

CHAPTER I

INTRODUCTION

1.1. Background of the Study

Tourism industry must be supported by many other facilities. Hotel is one of the most important parts in tourism industry. It has an important role in supporting the development of tourism industry. Hotel not only provides accommodation for travelers and tourists but also offers the guests sport facilities, entertainment services, laundry, dry cleaning, food and beverages etc (Ningtias, et al, 2022).

Mobile, digital, and social media are closely connected with people's lives worldwide and have become a requisite part of people's lives (Kemp, 2020). Social media includes Facebook, Instagram, Twitter, Tik-Tok and other forms of platforms, which migrate people's real-life social relationship networks to the Internet, and derives new social relationship networks (Alhabash & Ma, 2019). Social media users have transformed from passive receivers of information to active creators of knowledge. The generation of marketing content is due to consumers' active discussions and content sharing on social media, stimulating and influencing consumers' purchase intention and purchase behavior (Duffett, 2019).

In the marketing mix, promotion is one of the four main components. To be successful in business, you need to understand the basics of promotion and understand the role of promotion. Without promotion, it is impossible to

successfully bring a new high-tech product to the market. The concept of promotion means the process of persuading people to accept the products, concepts, and ideas of the company. Promotion is a combination of various activities to bring information about the merits of the product to potential consumers and to stimulate their desire to buy it (Laksana, 2018).

Facilities management plays a crucial role in ensuring the smooth operation, maintenance, and optimization of a hotel's physical assets and infrastructure. It encompasses a range of functions and processes that contribute to guest satisfaction, cost efficiency, and the overall success of the hotel. Facilities management directly impacts the guest experience by ensuring that all hotel facilities, such as guest rooms, restaurants, meeting rooms, and recreational areas, are well-maintained, clean, and functional. A positive guest experience leads to customer satisfaction, repeat business, and positive word-of-mouth recommendations (Mayangsari, 2023).

Purchase intention is the transaction behavior that the customer exhibits after evaluating the goods and services. Morwitz (2019) specified that purchase intention is for assessing the effectiveness of marketing strategies to foretell sales and market share. Customers' willingness to purchase will also be affected by the type of product reviewed.

In the heart of Indonesia's third largest city at Grand Palladium Mall, Aryaduta Medan offers exceptional comfort in its 195 guest rooms and suites that meet the needs of discerning regional and international business and leisure travelers. The hotel is equipped with event facilities and a 35-meter courtyard pool

and offers stirring views of a city inspired by European architectural styles.

Aryaduta Medan is located at Jl. Kapten Maulana Lubis No. 8 Medan 20112.



Figure 1. 1 Aryaduta Hotel, Medan

Sources: Prepared by the Writer (Aryaduta Hotel, Medan, 2023)

Based on a survey conducted at the hotel that there is a decline customers' revisit intention in Aryaduta Hotel, Medan. The decrease in revisit intention can be seen from the occupancy rate which can be seen in Table 1.1 below:

Table 1. 1 Occupancy Rate at Aryaduta Hotel, Medan

Month	2022	2023
January	84%	79%
February	64%	77%
March	69%	80%
April	71%	64%
May	55%	79%
June	69%	83%
July	76%	80%
August	89%	-
September	87%	-
October	85%	-
November	83%	-
December	89%	-

Sources: Prepared by the Writer (Aryaduta Hotel, Medan, 2023)

Result of occupancy rate (%) = (Rooms Sold : Rooms Available) x 100.

Table 1.1 shows the rate occupancy during 2022 to July 2023 did not reach 90%.

The highest achievement rate occupancy in August and December 2022 at 89%

and while the lowest occupancy rate is in May 2022 at 55%. This shows the level of customers' revisit intention has been fluctuating.

This can be seen from the number of negative reviews at Aryaduta Hotel, Medan that can be seen in Table 1.2.

Table 1. 2 Google Review at Aryaduta Hotel, Medan

Description	Negative	Positive	Total Reviews
Fitness	16%	74%	265
Breakfast	18%	69%	252
Swimming Pool	12%	79%	172
Properties	12%	79%	608
Location	9%	73%	275
Services	18%	72%	404
food	26%	75%	249
Parking	66%	19%	95
Facilities	38%	50%	126
Hygiene	18%	85%	249
Restaurant	15%	64%	67
Accessibility	60%	21%	53
Sleeping	60%	20%	77
Bathroom	61%	24%	84
Gym	30%	52%	33
Bar	20%	68%	40
Wi-Fi	50%	47%	36
Kitchen	26%	65%	23
Ac	67%	19%	36
Security	31%	65%	26

Sources: Prepared by the Writer (Google Review, 2023)

Table 1.2 shows that the high percentage of negative towards the number of customer disappointments, such as related to parking, accessibility, poor sleep quality can be maintained when staying, bathroom, WIFI and air conditioning. Many factors provoke a decrease in customers' revisit intention.

Instagram as one of the social media that is currently a new lifestyle in the midst of society, especially among young people who use social media in their daily lives. Aryaduta Hotel, Medan also has instagram since July 2013. The following Aryaduta Hotel, Medan instagram information can be seen from figure 1.2 below:



Figure 1. 2 Instagram of Aryaduta Hotel, Medan

Sources: Prepared by the Writer (Instagram, 2023)

Figure 1.2 From social media in the form of instagram, it can be seen that there are only 409 posts. Aryaduta Hotel, Medan posts are relatively few compared to competing hotels. Some phenomena obtained related to social media at the Aryaduta Hotel, Medan which can be seen in Table 1.3 are

Table 1.3 Data Phenomenon of Social Media at Aryaduta Hotel, Medan

Indicator	Description
Content Creation	For Aryaduta hotel, Medan content that is fairly good both photos and videos. It's just not very complete in terms of information in the caption. For video content Aryaduta hotel, Medan conducts video contests so that many promotional videos are shared on instagram.
Content Sharing	For content uploads it is usually 2-3 days and only one time. For the story is also relatively little only done when there is a wedding event.
Connecting	Aryaduta hotel, Medan is less established online as it does not respond to complaints or information needs from instagram DM. Many customer comments are not responded too.
Community Building Web	For the Aryaduta hotel, Medan community in 2022 do not give away so that it attracts many interested customers. But since 2023, give away in July. Aryaduta hotel, Medan does not use Instagram celebrities to promote when there are promotional packages or big events.

Sources: Prepared by the Writer (2023)

Table 1.3 shows that the Aryaduta Hotel, Medan is still underutilized social media that is being much favored by various circles, namely instagram. Aryaduta Hotel, Medan is still lacking in terms of sharing interesting and

complete content, less active in responding to customers and less utilizing instagram celebrities who are hits in Medan.

Promotion is still less intensively done to encourage increased customers' revisit intention at Aryaduta Hotel, Medan. Some phenomena related to hotel promotion activities can be seen in Table 1.3 below

Table 1.4 Data Phenomenon of Promotion at Aryaduta Hotel, Medan

Indicator	Description
Advertising	Advertising is done only slightly, more using photo and video content than customers by doing competitions.
Personal Selling	Marketing staff who do not innovate in the creation of promotional programs and less vigorous promotion.
Sales Promotion	Aryaduta many promotions on Agoda and Traveloka but more sales promotion programs related to discounts given to customers.
Word of Mouth	Less recommended because the reviews are pretty much negative.
Direct Marketing	Direct marketing is still less than optimal in increasing interest from customers.

Sources: Prepared by the Writer (2023)

Table 1.4 shows a promotional strategy that is still less than optimal and innovation so that it still can not increase customers' revisit intention.

The main facilities provided by Aryaduta Hotel Medan for customers are air conditioning, restaurant, swimming pool, 24-hour reception, parking, elevator and quite a lot of facilities. However, there are some facility phenomena that can be seen in the table below:

Table 1. 5 Data Phenomenon of Facilities at Aryaduta Hotel, Medan

Indicator	Description
Bedroom	The uncomfortable bedroom is caused by poorly maintained cleanliness. Ac is less supportive because it is not cold and noisy causing customer complaints.
Restaurant	Food preparation is long, the variety of food is relatively small for a buffet and the taste of food is not good. The service in the restaurant is also classified as unsatisfactory because the staff are less ethical.
Additional Facilities	Gym facilities are not well maintained so many damaged equipment, the color of the pool water is not clear, the hotel room is difficult to signal and no wifi support.
Parking Area	The parking Area is dark and too far away making it inefficient for customers.
Supporting Facilities	Support facilities such as elevators that are often problematic trigger customer discomfort, elevator access cards and rooms are also often error so that customers have to try repeatedly.

Sources: Prepared by the Writer (2023)

Table 1.5 shows that Aryaduta hotel, Medan facilities still disappoint many customers, triggering customer discomfort. Many bad reviews related to the facilities that make customers not interested in staying back at the hotel.

From the description that has been there before, it encourages researchers to discuss in the thesis under the title **“The Influence of Social Media, Promotion, and Facilities on Customers’ Revisit Intention at Aryaduta Hotel Medan.”**

1.2. Problem Limitation

Due to limitation of the any budget and time this study only discusses the Influence of Social Media, Promotion and Facilities on Customers’ Revisit Intention at Aryaduta Hotel Medan. In this study, Social Media, Promotion, and Facilities will be the independent variable (X) and Customers’ Revisit Intention will be the dependent variable (Y). The Social media that is focused in this study is instagram.

According to Gunelius (2018), indicators of social media are content creation, content sharing, connecting and community building web. According to Laksana (2019), indicators of promotion are advertising, personal selling, sales promotion, word of mouth and direct marketing. According to Gunelius (2018), indicators of facilities are bedroom, restaurant, additional facilities, parking area and supporting facilities. Indicator of customers’ revisit intention are the willingness of customers to revisit, recommendation, experience felt and the

willingness of customers to set a destination as a priority (Wirtz & Zeithaml, 2018).

1.3. Problem Formulation

The problem formulations on this research are:

- a. Does Social Media has partial influence on Customers' Revisit Intention at Aryaduta Hotel Medan?
- b. Does Promotion has partial influence on Customers' Revisit Intention at Aryaduta Hotel Medan?
- c. Does Facilities has partial influence on Customers' Revisit Intention at Aryaduta Hotel Medan?
- d. Do Social Media, Promotion, and Facilities have simultaneous influence on Customers' Revisit Intention at Aryaduta Hotel Medan?

1.4. Objective of the Research

This research has the objectives to:

- a. To analyze whether Social Media has partial influence on Customers' Revisit Intention at Aryaduta Hotel Medan.
- b. To analyze whether Promotion has partial influence on Customers' Revisit Intention at Aryaduta Hotel Medan.
- c. To analyze whether Facilities has partial influence on Customers' Revisit Intention at Aryaduta Hotel Medan.

- d. To analyze whether Social Media, Promotion, and Facilities have simultaneous influence on Customers' Revisit Intention at Aryaduta Hotel Medan.

1.5. Benefits of the Research

1.5.1. Theoretical Benefit

The result of this research are expected to contribute on development of existing theories that are relevant with the Social Media, Promotion, Facilities and the influence on the Customers' Revisit Intention.

1.5.2. Practical Benefit

From this study, the Aryaduta Hotel Medan will benefit from this research as they know if there is influence of Social Media, Promotion, Facilities on Customers' Revisit Intention. If the Social Media, Promotion, Facilities is sufficient enough, then Customers' Revisit Intention will be up to expectations. Some of the benefits are expected for:

- a. For the Writer

This research will provide advantage for the writer to have deeper understanding in the subject of variable Social Media, Promotion, Facilities, and Customers' Revisit Intention.

- b. For Aryaduta Hotel Medan

To provide useful suggestion for the Aryaduta Hotel Medan in increasing Customers' Revisit Intention especially improving the Social Media, Promotion, Facilities.

c. For Readers

To improve reader knowledge about how important the influence of the level of Social Media, Promotion, Facilities towards their Customers' Revisit Intention.

d. For other researchers

To be an additional reference, reference material for further research and information to interested parties in assessing the same problem in the future.

