

## **Analysis of Factors Affecting Visitor Decision Making to Stay at Hotels (Case Study at Hotel in Umbulharjo District, Yogyakarta Special Region)**

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### **ABSTRACT**

The purpose of this paper is to determine the price, location, promotion, service partially (individually) or simultaneously (jointly) to the decision making to stay at a hotel in the District of Umbulharjo, the Special Region of Yogyakarta. The t test shows that the magnitude of the variable price (X1) partially has a positive and significant effect (t value of price is 1.977.> t table 1.65 and .0049 <0.05 on (decision making to stay) at hotels in Umbulharjo District, Yogyakarta Special Region, variable location (X2) partially affects positive and significant (location value t count 3.519.> t table 1.65 and .0001 <0.05 against (decision making to stay) at hotels in Umbulharjo District, Yogyakarta Special Region, promotion variable (X3) partially has a positive and significant effect (t value promotion 3664.> t table 1.65 and .0000 <0.05 against (decision making to stay) at P There are hotels in the District of Umbulharjo, Yogyakarta Special Region, the service variable (X4) partially has a positive and significant effect (the t count value of service is 9,748. > t table 1.65 and .0000 <0.05 to (decision making to stay) at hotels in Umbulharjo District, Yogyakarta Special Region, and for the F test results obtained for the calculated F value of 249.643 with a significance value of 0.000 so that the value of F count> F table or 249.643> 3.87 or the level of significance (sig) 0.000 <0.05, it can be concluded that the effect simultaneously (together) between price, location, promotion and service, on (decision making to stay) at hotels in Umbulharjo District, Yogyakarta Special Region and The adjusted R2 value in this study means that variance in decision making can be explained by price, location, promotion and service through a model of 56.3% and the remaining 43.7% comes from other variables outside of price, location, promotion and service variables.

**Keywords: Price, Location, Promotion, Service and Overnight Decision Making**

## Preliminary

Tourism is one of the most rapidly developing business sectors in development in Indonesia. This can be seen through the increase in the number of foreign tourists (tourists) who visit from year to year. In line with this, the State's foreign exchange earnings from this sector continue to grow. This fact is balanced with the PROPENAS 2000 mandate, especially tourism, that tourism is developed to become a mainstay sector capable of driving economic activities including other related sector activities in addition to goals such as creating job opportunities, increasing community income, foreign exchange earnings, cultural preservation and environment. The Indonesian government itself is brave, declaring to make the tourism sector the main foreign exchange earner.

On the one hand, this target reflects the government's optimism that the tourism sector is a potential dollar printer. On the other hand, this target implies the need for comprehensive efforts to vitalize the tourism sector. This tourism empowerment effort involves behaviors in the tourism industry such as hoteliers, tourism object managers, and related parties with the aim of extracting as much foreign exchange as possible through efforts to attract foreign tourists and of course domestic tourists themselves.

By looking at the facts above, it is clear that the supporting devices for the tourism sector such as hotels and their facilities, tourist objects and various other tourism equipment will have good prospects in their development in the present and the future. So far, the existence of hotels as the main means of accommodation for tourists is seen as quite significant as one of the components forming the country's foreign exchange. It can be said that currently the hotel sector is a prospective field, regardless of whether our hotel service levels are sufficient and able to compete with international hotel chains and whether city hotel management has truly demonstrated effective and efficient work.

The various conditions above cause hoteliers to be responsive and proactive in reading the opportunities and desires of the public as consumers or users of their services (Hernawan et al., 2019). One of the efforts that must be done by the company is to inform and communicate the services produced through prices, locations, promotions, and services.

Price is one of the factors that determine whether consumers buy our products or not. In buying an item or product, consumers will definitely look at the price first as their consideration for whether they will buy or not. The majority of consumers will consider the quality of the product whether it is good quality or not (Hernawan & Andy, 2018). Therefore, companies must be smart and precise in determining prices that can compete with the prices of their competitors' products. Companies must determine the market segment or target market they want to target, in order to determine the price, whether the product is premium class, middle class or low class. Because consumer behavior in buying an item or product is a major factor in price considerations

Today's hotel industry faces increasingly sharp competition, so that every company competes to be able to market the products or services it produces. This is where the problem of promotion becomes an important factor for the company, especially in dealing with market tendencies that are clearly motivated to behave towards meeting unmet needs. In the opinion of Stanton (1991: 410) says: "Promotion is

the element in an organization's marketing mix that serves to inform, persuade and remand the market of the organization and or its product." The company is able to attract consumers' attention by providing complete information about the services offered so that consumers can meet their needs and desires in order to achieve customer satisfaction. In this case the company can provide this information by means of promotion(Kusnawan, Agus, Andy, Eso Hernawan, Diana Silaswara, 2020). Policy in carrying out an effective and efficient promotion is one of the most important things in a company, because it involves the use of costs incurred in carrying out the promotion. Initially not interested in a service offered will turn to be interested, so that by itself consumers will buy services produced by a company and in turn will increase the company's sales results.

Competition will make business people more enthusiastic about buying the best service for customers. In the context of customer satisfaction, expectations are generally consumers' beliefs about what they will receive. Customer satisfaction can create customer loyalty to companies that provide satisfactory quality. This is so that the company is able to compete with other competitors. In this case, it can be concluded that service is a vital aspect in order to survive in business and the way to win the competition is to provide reliable service quality. Service is considered as one of the bases for creating consumer loyalty in the service sector.

Apart from what has been mentioned above, the company must have a broad knowledge of the behavior of its target consumers in order to satisfy the needs and desires of its target consumers. To influence consumers in making buying decisions, an effort is needed from the company so that its services can reach consumers, at least the company must try to change its consumer behavior from curiosity about the services the company provides to increasing attractiveness until there is a desire to make a decision. In order to buy these services, the consumers finally get satisfaction and are expected to repurchase the services produced by a company.

Hotel in the Special Region of Yogyakarta is a company engaged in the hotel services business. Every service should be marketed difficult for consumers to recognize if there is no effort to inform and communicate it. One of the efforts made by the Yogyakarta Special Region tourism office in increasing sales of its services is by conducting promotions. Moreover, if the company in carrying out the promotion is supported by a regulated plan and taking into account all factors related to promotional activities and other factors outside the promotion such as: strategic hotel location, competitive prices, service quality. facilities and infrastructure provided by the company and others, so that the authors are interested in conducting research entitled: **Analysis of Factors Affecting Decision Making of Visitors to Stay at Hotels (Case Study at Hotels in Umbulharjo District, Yogyakarta Special Region)**

### **Formulation of the problem**

1. How does price influence the decision making to stay at hotels in the Umbulharjo District, Yogyakarta Special Region?
2. How does location influence the decision making to stay at a hotel in the Umbulharjo District, Yogyakarta Special Region?

3. How is the effect of promotion on Decision Making to Stay at Hotels in Umbulharjo District, Yogyakarta Special Region?
4. How is the effect of service on Decision Making to Stay at Hotels in Umbulharjo District, Yogyakarta Special Region?
5. How do price, location, promotion, service collectively influence the decision making to stay at hotels in Umbulharjo District, Yogyakarta Special Region?

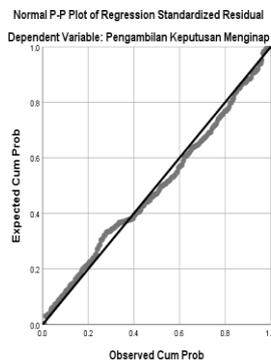
## RESULTS AND DISCUSSION

In this study the authors took visitors to stay at hotels in the District of Umbulharjo, Yogyakarta Special Region or respondents to be used as samples in answering the statements submitted by the author regarding the Analysis of Factors that Affect Decision Making of Visitors to Stay at Hotels (Case Study at Hotels in the District of Umbulharjo Istimewa Yogyakarta) in the form of several statements or questionnaires submitted to 300 Visitors to Stay at the Hotel.

### Classical Regression Assumption Test Results

#### Normality test

This study uses a normal probability plot to test the normality if the spread of data (points) around the diagonal axis and follows the direction of the diagonal line, the regression model fulfills the assumption of normality.



Source: Processed data

Image 1.

Results of Normality Test Using P. Plot Graph

Figure 1 shows the data spreads around the diagonal line and follows the direction of the diagonal line or histogram graph so that it can be concluded that the data shows a normal distribution pattern. Therefore it fulfills the normality assumption.

#### Multicollinearity Test

The multicollinearity test of this study uses a tolerance value and a Variance Inflation Factor (VIF), where a low tolerance value is the same as a high VIF value. This study uses a cutoff value of tolerance > 0.10 or the same as the VIF value > 10. (Ghozali, 2006:

91). The results of the multicorrelation test of the regression model in this study are as follows:

Table 1.  
Multicollinearity Test Results

Variable	Tolerance	VIF
Price (X1)	.863	1.159
Location (X2)	.571	1.753
Promotion (X3)	.793	1.261
Service (X4)	.550	1.818

Source: Processed data

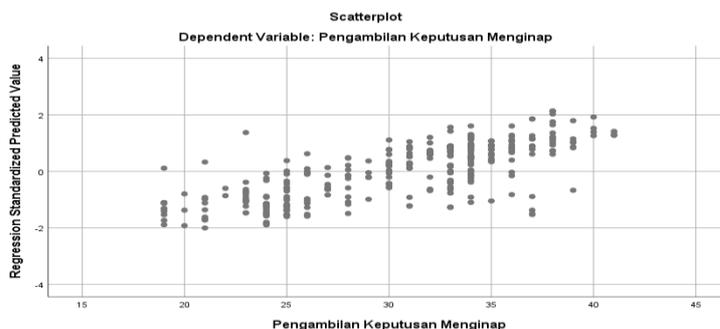
Table 1 explains that the results of the calculation of the VIF (Variance Inflation Factor) value of each independent variable in this model are below 10 and the tolerance value is above 10% (0.10), so it can be said that this model is free from multicollinearity problems.

### Autocorrelation Test

Based on the results of the SPSS output regression equation in this study where the D-W (Durbin-Watson), amounting to 2.096, for the dL value is 1.738 and the dU value is 1.7152, then the value  $4-dU = 2.2848$  and  $4-dL = 2.3663$ , it can be concluded that the regression model above does not have an autocorrelation problem.

### Heteroskedasticity Test

Done to test whether in a regression model, there is an inequality of the variance of the residuals from one observation to another. Detection of the presence or absence of heteroscedasticity is done by looking at the presence or absence of a certain pattern on the scatterplot graph between SRESID and ZPRED.



Source: Data processed

Figure 2.  
Scatterplot graphics

Figure 2 shows that the dots are randomly distributed and do not form a certain pattern or line trend. This means that the data is spread above and below the number 0 so that the model is free from heteroscedasticity problems.

**Multiple Linear Analysis**

To determine whether there is a relationship between variable X1 (Price), variable X2 (Location), variable X3 (Promotion) and variable X4 (Service) to Y (decision making to stay overnight), and to measure the strength of this relationship, multiple regression analysis is used with calculation of SPSS (Statistical Package Service Softition), Version 25.0,

Table 2.  
Multiple Regression Calculation Results

Variable	Regression Coefficient	T count	Sig
Constant	3.409	2.277	.023
Price (X1)	.061	1.977	.049
Location (X2)	.139	3.519	.001
Promotion (X3)	.129	3.644	.000
Service (X4)	.526	9.748	.000
F count: 94,925			
Sig: 0.000			
Adjusted R2: 0.557			

Source: Processed data

Table 4 above can be formed multiple regression equation:

$$Y = 3.409 + 0.061 X1 + 0.139 X2 + 0,129 X3 + 0,526 X4 + \dots \beta$$

This equation has the following meanings:

1. A constant of 3.409 indicates that if price (X1), location (X2), promotion (X3) and service (X4) are considered constant, but influenced by variables outside the model, it is estimated that the decision to stay overnight (Y) will increase by 3,409
2. Price regression coefficient (X1) of 0.061 means that the price increases by one unit, so the decision to stay overnight will increase by 0.061 with the assumption that other variables have a fixed value
3. Location regression coefficient (X2) of 0.139 means that the location increases by one unit, so the decision to stay overnight will increase by 0.139, assuming other variables have a fixed value
4. Promotion regression coefficient (X3) of 0.129 means that the promotion increases by one unit, so the decision to stay overnight will increase by 0.129 with the assumption that other variables have a fixed value
5. Service regression coefficient (X4) of 0.526 means that the service increases by one unit, so the decision to stay overnight will increase by 0.526 with the assumption that other variables have a fixed value

**T test**

Model		Coefficients <sup>a</sup>					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	3.409	1.497		2.277	.023		
	Price	.061	.031	.082	1.977	.049	.863	1.159
	Location	.139	.039	.179	3.519	.001	.571	1.753
	Promotion	.129	.035	.158	3.644	.000	.793	1.261
	Service	.526	.054	.506	9.748	.000	.550	1.818

a. Dependent Variable: Overnight Decision Making

- The price variable (X1) partially has a positive and significant effect (the t value of the price is 1.977.> T table 1.65 and .0049 <0.05 on (decision making to stay) at the hotel in Umbulharjo District, Yogyakarta Special Region.
- The location variable (X2) partially has a positive and significant effect (the t value of location is 3.519.> T table 1.65 and .0001 <0.05 on (decision making to stay) at hotels in Umbulharjo District, Yogyakarta Special Region
- Promotion variable (X3) partially has a positive and significant effect (promotion t count value is 3.664.> T table 1.65 and .0000 <0.05 on (decision making to stay) at hotels in Umbulharjo District, Yogyakarta Special Region
- Service variable (X4) partially has a positive and significant effect (service t count value 9.748.> T table 1.65 and .0000 <0.05 on (decision making to stay) at hotels in Umbulharjo District, Yogyakarta Special Region

**F test**

Model		ANOVA <sup>a</sup>				
		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	5354.963	4	1338.741	94.925	.000 <sup>b</sup>
	Residual	4160.423	295	14.103		
	Total	9515.387	299			

a. Dependent Variable: Overnight Decision Making

b. Predictors: (Constant), Services, Prices, Promotions, Location

From the results of the F test, the results obtained for the calculated F value of 249.643 with a significance value of 0.000 so that the F value > F table or 249.643 > 3.87 or the significance level (sig) 0.000 <0.05, it can be concluded that it influences simultaneously (together ) between price, location, promotion and service, to (decision making to stay) at the hotel in Umbulharjo District, Yogyakarta Special Region.

**Determination Coefficient Test (R2)****Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.750 <sup>a</sup>	.563	.557	3.755

a. Predictors: (Constant), Services, Prices, Promotions, Location

b. Dependent Variable: Overnight Decision Making

Based on the results of calculations with the SPSS for window adjusted R2 value in this study, it means that variance in decision making can be explained by price, location, promotion and service through a model of 56.3% and the remaining 43.7% comes from other variables outside the variable price, location, promotion. and service. Or in other words, the amount of contribution / contribution of price, location, promotion, and service to decision making to stay is 56.3.9%, the remaining 43.7% comes from other variables outside of price, location, promotion and service variables.

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