THE ANALYSIS OF SALES PROMOTION, PERSONAL SELLING AND ADVERTISING ON CONSUMER PURCHASE DECISION AT HOTEL SEDONA MANADO

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ABSTRACT

The tourism sector is one of the businesses that relies on the government to obtain foreign exchange. That is why this sector increasingly has an important role in the Indonesian economy, either as a source of foreign exchange earnings or as a business opportunities in the utilization of small and medium-sized industries. Nowadays, because the competition in the hospitality industry is very tight, therefore it need strategies to attract new consumers. Hotel Sedona Manado as one of the five star hotels is also doing various promotional mix strategies to attract consumer purchase. This research is to examine the influential factors on consumers' purchase decision at Hotel Sedona Manado. Discriminant analysis is the statistical method used in the analysis of this research, with sales promotion, personal selling, advertising and consumer purchase decision as the variables. Theories supporting this research are sales promotion, personal selling, advertising, and consumer purchase decision. The population that is mainly observed in this research is people who have stayed at Hotel Sedona Manado with the sample size as many as 50 respondents. The result shows that both purchaser and non-purchaser of Hotel Sedona Manado have significant differences, which sales promotion is the most dominant variable in discriminating consumer purchase decision, followed by personal selling and advertising.

Keywords: sales promotion, personal selling, advertising, consumer purchase decision

INTRODUCTION

Research Background

The tourism sector is one of the most potential sector to be developed in Indonesia. This is because the tourism sector directly touches and involves a lot of people, it is bring a variety of impacts on the wider community. The potential of the tourism sector has grown rapidly, especially in the development of the global economy. Tourism has become one of the businesses that rely on the government to obtain foreign exchange. That is why this sector increasingly has an important role in the Indonesian economy, both as a source of foreign exchange earnings as well as business opportunities in the utilization of small and medium-sized industries, that are expected to be the strength of the economic development and gaining more serious treatment as the pace of development of tourism sector in Indonesia.

Based on data from the Ministry of Tourism and Creative Economy, Republic of Indonesia, the number of tourist arrivals to Indonesia in 2012 reached 8 traveller 8,044,462, up 5.2% compared to 2011. For a length of stay and expenditure of foreign tourists in 2012, an average of 7.7 days and $ 1,133 per foreign tourists. The effect on the spending of foreign tourists increased tourism foreign exchange earnings in 2012. Rising tourist movement became an opportunity for the worlds nations destination to boost tourism sector. Increasing number of visits Indonesia tourism has brought Indonesia's ranking rose from 74th position to 70th in the world among 140 countries. Nowadays, for the beauty of natural resources and price competitiveness Indonesia is a competitive enough, where it ranked 6 and 9. According to the analysis of the Directorate General of Tourism Marketing Market Development, Ministry of Tourism and Creative Economy, Indonesia's tourism growth can not be separated from a variety of events or series of events promoted in 2012. Preparation activities such as APEC Summit in 2013 and related to the Meeting, Incentives, Convention and Events (MICE), throughout on February 2013 are a number of international events that contribute to an increasingly the number of foreign tourists to Indonesia. Examples of international events held during on February, ie: music

concert in Jakarta such as U-Kiss concert, Dennis Ferrer, Pierce the Veil, The Stone Roses; Indonesia Fashion Week 2013. As for the convention activities in Bali such as The 3rd Asian Congress on Schizopherenia Research, 3rd Asian Society for Neuroanesthesia and Critical Care (ASNACC), and the 2nd Annual Indonesia Mining 2013 Conference. The Department of Culture and Tourism of Indonesia expects there will be an increasing number of foreign tourists visiting Indonesia from year to year. In the last five years of the number of foreign tourist arrivals through several entrances of some areas continues to rise. In the year 2008 to 2012, the number of foreign tourists coming to Indonesia increased dramatically each year. This proves the promotion of the beauty of Indonesia in the international eyes is very well, thus directly increasing revenues in the form of foreign exchange as well as the velocity of money in the country.

The increase in tourist arrivals to Indonesia did not only happen in general, but also in some major cities, such as Bali, Yogyakarta, Jakarta and other tourist areas. One of the tourist destinations in Indonesia is North Sulawesi. By raising the charm Bunaken Island as North Sulawesi tourism icons, it making tourist visits to North Sulawesi increasing every year. In addition, several international events held in North Sulawesi to be one major factor increase in tourist arrivals, such as event Sail Bunaken and the World Ocean Conference (WOC) 2009, the ASEAN Regional Forum Disaster Relief Exercises (ARF DIREX) 2011, Tomohon International Flower Festival 2012 and other international events. In addition, a national event in 2013 as the National Press Day (HPN) held in February and also bring domestic tourists who came to North Sulawesi. This occurs because the North Sulawesi continues to develop attractions for tourist visits and increase revenue from tourism sector. The increase in the number of tourists has led to increased number of accommodation as well as travel agents, hotels, restaurants and various businesses that deal in supporting tourism in North Sulawesi. From all of this, one of the elements that are very supportive in tourism is the provision of hotel. Hotel is one of the important accommodation for the tourists who come to North Sulawesi to stay.

Hotel Sedona Manado is one of the few five-star hotels in North Sulawesi are engaged in a competitive business in the hospitality industry. Due to the development of increasingly keen to increases hotel revenue, it is necessary promotional strategies to attract tourists to want to stay at this hotel. To generate sales and profits, the benefits of products have to be communicated to customers. In marketing, this is commonly known as promotion. Promotional mix consists of a blend of advertising, personal selling, sales promotion, public relations and direct marketing tools (Adebisi and Babatunde, 2011). In this case, Hotel Sedona Manado use all existing promotion mix, but in increasing room occupancy variables most commonly used are the sales promotion, personal selling and advertising. For promotion through public relation is rarely used by Hotel Sedona Manado, because this hotel already build the relation through personal selling. Beside that, the main tool of public relation are publications, events, news, speeches, public service activities, and identity media, which means will take more costs in doing this promotion. So, this hotel just uses three kind of promotional mix that more effective and efficient in increasing room occupancy. The occupancy rate per year is still volatile or unstable in improvement. In 2011 the occupancy rate may be the highest, but decreased again in 2012. So as to increase the occupancy rate of rooms, Hotel Sedona Manado is supposed to know what is the most influencing consumer purchase decisions to come to stay or not to stay at their hotel.

Sales promotion, personal selling, and advertising by Hotel Sedona Manado was performed continuously. Sales promotion conducted by this hotel also are various, such as by organizing exhibitions, providing discounts, coupons, special packages (Christmas, Eid, Easter, Valentine, New Year, etc), free stay vouchers, etc. As for the personal selling by marketing of Hotel Sedona Manado, carried out five times a week (Monday - Friday). Personal selling is doing in the form of a sales call, such as going to the companies that are listed in the database of each sales person. In addition, to increase the less occupancy of this hotel, sales person also often do sales blitz out of town. Usually, in this case, it needs more people to do this kind of method of personal selling. When doing the sales blitz, every department will send a person as a representative in such activities. While for advertising, Hotel Sedona Manado promotes the products or services through print media, such as newspaper and brochure. Besides that, this hotel has a website that can easily be accessed by customers and help them to know more about Hotel Sedona Manado by providing information about with this hotel. Placing a big banner or billboard in front of the entrance of this hotel also helps attract attention of the people to come and stay at Hotel Sedona Manado. Seeing the importance of the influence of sales promotion, personal selling and advertising at Hotel Sedona Manado in determining consumer purchasing decisions, especially in the decision to stay or not to stay.

Research Objective

There are several main objectives that will be examined, related with all the stated problems at the previous section, which are:

1. To analyze the significant differences between consumer decision to stay and not stay at Hotel Sedona Manado.
2. To analyze the influence of sales promotion, personal selling and advertising on differences in consumer purchase decision.
3. To analyze which variables of sales promotion, personal selling and advertising that has the most significant influence on consumer purchase decisions at Hotel Sedona Manado.

THEORETICAL FRAMEWORK

Sales Promotion

Kotler and Keller (2009: 554) stated that sales promotion, a key ingredient in marketing campaigns, consists of a collection of incentive tools, mostly short term, designed to stimulate quicker or greater purchase of particular products or services by consumers or the trade. According to Adebisi and Babatunde (2011), sales promotion activities are a form of indirect advertisement, designed to stimulate sales mainly by the use of incentives; Free sample, Twin-pack bargain, Temporary price reduction, Special discount bonus. It is therefore pertinent to conclude that the primary objectives of sales promotion is the induce and stimulate immediate purchase of a product and increase the sales turnover of a firm's product or service (Banabo and Koroye, 2011).

Personal Selling

Blythe (2005: 231) defined personal selling is probably the most powerful marketing tool the firm has. A salesperson sitting in front of a prospect, discussing the customer's needs and explaining directly how the product will benefit him or her, is more likely to get the business than any advertising, PR or sales promotion technique available. Berkowitz et al., (2000) identified the objectives of personal selling divided into six stages, such as prospecting, pre-approach, approach, presentation, close and follow-up.

Advertising

Kotler and Keller (2009: 538) defined advertising as any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor. Clow and Baack (2010: 145), advertising is a major component of integrated marketing communications. Adebisi and Babatunde (2011) defined advertising as the process of communication, persuasive information about a product to the markets by means of the written and spoken word.

Consumer Purchase Decision

Lovelock and Wirtz, (2011: 67) stated that many purchase decisions for frequently purchased services are quite simple and can be made quickly, without too much thought -the perceived risks are low, the alternatives are clear, and, because they have been used before, their characteristic are easily understood. After the purchase, the consumer might experience dissonance that stems from noticing certain disquieting features or hearing favourable things about other brands and will be alert to information that supports his or her decision (Kotler and Keller, 2009: 213).

Relationship Between Sales Promotion, Personal Selling, Advertising, and Consumer Purchase Decisions

One of the purposes of a sales promotion is to elicit a direct impact on the purchase behavior of the firm's consumers, so firms have to rethink the relationship between attitude and behavior of their consumers (Chaharsoughi and Hamdard, 2011). Sarfo et al. (2011) also found sales promotion influence creation of need awareness, provide information on and sales promotion determine consumer purchase decision. Salespeople were identified as an essential source of information in the decision- making process for many consumers (Harrison et al., 2011). Berkowitz et al. (2000) found that personal selling involves a two- way flow of communication between a buyer and seller, often in a face-to-face encounter, designed to influence a person's or group's purchase decision. Advertisement is a promotional tool that is available for marketers to create awareness about the brand and mould their customers' behavior towards that brand for taking final purchase decision (Niazi et al, 2012).

Previous Research

Modi and Jhulka (2012) found that promotional schemes have major implication on purchasing decision. Marketers can use the combination of relevant promotional schemes as an effective tool for selling their products. Chaipradermsak (2007) found that both demographic factors and marketing mix factors do not have significant relationship with the consumers' purchasing decisions in the Bangkok pet retailing business, while the consumer behavior has a significant relationship with the consumers' behavior in Bangkok pet retailing business. Ailawadi and Neslin (1998) indicated the result of this study specify an incidence, choice and quantity model, where category consumption varies with the level of household inventory. Kailani (2012) found that the research of integrated marketing communication influence on consumer decision-making process is a complex activity involving in-depth analysis of the relationship and instruments through which this influence is exercised. Kurniawan (2010) found that promotion, service quality, customer experiences and brand have significant affected customer satisfaction in purchase decision on ticket online.
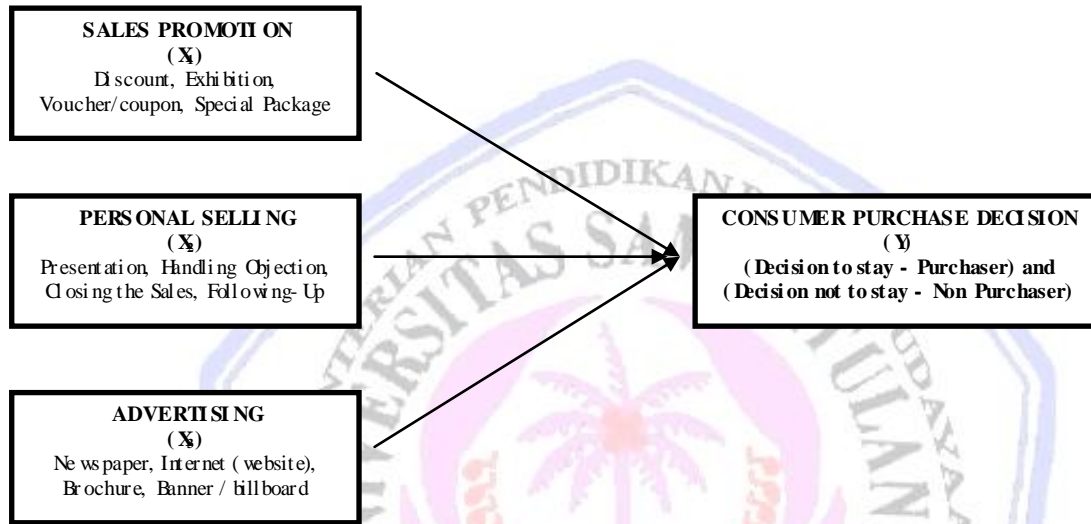

Figure 1. Conceptual Framework

Research Hypothesis

Ho: group covariance matrices of each dependent group is relatively similar.
H1: group covariance matrices of each dependent group has significant differentiation.

RESEARCH METHOD

Type of Research

This research is a causal type of research where it is designed to determine whether one or more variables (e.g., a program or treatment variable) causes or affects one or more outcome variables. This research investigates the influence of sales promotion, personal selling, and advertising on consumer purchase decision.

Place and Time Research

The study is conducted in the Manado area between June to August 2013.

Population and Sample

Ideally, a target population should be represented as a finite list of all its members (Kitchenham and Pfleeger, 2002). The population that is mainly observed in this research is people who have stayed at Hotel Sedona Manado. The sample is described thoroughly in terms of clinical and demographic characteristics in the methods section of a research articles so that others can draw conclusions, apply the results, and compare one investigation with another. It is not the target population, but rather a group of patients or individuals who are actually studied (Kazerooni, 2001). The sample size of this research consist of 50 respondents. The sampling method is purposive sampling. Purposive sampling is applied in this research to obtain information quickly and efficiently.

Data Collection Method

For this current research, there are two types of data that are used to make a appropriate result, which are: (1) primary data is data originated by the researcher specifically to address the research problem through the result of questionnaires, and (2) secondary data is data collected for some purpose other than the problem at hand. The secondary data is taken from books, journals, and relevant literature from library and internet used in the background, literature review, research method, and discussions.

Operational Definitions and Measurement of Research Variables

The general explanations about variables in this current research that will be analyzed are stated as follows:

1. Sales Promotion (X1) can be described as a communication strategies used to add value to a product or service.
2. Personal Selling (X2) is the process that used as a strategy to persuade consumers' to purchase products or services through personal communication.
3. Advertising (X3) is a promotional strategy to describe product or service through mass media communication.
4. Consumer Purchase Decision (Y) is actions taken by consumers when deciding to stay or not to stay at Hotel Sedona Manado.

Those research variables are measured by using Likert scale to indicate the independent variables and to indicate the dependent variable is use Guttman scale. The Likert scale respondents are asked to indicate their level of agreement with a given statement by way of an ordinal scale (Bertram, 1999). The Guttman scale model is straight forward and easy to interpret. Guttman scale is a scale that want concrete answers as 'right' - 'wrong' or 'yes' - 'no' answers. By using the Likert Scale and Guttman scale, respondents will not have problems in understanding and filling out the questionnaire, and it is easy for the researcher to measure, interpreting and analyze the data.

Data Analysis Method

Validity and Reliability Test

Toward questionnaire design conducted is to perform validity and reliability test and to prove the truth of hypothesis and to know the relation rate between variable Y and variable X_1, X_2 and X_3 from the result of research's analysis conducted that questionnaire design with Pearson Product Moment. Alpha Cronbach is reliable coefficients that can indicate how good items in asset have positive correlation one another.

Discriminant analysis

Discriminant analysis is a method to analyze which independent variables discriminate among groups and to classify observations into predetermined groups based on these variables. These predetermined groups can be either binary (eg., buy or no buy) or more than two. In this case, the analysis is termed as multiple discriminant analysis. The formula of multiple discriminant models in this research is shown as follows :

$$Y = a + b1x1 + b2x2 + b3x3$$

Description :

Y   = Consumer Purchase Decision
a   = Intercept
b1, b2, b3   = the discriminant coefficient of each variable
x1   = Sales promotion
x2   = Personal Selling
x3   = Advertising

RESULT AND DISCUSSION

Result

The reliability test of this research will be tested, systematically. The reliability test in this research uses Alpha Cronbach. If Alpha is less than 0.6 then it is unreliable. The Alpha Cronbach of X1 is 0.775, X2 is 0.895, X3 is 0.875, and Y is 0.851 which are above the acceptance limit of 0.6, therefore, the research instrument is reliable. This testing can be conducted by comparing correlation index in Pearson Product Moment with significance level of 5%, in order to see whether research instruments are valid or not. If probability of correlation is less than 0.05 (5%) and value for each relationship is more than 0.3 then the research instrument is stated as valid. The validity test of each variable measured per item of each question in each variable. The correlation index of each variables are greater than 0.3 and below the significance level of 5% therefore, the data is considered as valid.

Result of Discriminant Analysis

The result of analysis in this chapter will attempt to answer the problem contained in this research. There are three variables which is used to measure the impact on consumer purchasing decision. The research results in discriminant analysis can be seen from some tables of SPSS data output.

Table 1. Test of Equality of Group Means

	Wilks' Lambda	F	df1	df2	Sig.
S. Promotion	.440	61.121	1	48	.000
P. Selling	.472	53.640	1	48	.000
Advertising	.555	38.541	1	48	.000

Source: Data Processed, 2013

Table 1 examines whether there are significant differences between groups for any independent variables. The results test of Wilk's Lambda clearly explain that there are significant differences. For Sales Promotion, the value of Wilk's Lambda is 0.440 and significant at 0.000, next for Personal Selling, the value of Wilk's Lambda is 0.472 and significant at 0.000, and for Advertising, the value of Wilk's Lambda is 0.555 that significant also at 0.000. This suggest that the three variables of promotional mix can be used to form the discriminant variable.

Table 2. Structure Matrix

	Function
	1
S. Promotion	.917
P. Selling	.859
Advertising	.729
Pooled within-groups correlations between discriminating variables and standardized canonical discriminant functions Variables ordered by absolute size of correlation within function.	

Source: Data Processed, 2013

Table 2 describes structure matrix that shows loading value of the coefficient structure. This value indicates the contribution of each variable to form the discriminant function. This is value of the correlation between the discriminant scores and variable of discriminator. Because a correlation value, then the magnitude will range from -1 to +1. The closer to 1 (one) regardless of the absolute (+/-), the higher the communality between discriminator variables and discriminant function, and vice versa. From the table of structure Matrix shows the value of sales promotion is the most distinguishing variable between decision to purchase and decisions not to purchase, because it has the greatest value of the function, and then followed by personal selling and advertising variables.

Table classification results below is uses to determine the level of accuracy and stability of established discriminant model. To determine the level of accuracy from classification of the calculation (prediction) by grouping the result of observation (actual) from the value of percentage between the number of correct classification and a total sample size is called the hit ratio.

Table 3. Classification Results

		P. Decision	Predicted Group Membership		
			0	1	Total
Original	Count	dimension2 0	14	0	14
		1	4	32	36
	%	dimension2 0	100.0	.0	100.0
		1	11.1	88.9	100.0
Cross-validated[a]	Count	dimension2 0	14	0	14
		1	4	32	36
	%	dimension2 0	100.0	.0	100.0
		1	11.1	88.9	100.0
a. Cross validation is done only for those cases in the analysis. In cross validation, each case is classified by the functions derived from all cases other than that case.					
b. 92.0% of original grouped cases correctly classified.					
c. 92.0% of cross-validated grouped cases correctly classified.					

Source: Data Processed, 2013

Table 3 it can be seen how the value is incorrect classification of the discriminant analysis model. Apparently there are 4 people who have wrong classification of the respondent that in fact (based on survey results) into the category purchaser but predictable turns entered into the category of non-Purchaser. Thus, the predictive accuracy of the model is: (14 +32) / 50 = 0.92 or 92%. After proves that the discriminant function has a high predictive accuracy, then the discriminant function can be used to predict customer decisions, whether included in the classification of non-Purchaser or Purchaser.

Discussion

This research attempts to answer the problems that has been described previously. This study uses three independent variables, namely Sales Promotion, Personal Selling and Advertising that are connected, that will be analyzed to see the effect on the dependent variable which is the consumer purchase decision. Based on the interpretation of the results of the discriminant analysis, a significant difference in the consumer purchase decision, both non-purchaser and purchaser can be seen. This means a group of purchaser have a good/postive attitude or behavior about Hotel Sedona Manado, which is willing to come back to stay at Hotel Sedona Manado in the future, willing to invite others to stay at Hotel Sedona Manado, recommend to the others who want to stay at hotel about the existence of Hotel Sedona Manado, consider staying at Hotel Sedona Manado as a right and primary option when they decides to stay at hotel and the quality of products or services of Hotel Sedona Manado is in conformity with the needs and expectations of the consumer. While, the group of non-purchaser have a bad/negative attitude or behavior about Hotel Sedona Manado, which is not willing to come back to stay at Hotel Sedona Manado in the future, not willing to invite others to stay at Hotel Sedona Manado, not recommend to the others who want to stay at hotel about the existence of Hotel Sedona Manado, do not consider staying at Hotel Sedona Manado as a right and primary option when they decides to stay at hotel and the quality of products or services of Hotel Sedona Manado is not appropriate with the needs and expectations of the consumer.

Outcome data using discriminant analysis can be seen from the three independent variables, namely sales promotion, personal selling and advertising as measured by the indicators that has been described previously, all of these variables can be used to distinguish/discriminate the purchase decision or the decision to stay at Hotel Sedona Manado. The predictive accuracy of the discriminant function reaches 0.92 or 92% which

means it has a high prediction accuracy and this discriminant functions can be used to predict consumer decisions, whether included in the classification of non-purchaser and purchaser.

From the three independent variables used in this study, seen clearly in the results of the data are all significant in differentiating the consumer's purchase decision (Purchaser and Non-Purchaser). However, judging from the largest function value, sales promotion is the most dominant variable in discriminating customer purchasing decisions, followed by personal selling and advertising. This proves that consumers who decide to stay at Hotel Sedona Manado, judges that the products are promoted by this hotel is quite interesting to attract people to come and stay at Hotel Sedona Manado. Consumers who make a purchase or who come to stay at the Hotel Sedona Manado also consideres that personal selling from the sales person is quite good, judging from the appearance or performance, and the ability of the sales person to explain the available products and services of this hotel as well as skills in acting and resolving complaints from consumers is good enough. For the advertising variable has the lowest in discriminating the consumers purchase decision. It means that advertising has barely given impact to the consumer purchase decision. The company still have to improve their promotional mix especially in the communication media through advertising packaged by Hotel Sedona Manado, so that it becomes attractive and can influence consumer purchase decisions. Whereas, non-purchasers judges the opposite of what is considered good by the purchaser, both in terms of sales promotion, personal selling and advertising is still consideredto have low quality in promoting their product or service, performance of sales person and even in communicating the product or service through mass media, and those factors are thought not able to make sure and influence the purchasing decisions of consumers to stay at Hotel Sedona Manado. The general conclusion of this research indicates that the variables of sales promotion, personal selling and advertising are quite capable in influencing the purchasing decisions of consumers.

CONCLUSION AND RECOMMENDATION

Conclusion

There are several important findings that can be concluded from the overall result in this research, which are listed as follows:

1. The results shows that there are differences between groups are purchaser and non-purchaser at Hotel Sedona Manado, this is proven in the Wilk's Lambda test.
2. The results based on data processed using the Discriminnat Analysis Model, shows that all independent variables can be used to distinguish/discriminate the purchase decision or the decision to stay at Hotel Sedona Manado.
3. Sales promotion is the most dominant variable in discriminating consumer purchase decisions, followed by personal selling and advertising. This is proven in the Structure Matrix test.

Recommendation

There are several constructive recommendations that are drawn from the overall result in this research, which are listed as follow:

1. The results shows that variable of sales promotion has great influence or dominant than others. Hence, Hotel Sedona Manado should maintain or improve their existing promotion of all activities with innovative and creative strategies to increase sales and attract consumer to come and stay in this hotel.
2. The variables personal selling and advertising are also considered have to influence on purchasing decisions of consumers. So preferably Hotel Sedona Manado should pay more attention on the ways to be competitive in the hospitality industry, to maintain and even further improve the performance of a sales person and be more active in promoting this hotel through communications media. Thus, the consumer can find out more information about the products and services that are available at Hotel Sedona Manado.
3. Customer purchase decisions are generally considered to be good, because the majority of the results of this study shows more from group of purchaser than the group of non-purchaser. Companies should improve the quality of sales promotion, personal selling and advertising so as to maintain the purchaser to remain staying at Hotel Sedona Manado. Hotel Sedona Manado must find solutions to overcome the non-purchaser, either by increasing the quality or pay more attention to consumer needs because it has potentials to give benefit to Hotel Sedona Manado itself.

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