PRODUCTS AND PRICE POLICY ON CONSUMER DECISIONS TO STAY AT FAVE HOTEL BANDUNG

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ABSTRACT. Tourism plays an important role in the Indonesian economy. It provides a country's foreign exchange, as well as financial support for building the economy. Additionally, tourism encourages business growth and employment by providing labor needs. The increased number of visitors to Indonesia has spurred significant growth in the country's tourism industry. This can be seen from the increase of hotels, restaurants, transportation and other services that focus on tourism. Additionally, this can be seen from the increasing number of visitors in Indonesia. This research looks at how Product and Price Policy influences customers' choices. It does this by gathering data using a SEM-PLS approach and processing 150 respondents from the Fave Hotel Bandung. The study finds that customers' choices in favor of a particular hotel or the hotel's price policy directly influence their decisions.

Keywords: Product; Price Policy; Customer Decisions

KEBIJAKAN PRODUK DAN HARGA TERHADAP KEPUTUSAN KONSUMEN UNTUK MENGINAP DI FAVE HOTEL BANDUNG

ABSTRAK. Pariwisata memainkan peran penting dalam perekonomian Indonesia. Ini memberi negara sejumlah besar mata uang asing dan membantu membangun ekonomi dengan mendorong investasi dan lapangan kerja. Seiring dengan pertumbuhan industri pariwisata di Indonesia, semakin banyak wisatawan yang mengunjungi negara ini setiap tahunnya. Selain itu, semakin banyak hotel, restoran, transportasi, dan bisnis terkait pariwisata lainnya yang berkembang di Indonesia. Penelitian ini menguji pengaruh kebijakan harga dan produk terhadap pilihan konsumen. Itu dilakukan dengan menggunakan data statistik yang dikumpulkan di Fave Hotel Bandung; ini dilakukan dengan 150 responden yang menggunakan metode SEM-PLS. Penelitian menunjukkan bahwa keputusan pelanggan dan kebijakan harga hotel dipengaruhi oleh produk.

Kata kunci: Produk; Kebijakan Harga; Keputusan Pelanggan

INTRODUCTION

Tourism is one of the sources of foreign exchange for the country and has an important role in building the Indonesian economy. Apart from being a source of foreign exchange earnings, it is also a sector capable of absorbing labor and encouraging investment development. The development of the Indonesian tourism industry has grown significantly. This can be seen through the increase in the number of tourists traveling to Indonesia and the increase in the size of the tourism industry — including the number of restaurants, hotels, transportation and other industries. Many areas in Indonesia have rapidly increasing tourism growth. These include North Sulawesi, Papua with Raja Ampat, Raja Jogjakarta, West Java, Lombok and Bali. However, many areas have grown their tourism industries as well— including Wakatobinya and several other areas in North Sulawesi; Surabaya and parts of East Java; as well as parts of Jogjakarta. The number of investors who penetrate by building hotel chains both nationally and internationally. This is also an indicator of the growth of the Indonesian tourism industry.

Moreover, with the current policy of the Indonesian government, where tourism is being optimized to become the leading sector of development.

In addition, the government has also been clear with the National Tourism Development Master Plan (2010-2015) and the RPJMN (2015-2019) with various programs to accelerate the growth of Indonesia's tourism. During 2015 many parties were skeptical that the Indonesian tourism industry would remain stable considering that Indonesia has a national agenda such as regional head elections. It is feared that there will be security issues that will have an impact on the stability of the tourism industry. However, it turned out that the prediction was wrong because it was proven that Indonesia was generally in a safe condition so that the tourism industry remained stable, some even predicted that the investment climate in the tourism industry for next year would be better than this year.

The stated national tourism development goal is set by the RPJMN for the next five years. That goal, as seen on the 2015-2019 RPJMN, is to increase the number of tourist visits while also improving the welfare of community. In order to accomplish this,

the national tourism development target sets goals for increasing local businesses in the tourism industry and increasing the number of certified local workers.

The target that has been planned by the management for 2021 is 82.18% (23,697 rooms available) or at least the same as the achievement in 2020, which is 81.72% (23,542 rooms available)

From the target set by the management in 2021, the occupancy rate is 82.18% (23.697 rooms sold). The actual fact that the performance that occurred in 2021 was only achieved by 77.28% (22.292 rooms sold). Thus, the performance in 2021 was not achieved by 4.93% (1,405 rooms not sold). Likewise, compared to the actual performance in 2018, there was a decrease of 4.43% (1,250 unsold rooms). Oka A. Yoeti (2004: 14), the average hotel room occupancy rate ranges from 60-70% per year, depending on the economic, political and security conditions in which the hotel is located. If only 60-70% of the rooms are sold, the other 40-30% must be sold every day. Otherwise, there will be a loss because the room is empty and filled, the cost is the same.

The decrease in guest visits also affects the achievement of the fave hotel's income, if we assume the selling price per room at the fave hotel is IDR. 380,000/room/night, then in 2021 there will be a decrease in income of 1,405 x IDR 380,000 = 533,900,000 (five hundred thirty three million nine hundred thousand rupiah) from the 2019 budget and of 1,250 rooms x IDR 380,000 = 475,000,000 (four hundred million and seventy five million rupiah) compared to the achievement in 2020.

The decline in guest visits to stay can be caused by internal or external factors, one of the external factors is the decline in consumer confidence which affects consumer decisions to buy fave hotel products or reduced decisions to stay at fave hotels, seen from factors from the survey results. The online service conducted by Hotel fave Bandung shows a decrease in the overall number of online guest comments, which in 2018 decreased by 73% to 66% in 2021.

In order to stay afloat and win the competition, hotel Bandung's management must study and analyze the reasons for why occupancy rates have decreased. They must also examine why occupancy rates have decreased externally and internally. Doing this will help them manage existing marketing mixes and take advantage of opportunities that already exist in their community.

Research on the marketing mix is very interesting to study considering that each hotel certainly has a different formulation of the marketing mix strategy. Not every hotel is able to carry out aspects of the marketing mix well. Implementing the right marketing mix is an important factor in consumer stay decisions. To strengthen the problems that I raise in this paper, previously took considerations based on the results of previous research. Several studies assert that the marketing mix has an effect on the decision to stay at a business. This includes product type and price, location and promotion. These claims come from Muhammad Supriyanto (2018) and Pristanto et al. (2012); Supranto (2002). Awinasi and Rastini (2018) found that Inna Grand Bali Beach Hotel's marketing mix factored in their decision to stay there. They noted significant effects on this decision thanks to the hotel's marketing mix factors including price and product.

Product

Products can be anything from inanimate objects to living organisms. They're businesses that provide the public with a service by fulfilling their needs and demands. This can be through offering them anything from "anything that can be offered to satisfy desires" as Tjiptono (2014) puts it (42).

Lupiyoadi (2013) defines the product as the concept of an object or process that provides value to consumers. Consumers don't just buy physical products; they purchase the benefits and value of a product. This is referred to as "the offer," and it's what is meant when discussing consumer service products.

a. The idea of the total product is a term referring to the sum of all created products.
b. A generic or core product provides the main function of a product.
c. Product the consumer expects to receive is referred to as expected product.
d. Additional product (plus product) is added.
e. Potential product is the designation for a new form of material that exists only in theory.

The factors that need to be considered in the development of value-added products are:

a. Brand and Differentiation. Consumers tend to pay more attention to well-known brands than the main function of the product. While differentiation is the uniqueness of the product that distinguishes it from other products through the development of the product scope (product surround).
b. Evidence in the form of physical objects is needed. Anything service-related that directly affects the public can be considered physical evidence. This includes spaces and building designs as well as service procedures. However, this evidence doesn't exist on its own— it needs to be incorporated with peripheral evidence. This is any additional value that makes the service

unnecessary by itself, but still gives it significance in the production process.

c. Service providers need to consider different service products when making a decision. These can be either a market penetration, service development or market development through the creation of new services.

d. In order to properly give a product, the requirements listed in al Muslih's 2004 book Muanas, et al.'s 2013 book need to be met. Both works are referenced by 164 and 165 in Muanas, et al.'s statement that there are three things needed to be fulfilled when giving a product.

e. clear and unbroken packaging, ingredients listed in precise amounts, products that have not expired or been damaged are all examples of products with easily recognizable quality.

f. Halal products traded include the like.

g. Promotional and advertising materials shouldn't be misleading.

Price

People use the term price to refer to the value of a product or service. Kotler (2001: 439) notes that prices for various products can vary by name and definition. Prices can also differ based on whether they're for a good or service. For example, when paying a doctor, you might pay for services related to your health. You might also pay utility bills or rent an apartment. Airlines, trains, taxis, and buses charge a fee; public service companies charge a fee; and the bank charges money for the money you borrow. When looking at the definitions of price, it's easy to see that price is the value of an item or service represented by the cost of money for buying multiple possible items and services.

G. Chandra in the book Tjiptono, (2014, P. 27), says that price is a statement of the value of a product. It's the amount an individual pays for what they receive. Price indicates how much currency someone pays for a service or product. Companies determine pricing decisions by considering competitor's prices and setting a general price level for their services. This decision influences future marketing strategies by supporting strategic pricing decisions.

Pangiono Tjiptono, a researcher from Indonesia, stated that pricing is one of the most important decisions a company can make. According to his findings, price can be interpreted as both a monetary sum of money and other aspects relating to utility or usefulness (Kotler, 2001). When people use the term pricing, they're referring to useful utilities or attributes that have the potential to satisfy certain needs and wants.

According Etzel, price is other monetary medium as a medium of exchange (price is value expressed in terms of dollars or monetary medium of exchange). According to Tjiptono and Chandra, price can be defined as the amount of money (monetary unit) and/or other (non-monetary) aspects that contain certain utilities needed to get a product. According to Suharno and Sutarso, the price for the company is a marketing policy that will directly affect revenue. Price is also important because the price will be a benchmark for consumers to buy products and at the same time to determine how much profit the company makes. Failure to apply prices can affect consumers and the market at the same time.

Tjiptono and Chandra's research suggests that many different price dimensions need to be considered strategically when creating a marketing plan. This is because a company's prices affect many aspects of their marketing mix.

Price is the value of a product, represented as a statement. Buyers readily recognize a product's price as an important aspect of a product. Price is the most significant factor determining demand. Prices change based on how profitable a business is. Prices can be altered as needed. Image and positioning strategies are affected by prices. Costs are often the biggest hindrance to management.

Customer Decisions

Consumers have two options when making a purchasing decision: purchase their most preferred product or not. This can be seen as a conflict between their intention to buy and their final decision to buy. This is seen in both households and individual consumers. By default, consumers who buy for personal use go with the first option. This is seen by both Kotler and Armstrong (1998). Consumers buy goods and services through stages. These involve finding information about the needs and wants they have, coming up with alternative options and making a final decision (Lamb, 2008). When making a purchase, people consider different alternatives and make a final decision that satisfies their needs and desires. This also includes understanding their needs and desires in the first place and searching for information about them. After making a decision, consumers can then act on it by purchasing or not buying certain products or services (Swastha, 2007).

Selecting one of several alternative problem-solving methods leads to a purchase decision. Consumers must then decide how they should react to their choice. Once they've decided, they can further refine their decision with further research and consideration. (Kartini, 2014)

The relationship between purchasing decisions and the marketing mix is to create purchasing decisions offered by the company, as well as to measure how much influence the marketing mix has on product purchasing decisions taken by consumers. The specific buying decision process consists of the following sequence of events: need recognition, information seeking, evaluation of alternatives, purchase decision, and post-purchase behavior.

Buying a product requires numerous steps. Each stage of this process requires different criteria to be met. Some steps are easy, while others are very complicated. After selecting a product and purchasing it, shoppers go through additional steps. This includes deciding how to use the product after purchase. The hotel marketing team must consider consumer behavior when improving their banding strategy. This includes considering the price, type of product, and location of each hotel. They also consider promoting the hotel and the employees or personnel it employs. And lastly, they consider how to implement 3P marketing strategies— people, physical evidence and process.

Data from the 2018 and 2019 showed that hotel occupancy rates heavily affected purchasing decisions for hotel room products. This directly correlated to how high or low the occupancy rate was for any specific hotel. If the hotel had a high occupancy rate, purchasing hotel room products led to higher sales. Conversely, if the occupancy rate was low, purchasing these products led to lower sales. The decision to purchase these products directly correlated to a company's success in the market.

Consumers buy products for both physical and intangible benefits. A product doesn't just sell tangible goods; consumers also buy the benefits of a process or object. Abdullah (2014) states that a product can be anything that can be offered to the market and bought, used, or consumed in order to fulfill a want or need. Consumers' needs and wants determine the products they choose to satisfy them. Any company that adequately serves their customers will find that consumers choose their best products. This holds true for every product offered by Widyaningrum (2017). In 2018, Supriyanto and Taali stated that Product influenced guests to stay at The Sun Hotel Madiun. Additionally, Ade Parlaungan Nasution outlined indicators in hotel product services such as hotel safety, hotel presentation and hotel name reflecting quality. Additional indicators include hotel product size, hotel product quality and hotel name reflecting quality.

Pricing influences which hotels travelers choose to stay at. According to Kotler (2014), this is due to the fact that prices determine which products and services people have access to. Pricing a service is difficult, since it has a significant impact on consumers' purchasing decisions. Consequently, companies must carefully plan their pricing strategies before implementing them. One way companies can easily judge the quality of a service is by considering the price.

Tjiptono (2014, p. 42) suggests that pricing should be both affordable and fair by all parties involved. Consumers want to find an item or service at a reasonable price, which is why they care about the pricing of the product or service. Pricing should also be appropriate; this means that the price applied by the company for the service is commensurate with the facilities and services offered and provided. A proper price will allow the company to properly present their products and services and attract consumers to buy.

Pricing can greatly influence how people view a product. This is because of how the pricing strategies in place by a business affect their customers and their decisions to buy. As stated by Nasution and Ramadhan (2019), one must consider reasonable prices, costs and price comparison when determining a product's selling price in hotel services. Additionally, Lupiyoadi (2013) explained pricing strategies are important when businesses provide value to consumers— this is due to how pricing affects consumer image and choices to purchase. Meanwhile, according to research conducted by Wijayanto (2015) price has a significant effect on consumer decisions in choosing hotel services.

METHODS

This study uses a quantitative method with an explanatory approach, using a method that's quantified.

The author employed a quantitative method in this study. Called descriptive-verification, this approach involved gathering data about various variables and charting their relationship to one another.

Sugiyono (2017) explains that descriptive data analysis uses facts to describe the characteristics of any collected information. This includes both the data itself and its significance without forming any conclusions or generalizations. On the other hand, verification methods look into specific populations or samples in order to test existing hypotheses. This is defined as research used to study a specific population or sample that isn't intended to form any general conclusions or generalizations.

A descriptive-verification study tested whether product X1 and price X2 influenced the variable Y. This was tested through the use of the hypothesis

that was formed in this study, which is whether the hypothesis would be accepted or rejected. As a part of this study, products X1 and X2 were tested at Fave Hotel Bandung.

Sugiyono (2013, p. 115) defines a population as a subject or object that is studied and generalized by researchers. These particulars are used to come to conclusions about the group. The customers of Bandung's favorite hotel star were studied in this research.

Samples are used by researchers because they lack the financial, time and manpower resources to research a larger population. Additionally, they don't have enough money to conduct a research on a large population. Consequently, they take samples from the population due to these limitations. In order to get a true representation of the population, the sample must be selected correctly. Sugiyono, Priatna and Priatna (2020 and 2022) recommend using the population's correct members for their research. The more samples from the population studied, the lower the chance of messing up the results. This is because larger sample sizes minimize chances of error. The number of respondents per sample is 150, which was determined by using the rules of thumb from a mathematical statistical analysis. This was achieved through the use of a questionnaire that utilized a Likert scale. This research used a Partial Least Square (PLS) approach to SEM data analysis. The hypotheses of this study are:

Table 1. Research Hypotesis

No.	Direct Hypothesis
H1	Product has a direct influence on Customer Decisions
H2	Price Policy has a direct influence on Customer Decisions

Table 1 shows that hypotheses in this study are: 1) product has a direct influence on customer decisions, 2) price policy has a direct influence on customer decisions.

RESULT AND DISCUSSION

The validity test is shown to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that is measured by the questionnaire. Validity test is done by correlating question items with total items. The Result based on data, used PLS-SEM approach, are:

Validity and Reliability

Validity measurement includes testing how good a value is instrument developed in measuring a study. The more the higher the value of the instrument, the better it is in representing the question research (Priatna, 2020). To measure validity, it must test the relationship of the relationship between variables include: Discriminant Validity and Average Variance Extracted (AVE) with the expected AVE value > 0.5 (Priatna, 2020). The validity test with the SmartPLS 3.0 program can be seen from the loading value factor for each construct indicator. Terms usually used for assess the validity, namely the loading factor value must be more than 0.70. Furthermore, Discriminant validity relates to the principle that the quantifiers (manifest variable) different constructs should not be correlated with high, a way to test discriminant validity with indicators reflexive that is by looking at the cross-loading value for each variable must be > 0.70 and the value is higher than other variables (Priatna, 2020).

Reliability test was conducted to prove accuracy, consistency, and accuracy of the instrument in measuring constructs. In PLS-SEM with using the Smart PLS 3.0 program, to measure the reliability of a constructs with reflexive indicators can be done by counting composite reliability value. Terms that are usually used to assess construct reliability, namely composite reliability must be greater than 0.7 for research that is confirmatory and a value of 0.6 - 0.7 can still be accepted for exploratory research (Priatna, 2020). The reliability test cannot be carried out on the formative model because each indicator in a latent variable is assumed to be independent correlated or independent (Priatna, 2020). (Table 2).

Table 2 shows that Data processed using the Wrap-PLS application shows convergent validity in the research, which means that each questionnaire variable has a loading factor greater than 0.5. This means the questionnaire is valid and properly represents the conditions of the product, price policy and customer decisions. Furthermore, from the table above it can be seen that AVE is greater than 0.5— indicating that this questionnaire has met discriminant validity. Next, data processed using this application shows composite reliability with a value greater than 0.70 — showing that this research was feasible to continue in the hypothesis testing process to assessment on PLS-Approach.

Hypotheses Testing

In general, the explanatory research method is method approach using PLS. This is due to In this method there is a hypothesis testing. Testing the hypothesis can be seen through t-statistical values and probability values. for testing the hypothesis uses statistical values, so for alpha 5% the statistical value used is 1.96 (Priatna, 2020). So that the criteria for accepting or rejecting the hypothesis are Ha accepted

Table 2. Outer Model Evaluation

Variables	Sub-Variables	Cross Loading	Composite Reliability (CR)	Average Variance Extracted (AVE)	Critical Value
Product	Hotel Quality	0.776	0.933	0.915	1.0000
	Hotel Product Quality	0.712	0.914	0.923	1.0000
	Diversity of types and sizes of hotel products	0.854	0.969	0.944	1.0000
	Hotel safety values	0.776	0.943	0.932	1.0000
	Kemasan penyajian hotel	0.712	0.864	0.967	1.0000
	The name of the hotel reflects the quality	0.761	0.862	0.966	1.0000
Price Policy	Reasonable Price	0.754	0.811	0.943	1.0000
	Pricing	0.744	0.853	0.933	1.0000
	Price comparison with other hotels	0.745	0.821	0.921	1.0000
Customer Decisions	Recognition of Needs	0.777	0.844	0.941	1.0000
	Information Search	0.798	0.812	0.931	1.0000
	Evaluation of Alternatives	0.754	0.831	0.951	1.0000
	Visiting Decision	0.767	0.821	0.967	1.0000
	Post-visit behavior	0.732	0.833	0.934	1.0000

and H0 is rejected if the t-statistic > 1.96. To reject/accept the Hypothesis using probability then Ha is accepted if the p value <0.05.

Table 3. Direct Impact/Inner Model Evaluation

Hypothesis	Impact	Path Coefficients	t-test	Result
H1	Product ->> customer decisions	0.789	18.222	Significant
H2	Price Policy ->> customer decisions	0.882	15.433	Significant

Table 3 shows that the t-test value for hypothesis 1 is greater than t-table 1.99. This means that there's a significant correlation between Product and customer decision making. Additionally, the t-test for hypothesis 2 showed a value greater than t-table 1.99. This indicates that prices have a significant correlation with customer decisions.

Based on the research results above, the research discussion is as follows:

H1: The Effect of product on Customer Decisions

Widyaningrum's (2017), Supriyanto dan Taali's (2018), Nasution's (2019), Ghanimata and Kamal (2012), Kodu (2013) research results all show that customers choose a product when a product has a positive effect on them. This is because of the direct relationship between a customer's choices and the effects of the product.

In order to support their marketing strategies, companies must choose what price policy to use. This is a huge decision made by the company that heavily influences the general price level of their product.

To address declining hotel room occupancy rates, hotels implement various strategies. Some of these strategies include competitive and affordable room prices without neglecting excellent service to their guests. Another strategy hotels employ is to consider the room occupancy rate when determining the company's survival and market position.

Since management set a revenue target that hasn't been met, they offered room discounts to increase revenue. This only affected hotel occupancy rates, since the room ARR average was low. Additionally, the low ARR average caused them to miss their room-occupancy rates target.

People choose hotels based on their needs rather than price. The facilities offered in the hotel — including accessibility and service — affect the price. If a customer wants the best quality product at a low price, then price isn't important to them.

H2: The Effect of price policy on Customer Decisions

This study supports research by Anwar and Satrio (2015), Nasution (2019), Sari and Prihartono (2021), Gunarsih, et al (2021), Pratiwi, et al (2020) by showing that price policy and product effects on customer decisions. This can be seen through hypothesis testing and calculated results. After examining the results of this study, it can be seen how price policy has an effect on customer decisions. This leads to the obvious result that pricing affects what customers buy.

According to Mark Koti'er (2001), terms for prices for various products vary. For example, some

people pay the electric bill, college tuition or the rent for their apartment. When traveling by plane, train or taxi, payment is required. Additionally, public transportation companies and banks charge fees. Taking a taxi or bus is also an additional cost. Additional expenses include paying the doctor when they are sick and paying money to borrow money from a bank. From the two definitions of price mentioned above, it can be concluded that price is the value of an item or service as measured by the amount of money spent by the buyer to obtain a number of combinations of goods or services and their services.

G. Chandra reports in Tjiptono's book that a price is a statement of value for a product. The price represents the value of what the buyer receives; it indicates the amount the buyer pays. Pricing decisions can be crucial to a company's marketing strategies thanks to their strategic role in implementing pricing decisions.

In 2006, Tjiptono stated that pricing is a critical decision for business success. He derived this information from the fact that the word price can mean both an amount of money and other aspects, like utility, that have utility. Prices sometimes have monetary value, but some also contain non-monetary utilities.

According to Etzel, price is the value of a product or service expressed in monetary terms, such as dollars or a medium of exchange. It can also refer to the cost of whatever utility or use a product provides. Tjiptono and Chandra state that price is the monetary value of an aspect and utility that can be used with a product. For Suharno and Sutarso, price is the value used to determine revenue. It's calculated using marketing policy and manifests itself in dollars. Pricing is important because it sets a standard for consumers to compare products. It also determines how much money a company makes— which is important to both businesses and consumers. If pricing isn't applied correctly, either businesses or consumers can suffer significant consequences.

CONCLUSIONS

According to the results of research regarding whether people choose to stay at a hotel based on prices and products, the answer is as follows:
The Fave Hotel Bandung's guaranteed security level makes most of the hotel's products good. This is especially true when considering the statement that all Fave Hotel Bandung products are reliable. In regards to overall prices at Fave Hotel Bandung, survey respondents expressed that the costs are in the acceptable range. Prices set at the hotel meet consumer expectations, as respondents stated that this is what causes customers to stay at Fave Hotel Bandung. From a consumer standpoint, the Fave Hotel Bandung's good scores in these categories are seen: quantity of work, quality of work, knowledge of work and overall skills. Consumers' decisions to stay at the Fave Hotel Bandung are impacted by the prices of their purchased products and work. Price is more significant than the other two factors when making a decision about staying.

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