficient value of 0.964 and a significance value of  $0.001 < 0.05$ , which shows that the facility variable has a positive and significant influence on the decision to visit.

### The Influence of Promotions and Facilities on Visiting Decisions

The influence of promotions and facilities on visiting decisions is the third hypothesis that has been discussed. If you look at the data processing results, the calculated F value is 72.255 with a significant value of  $0.001 < 0.005$ , which means that the promotion (X1) and facilities (X2) variables are a good mode of equation to influence increasing visiting decisions (Y). . From the results of the F model test above, it can be shown that the model is said to be good. This means that promotion and facility variables have a positive and significant effect on the decision to visit.

### **The Most Dominant Facility Variables Influence Visiting Decisions**

The influence of facilities that has the most dominant influence on visiting decisions is the fourth hypothesis being discussed. If seen from the results of data processing, the facility variable has a positive beta coefficient value that is greater than the promotion variable, namely 0.964 with a significance value of  $0.001 < 0.05$ . It can be concluded that the facility variable is the most dominant variable.

### **CONCLUSION**

From the results of the discussion, it can be concluded that what emerged in this research is as follows:

1. There is a positive and significant influence from the promotion variable on the visiting decision variable.
2. There is a positive and significant influence from the facility variable on the visiting decision variable.
3. There is a positive and significant influence from the promotion and facility variables on the visiting decision variable.
4. Facilities are the variable that has the most positive and significant influence on the decision to visit.

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