

THE EFFECT OF PROMOTION ON GUEST SATISFACTION AT MOVENPICK RESORT & SPA JIMBARAN

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THE EFFECT OF PROMOTION ON GUEST SATISFACTION AT MOVENPICK RESORT & SPA JIMBARAN

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ABSTRACT

Promotion is a tool for hotel to communicate their product that they want to offer for their market. Promotions that are carried out properly and appropriately will resulting in guest satisfaction. The purpose of promotion is to provide knowledge about products that will meet the needs and desires of guests and implementing it to how it actually should be offered to produce satisfaction. This study aims to determine the effect of promotion on guest satisfaction at Movenpick Resort & Spa Jimbaran. Respondents in this study were 100 using purposive sampling method. Data collected by distributing questionnaires through google form using the 5-point Likert scale to measure the 27 statements. The analysis technique used is simple linear regression, t-test, and coefficient of determination test assigned by using SPSS version 25 for windows. The results of this study indicate that promotion (X) has a positive and significant effect on guest satisfaction (Y) at Movenpick Resort & Spa Jimbaran. Based on the analysis of the coefficient of determination, promotion has an effect of 77.0% on guest satisfaction at Movenpick Resort & Spa Jimbaran while the remaining 23.0% is influenced by other variables that are not examined in this study.

Keywords: promotion, customer satisfaction, reviews

INTRODUCTION

As guest, every guest must have experience the feeling when staying at the desired hotel. This experience can lead to guest satisfaction and can also lead to disappointment. Satisfaction is formed when the company is able to properly meet the needs of guests (Moraga et al., 2012). Guest satisfaction can be measured when guests leave reviews about products on how guests feel. Reviews written by guests who have visited and stayed at the Movenpick Resort & Spa Jimbaran hotel, can be seen in Figure 1 below:

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Spend your money somewhere else.

"We were booked for 7 nights in a family room for 2 adults and 2 children 6 and 8 year old in late September.

Kids club have varied activities. There was no repeated activity in the same week. Some activities were at additional cost. The staff were friendly, the premise looks clean and is gated. The kids club also practice photo identification. One of our children was happy to visit kids club voluntarily everyday so that was a good sign for us.

Movenpick didn't offer a complimentary pickup from airport like most resorts we are familiar with. We had forgotten to arrange for pickup a day in advance as suggested on email from the staff but they were still able to accommodate us when we called about 5 hours before arriving.

Upon booking our room, we requested for an additional roll away bed worrying our children would be fussy sharing a sofa bed. We were told the room would not be big enough to accommodate a roll away bed. The room was actually very spacious and has 2 bathrooms. The loft actually has space for one if not two roll away beds!

Just as expected, our kids were not happy sharing. We went to the reception the next morning to try to switch our family room to 2 connecting rooms. The lady who helped us was very polite but hopeless. She told us it would be a downgrade for the rooms and we will have to pay additional too. Anyhow, she could not give us a figure and said she have to check with reservations. She spoke to reservation before us but still couldn't tell us what we have to pay. We asked for her to please get back to us. By the end of the trip 7 days later, still we hear from no one.

We were booked with a child **promo**. 6yo and under dines free and 7yo above dines at 50%. Unfortunately, staff themselves seems confused about this deal. We were asked the kids' age every time. In some of the previous places we had visited, staff would have learnt our names by then!

Figure 1 Guest Review in Movenpick Resort & Spa Jimbaran

Figure 1 shows that the Movenpick Resort & Spa Jimbaran lacks knowledge about the promotions that the hotel provides so that the services provided to guests are less satisfying and more confusing to guests. Dissatisfaction felt by guests can have an impact on the guest's desire to visit again.

Promotional activities aim to communicate a product to the market share, to convey an explanation of the existence of a product (Falabiba et al., 2014). The promotion aspect is an effort to convey information to the market about the products being sold (Tielung & Untu, 2021). This activity serves to increase sales, the quality of an item and to make guests feel satisfied, which serves so that the guest will transact again (Handoko, 2017).

If the promotion is implemented in an effective and efficient way, it will increase guest satisfaction. Referring to previous research regarding the effect of promotion on guest satisfaction that promotion has a significant effect on guest satisfaction at the [19] Elektronik Store in Lubuklinggu City (Aprianto, 2016). There are other studies that there is a positive influence between promotions on guest satisfaction. Higher promotions lead to a positive impact on guest satisfaction (Khan et al., 2012).

Based on the explanation above, the researcher wants to analyse the effect of promotion on guest satisfaction at the Movenpick Resort & Spa Jimbaran hotel.

LITERATURE REVIEW

Business competition in this current era forces the hotel industry to be able to maximize the company's performance in order to continue to grow in the hospitality

industry. At this time, hotels are trying to attract market share by studying and understanding guest needs so as to create satisfaction. Satisfaction functions to gives impression about a product on each guest (Rukiah, 2018). Guests are the main focus in discussions about the level of satisfaction and service quality for the products provided by the company (Faradina et al., 2016).

Factors that influence guest satisfaction are product quality, service quality, pricing, and also promotion (Novianti, 2020). Other research proves that some factors that influence guest satisfaction are service, product quality, price, and promotion (Amir, 2012). Many factors can affect guest satisfaction and one of them is promotion. Without promotion, potential guests will get less attention or even not know about the product. Guests who do not have any knowledge of the existence of a product are less likely or negate the possibility of being loyal guests (Fardiani, 2013).

RESEARCH METHODOLOGY

The type of quantitative data used in this study is the object of guests who have stayed at the Movenpick Resort & Spa Jimbaran hotel. Sampling uses a purposive sampling technique by taking samples from a group of people with a certain comparison (Sugiyono, 2018). The data in this study are quantitative and qualitative data. The data in the quantitative research method is based on real data, in the form of numbers that will be determined by using statistics as a calculation tool, which is related to the problem being studied to get a result (Sugiyono, 2018). Quantitative data in this study is in the form of promotional price data at the Movenpick Resort & Spa Jimbaran hotel.

The qualitative data used is an effort in the form of writing, oral, gestures, facial expressions, charts and pictures (Sugiyono, 2018). The qualitative data used in this study is a general description of the hotel and a description of the hotel facilities at the Movenpick Resort & Spa Jimbaran. During collecting data, researchers used questionnaires to be tested for validity and reliability, interviews and documentation studies. The data will then be processed using the Classical Assumption Test, namely the Normality Test and Heteroscedasticity Test, Simple Linear Regression Analysis, Coefficient of Determination Analysis, and t-test Analysis.

RESULTS AND DISCUSSIONS

Table 1: Result of Simple Linear Regression Analysis
[Source : processed data, 2022]

Model	Unstandardized Coefficients	Standardized Coefficients Beta	t	Sig.
1 (Constant)	.429	.216	1.983	.000

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Promosi	.916	.051	.878	18.136	.000
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Based on Table 1, it is known that the constant is 0.429 and the promotion coefficient is 0.916. Based on calculations using the formula $Y = a + bx$, a simple linear regression equation is obtained which provides information that:

a. Constant = 0,429

The constant value of 0,429 means that if the promotion variable is omitted then guest satisfaction is worth 0,429.

b. Promotion (X) = 0,916

The regression coefficient value of the promotion variable (X) on guest satisfaction (Y) is 0,916, meaning that if the promotion (x) has an increase in units, while other variables remain, guest satisfaction (Y) will increase by 0,916. The correlation coefficient is positive, meaning that promotion (X) and guest satisfaction (Y) have a positive effect. An increase in promotion (X) will result in an increase in guest satisfaction (Y).

Table 2: Result of Simple Linear Regression Analysis

[Source : processed data, 2022]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.878 ^a	.770	.768	.28690

Based on Table 2, can be explained that the results of the analysis of the coefficient of determination show the R square number of 770% (0,770 x 100%) and the remaining 23% (100% - 770%) is not studied in this study. It is known that the results of the study show a number of 77% with a strong interpretation category (Sugiyono, 2018) so it can be stated that the promotion variable (X) has a strong influence on the guest satisfaction variable (Y).

CONCLUSIONS

Based on several analyses that have been carried out, it can be concluded that promotion has a positive and significant effect on guest satisfaction at the Movenpick Resort & Spa Jimbaran hotel. In the results of simple linear regression analysis, it can be shown that promotion has a positive and significant effect on guest satisfaction. The results of the analysis of the coefficient of determination also show that promotion has an effect of 77% on guest satisfaction at the Movenpick Resort & Spa Jimbaran hotel.

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