



## Implementation of Direct Marketing to Enhance Meeting Package Purchasing Decisions at Grand Zuri Kuta Bali

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### Abstract

**Purpose:** This study aims to analyze the implementation of direct marketing at Grand Zuri Kuta Bali and analyze the influence of direct marketing to enhance meeting package purchasing decisions at Grand Zuri Kuta Bali.

**Research methods:** Data collection methods used are questionnaires, interviews, observation and study of documents. The sampling technique for this study used a purposive sampling technique with a sample of 75 respondents. The data analysis technique used is simple linear regression analysis. Before carrying out the analysis, validity and reliability tests were carried out on the questionnaires distributed to the respondents. This study uses SPSS 25 to process the data that has been obtained from the respondents.

**Findings:** The direct marketing variable partially has a positive influence on the meeting package purchase decision at the Grand Zuri Kuta Bali. The results of the (partial) t test show that the significance value of direct marketing influence on meeting package purchasing decisions is  $0.000 < 0.05$  and the t count is  $6.563 >$  the t table value is  $1.66600$ .

**Implication:** The existence of a positive and significant influence shows that with the increased implementation of direct marketing, the decision to purchase meeting packages at Grand Zuri Kuta Bali has also increased.

**Keywords:** direct marketing, purchasing decision, meeting package.

### INTRODUCTION

Grand Zuri Kuta Bali is a four-star classified hotel located in the tourist destination of Kuta, Kuta District, Badung Regency, Bali Province. The hotel, which so far has relied on the domestic market, provides various types of rooms, restaurants, bars, meeting rooms, and other supporting facilities such as a spa, gym and swimming pool. Apart from room sales, Grand Zuri Kuta Bali also receives revenue from meeting package sales. Grand Zuri Kuta Bali relies a lot on meeting package products to obtain revenue because currently there are many companies holding meetings. The meeting packages offered by Grand Zuri Kuta Bali are half day meeting packages, full day meeting packages,

and full board meeting packages. The decline in the meeting package at the Grand Zuri Kuta Bali was caused by two factors, namely external and internal factors. In general, 2022 is still under the influence of the Covid-19 pandemic which is experienced by all hotels and other tourism components. This affected the decline in meeting package sales at the Grand Zuri Kuta Bali from an external perspective while from an internal perspective the decline in meeting package sales was caused by the lack of maximum implementation of direct marketing in reality. Direct marketing is a way to promote products that involves the use of direct communication with consumers. The direct marketing strategy is one of the marketing communication strategies that has been widely used by companies to get closer to their consumers (Rabama & Nugrahani, 2022). The forms of direct marketing are face to face selling or personal selling, direct mail marketing, catalog marketing, telemarketing, direct response television marketing, kiosk marketing, and online marketing (Kotler & Armstrong, 2014). Previous research conducted by Puspita (2020) explained that direct marketing is an effective way to reach targeted customers, can help retain customers. Direct marketing marketing that functions to create long-term relationships between marketers and consumers and to know direct responses from consumers, without any intermediaries from third parties (Rahman, 2018).

Marketing is a societal process that involves individuals and groups to get what they need and want through creating, offering and freely exchanging products and services of value with other parties (Aripin, 2021). Marketing is an institutional activity, a process for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society in general (Mangaha et al., 2020). Marketing does not only cover buying and selling issues that occur in the market, but also discusses systematically everything related to dynamic movements in the business world, covering trade organizations in the broadest sense, not only regarding goods but also regarding services (Yoeti, 2013).

Direct marketing is a sales system that is carried out by means of companies or organizations communicating directly with target consumers to get responses or transactions. Sellers take a direct approach to customers with the products or services they offer (Ardianto, 2015). Direct marketing is a marketing strategy that is carried out to build interactive communication with

consumers so that companies can build closeness with customers to generate an immediate response (Ukaj, 2016). Direct marketing refers to direct communication with targeted customers to get an immediate response as well as to cultivate lasting customer relationships (Venkatesh, 2015). Jobber & Lancaster (2020) suggests that direct marketing tries to get and retain customers by contacting them without the use of intermediaries. Direct marketing is a form of the stages of the marketing implementation process that starts from the provision of products in the form of goods or services, followed by the implementation of transactions between sellers and buyers, which form behavior in the form of attitudes and responses to marketing given based on the level of preferences, beliefs and purchasing actions (Setiawan & Bustan, 2017). The forms of direct marketing according to Kotler & Armstrong (2014) consist of face-to-face selling, telemarketing, online marketing, direct mail marketing, catalog marketing, direct response television marketing, kiosk marketing.

Purchasing decisions are the consumer's process of identifying products by finding specific product and brand information, evaluating how good the product is to decide on the appropriate and most desirable product (Nurliyanti et al., 2022). The purchase decision is one of the stages in the purchase decision process prior to post-purchase behavior, at the previous purchase decision stage the consumer is faced with several choices so that at this stage the consumer will take action to decide to buy a product based on the specified choice (Sutiyono & Hadibrata, 2020). Purchasing decisions are the reason consumers make choices about purchasing products according to their needs, desires and expectations, so that satisfaction or dissatisfaction with products can be realized influenced by several factors including family, price, experience and product quality (Mandak et al., 2021). The purchase decision is the stage where the consumer has evaluated the product and can form an intention to buy the product that is most preferred for personal consumption (Dewi et al., 2021). Purchasing decision is the stage in the decision-making process when consumers actually buy (Fure et al., 2011). A meeting is held together by a group of people who are members of an organization or company (Sari, 2013). It includes two or more people involving a group of people who need a place and time (Wirantari et al., 2022).

Several related studies have previously been carried out, but none discussed the implementation of direct marketing to enhance meeting package purchasing decisions at Grand Zuri Kuta Bali. Hendria et al., (2016) wrote "The Influence of the Direct Marketing Program on the Decision to Use the Meeting Package Grand Hotel Lembang". Rabama & Nugrahani (2022) researched "Analysis of PT Krakatau Steel's Direct Marketing Strategy". Researches were also conducted by Maulana et al., (2022) entitled "The Influence of Direct Marketing on Purchase Decisions in Using the Social Event Package at Art Deco Luxury Hotel & Residence Bandung", by Mustika & Andari (2016) entitled "The Influence of Customer Value on the Decision to Use a Meeting Package at the Golden Flower Hotel Bandung" and by Yanti et al. (2018) entitled "Contribution Analysis of Reservation Through Travel Agent to Room Occupancy at Grand Zuri Kuta Bali Hotel".

The purpose of this study was to analyze the implementation of direct marketing at Grand Zuri Kuta Bali and to analyze the influence of direct marketing to enhance meeting package purchasing decisions at Grand Zuri Kuta Bali. The theoretical benefit of this research is that this research can develop knowledge for further research and add references regarding the implementation of direct marketing to enhance meeting package purchasing decisions. The practical benefit is that this research can contribute ideas, input and help enhance meeting package purchasing decisions by implementing direct marketing at Grand Zuri Kuta Bali.

## RESEARCH METHODS

This study is quantitative using SPSS which in certain small portions is supported by qualitative data such as the results of interviews and observations. Quantitative data in this study are meeting package revenue data for the Grand Zuri Kuta Bali, data on domestic tourist visits to Bali, results of direct marketing implementation questionnaires to enhance meeting package purchasing decisions. Qualitative data in this study are in the form of hotel general description data, hotel history, facilities, organizational structure and results of research on direct marketing at Grand Zuri Kuta Bali.

The data sources used are primary data sources and secondary data sources. Primary data is a data source that directly provides data to data

collectors (Bunga et al., 2015). The primary data of this research is the result of questionnaires, interviews, and observations with informants related to the implementation of direct marketing Grand Zuri Kuta Bali. Meanwhile, secondary sources are sources that do not directly provide data to data collectors, for example through other people or through documents (Bunga et al., 2015). Secondary data sources in this study are hotel overview, history, hotel facilities, organizational structure, and information through books, journals, articles, and previous research.

The sampling technique in this study was a purposive sampling technique. Purposive sampling technique is a sampling technique with certain considerations. Determining the number of samples based on Malhotra's theory, Indrawan & Yaniawati (2016) states that the sample size is determined by five times the number of statement items. In this study, there were 15 statement items, with a minimum sample of  $5 \times 15$  in order to represent the existing population (representative), so the number of samples. Data collection techniques in this study were questionnaires, interviews, observation and document study. The analysis technique used in this study is a simple linear regression analysis technique which includes validity test, reliability test, classic assumption test, simple correlation analysis, simple linear regression analysis, t test, and test of the coefficient of determination.

## FINDINGS

Regulation of the Minister of Tourism and Creative Economy / Head of the Tourism and Creative Economy Agency of the Republic of Indonesia Number 5 of 2022 states that a hotel is an accommodation business in the form of rooms in a building, which can be equipped with food and drink services, entertainment activities and/or other facilities. on a daily basis with the aim of making a profit. Hotel is a service business which is a means of supporting tourism activities whose management is carried out professionally and supported by a workforce that has competence in the hospitality sector (Rosyid et al., 2017). Providing good service, hotels can attract tourists to stay again and provide recommendations to others to stay at the hotel (Lilimwelat et al., 2020).

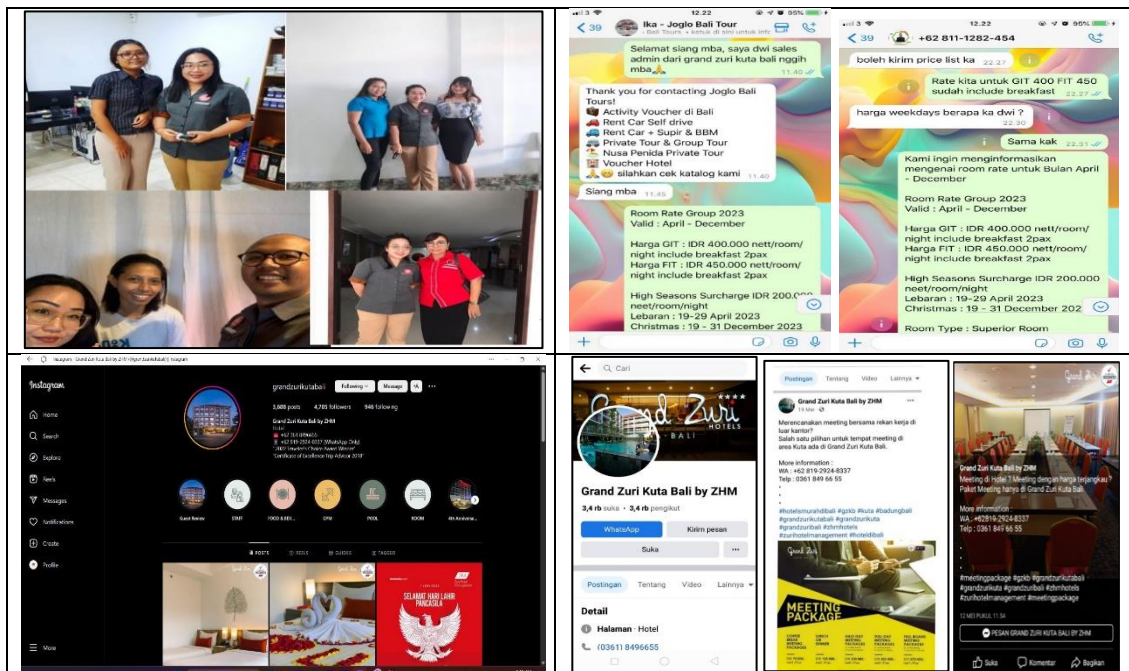


Figure 1. The implementation of direct marketing to enhance meeting package purchasing decisions and the use of WhatsApp, Instagram, and Facebook at Grand Zuri Kuta Bali. [Source: Yuni, 2023]

As its title implies, this study explores the issue of implementation of direct marketing to enhance meeting package purchasing decisions at Grand Zuri Kuta Bali. In it, two variables were used, namely the independent variable (X) and the dependent variable (Y). The independent variable is direct marketing which consists of three dimensions, namely face to face selling, telemarketing, online marketing. The dependent one is the purchase decision which consists of product choice, brand choice, dealer choice, purchase time, purchase amount, payment method. The types of data used are quantitative and qualitative data. The purpose of this research is to find out whether the independent variable has a significant effect on the dependent variable.

Table 1. Validity Test Results  
[Source: SPSS data processing results, 2023]

No	Variable	Question Item	R-Count	R- Table	Description
1	Direct Marketing	X1.1	0.665	0.224	Valid
		X1.2	0.637	0.224	Valid
		X1.3	0.727	0.224	Valid
		X1.4	0.608	0.224	Valid
		X1.5	0.664	0.224	Valid
		X1.6	0.684	0.224	Valid
		X1.7	0.690	0.224	Valid
		X1.8	0.605	0.224	Valid
		X1.9	0.660	0.224	Valid
		X1.10	0.705	0.224	Valid

		X1.11	0.754	0.224	Valid
		Y1.1	0.577	0.224	Valid
2	Purchasing decisions	Y1.2	0.640	0.224	Valid
		Y1.3	0.778	0.224	Valid
		Y1.4	0.700	0.224	Valid

In table 1, it can be seen that the question items in the direct marketing and purchasing decision questionnaires have a greater r-count value than r-table, which means that the 15 question items in the questionnaire are valid.

Tabel 2. Reliability test results  
[Source: SPSS Data Processing Results, 2023]

o	N	Variable	Cronbach's Alpha	Min value	Description
	1	Direct Marketing	0.878	0.6	Reliable
	2	Purchasing decisions	0.606	0.6	Reliable

Table 2 shows that each variable has a Cronbach's alpha value greater than 0.6 so it can be concluded that the questionnaire used is reliable.

Table 3. Normality test results  
[Source: SPSS data processing results, 2023]

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		75
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.18759671
Most Extreme Differences	Absolute	.089
	Positive	.078
	Negative	-.089
Test Statistic		.089
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

Based on table 3. it can be seen that the value of Asymp. Sig. (2-tailed) in the Kolmogorov – Smirnov test of 0.200, which means that the value is greater than 0.05 so that the data is normally distributed.

Table 4. Linearity test results  
[Source: SPSS Data Processing Results, 2023]

ANOVA Table							
			Sum of squares	df	Mean square	F	Sig.
Purchasing	Between	(Combined)	92.536	17	5.443	4.227	.000

decisions *	groups	Linearity	61.578	1	61.578	47.81	.000
Direct marketing						3	
		Deviation from linearity	30.958	16	1.935	1.502	.131
	Within groups		73.410	57	1.288		
	Total		165.947	74			

Table 4. shows the sig. deviation from linearity of 0.131 is greater than 0.05. It can be concluded that there is a linear relationship between the direct marketing variable (X) and the purchase decision (Y).

Table 5. Heteroscedasticity test results  
[Source: SPSS data processing results, 2023]

Correlations			Direct Marketing	Unstandardized Residual
Spearman's rho	Direct marketing	Correlation Coefficient	1.000	.141
		Sig. (2-tailed)	.	.227
		N	75	75
	Unstandardized residual	Correlation Coefficient	.141	1.000
		Sig. (2-tailed)	.227	.
		N	75	75

Based on table 5, it shows a significance value (2-tailed) of 0.227 which means it is greater than 0.05 so that the conclusion is that there are no symptoms of heteroscedasticity.

Table 6. Simple correlation test results  
[Source: SPSS data processing results, 2023]

Correlations		Direct marketing	Purchasing decisions
Direct marketing	Pearson correlation	1	.609**
	Sig. (2-tailed)		.000
	N	75	75
Purchasing decisions	Pearson correlation	.609**	1
	Sig. (2-tailed)	.000	
	N	75	75

The results of the simple correlation test in table 6 show that the significance value (2-tailed) is 0.000 < 0.05, so it is correlated. Furthermore, the Pearson correlation value between direct marketing and meeting package purchasing decisions is 0.609, which means that the correlation between direct marketing variables and meeting package purchasing decisions is in a strong



category, namely between 0.60-0.799 (Sugiyono, 2017: 185). The Pearson correlation value of the two variables is positive.

Table 7. Simple linear regression test results  
[Source: SPSS data processing results, 2023]

		Coefficients <sup>a</sup>				
		Unstandardized coefficients		Standardized coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	8.419	1.420		5.930	.000
	Direct marketing	.192	.029	.609	6.563	.000

The simple linear regression equation formula is  $Y = a + bX$  so that the simple linear regression equation in this study is  $Y = 8.419 + 0.192X$ . The a value of 8.419 is a constant or a state when the purchasing decision variable has not been influenced by other variables, namely direct marketing. If the independent variable does not exist, the purchasing decision variable does not change. The b value (direct marketing regression coefficient) of 0.192 indicates that the direct marketing variable has a positive influence on purchasing decisions, which means that if the direct marketing variable increases by 1 unit, the purchasing decision variable increases by 0.192. The regression coefficient value is positive, so it can be said that the direction of direct marketing variable (X) on purchasing decisions (Y) is positive. Furthermore, based on the significance value of the coefficients table, a significance value of  $0.000 < 0.05$  is obtained so that it can be concluded that the direct marketing variable (X) influences the purchasing decision variable (Y).

Table 8. T test results  
[Source: SPSS data processing results, 2023]

		Coefficients <sup>a</sup>				
		Unstandardized coefficients		Standardized coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	8.419	1.420		5.930	.000
	Direct Marketing	.192	.029	.609	6.563	.000

The results of the t (partial) test show that the significance value of direct marketing influence on purchasing decisions is  $0.000 < 0.05$ . Furthermore, the

calculated t value is 6.563 > the t table value is 1.66600, which means that Ho is rejected and H1 is accepted. This means that the implementation of direct marketing has a significant effect on the decision to buy a meeting package at the Grand Zuri Kuta Bali.

Table 9. Test results for the coefficient of determination  
 [Source: SPSS data processing results, 2023]

<b>Model Summary<sup>b</sup></b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.609 <sup>a</sup>	.371	.362	1.196

The test results for the coefficient of determination in table 4.12 show that the value of the relationship (R) is 0.609. Then the Adjusted R Square value is 0.362. This shows that the direct marketing variable contributes well to purchasing decisions by 0.362 or 36.2% while the remaining 63.8% is influenced by other factors not examined by the authors.

The implementation of direct marketing at the Grand Zuri Kuta Bali in this study was carried out through several forms or dimensions of direct marketing. According to Kotler & Armstrong (2014) as explained in chapter 2 there are seven forms of direct marketing namely face to face selling, telemarketing, online marketing, direct mail marketing, catalog marketing, direct response television marketing, and kiosk marketing which in this study only selected The three forms of direct marketing are face to face selling, telemarketing and online marketing.

Implementation of direct marketing through face to face selling dimensions is carried out by sales marketing Grand Zuri Kuta Bali. Face to face selling is carried out by meeting directly and face to face with consumers with the aim of creating good and mutually beneficial relationships (Kotler & Armstrong, 2014). From the results of interviews with the sales marketing manager of Grand Zuri Kuta Bali Dimas Angga Pratama (interview 22 May 2023) it can be concluded that Grand Zuri Kuta Bali often conducts marketing on the face to face selling dimension. These activities are carried out on weekdays, namely Monday, Tuesday, Wednesday, Thursday and Friday. Implementation of face to face selling is carried out at least three times a week by way of sales marketing

coming directly to the client's office to meet face to face with the aim of establishing cooperation. In accordance with the statement of Dewi et al., (2018) that an appointment must be made face to face selling in advance to adjust the time of meeting with relevant sources to make it easier to make cooperation offers and negotiations so as to produce mutually beneficial cooperation contracts between the two parties. According to Ardianto (2015) the advantage of face-to-face selling is that it can spur companies or organizations to get to know customers directly.

Implementation of direct marketing through the telemarketing dimension is carried out every day by Grand Zuri Kuta Bali sales marketing. Telemarketing is the marketing of products or services using a telephone network approach that aims to get a good response from potential customers (Ardianto 2015). Telemarketing supports companies to increase revenue, reduce selling expenses and increase customer satisfaction (Kotler & Armstrong, 2014). The implementation of telemarketing at Grand Zuri Kuta Bali has been well implemented. The target set by sales marketing is to contact at least seven company accounts in one day according to the PowerPro system database. After calling the company account according to the target, sales also send back the information via WhatsApp messages with the aim of maintaining relationships and ensuring that the information is conveyed properly. Telemarketing is very effective in maintaining good relationships with customers. This is supported by the opinion of Dewi et al., (2018) which explains that telemarketing is the optimal strategy to implement in long-term and long-distance promotions, especially to reach companies that are outside cities and outside islands. In addition, telemarketing according to Begam (2020) is an efficient tool that companies can use to get higher income.

Implementation of direct marketing through the online marketing dimension, namely marketing on the internet through channels or platforms such as websites, e-commerce, social media, online advertising and promotions, email marketing, online videos, and blogs (Kotler & Armstrong, 2017). Grand Zuri Kuta Bali has carried out online marketing through social media, websites and e-commerce as stated by the guest speaker Dimas Angga Pratama. Sales marketing conducts direct marketing activities on social media such as WhatsApp, Instagram and Facebook. Through Whatsapp messages, it

makes it easier for sales marketing to communicate with customers, can send pictures and videos clearly and the costs required are relatively cheap. Sales marketing also conducts daily marketing via Whatsapp stories by sending the latest flyers and videos of Grand Zuri Kuta Bali products with the aim of attracting consumers to buy these products. The use of Instagram and Facebook social media is also carried out by Grand Zuri Kuta Bali sales marketing. Social media is very popular among the public and the younger generation to obtain information about something they need (Ramaputra & Afifi, 2021). Marketing via Instagram and Facebook is very important to build a business and brand of Grand Zuri Kuta Bali.

Grand Zuri Kuta Bali also implements online marketing such as websites and e-commerce such as Traveloka, Agoda, Booking.com, and the like. The hotel website aims to provide complete and accurate information to guests, build trust, and encourage guests to make direct reservations. E-commerce platforms such as Traveloka and Agoda can make it easier for consumers to search, compare and book airline tickets, accommodation and other travel services online. Implementation of online marketing through websites and e-commerce can attract customers who travel individually. Meanwhile, marketing for group guests that is more influential is marketing face to face selling by getting to know the travel agent colleagues who are invited to work closely.

The effect of direct marketing on meeting package purchasing decisions at Grand Zuri Kuta Bali based on the results of data processing using SPSS version 25 can be explained as follows. Simple linear regression analysis is used to determine the effect of the linear relationship between the independent variables and the dependent variable whether positive or negative and to predict the value of the dependent variable if the value of the independent variable increases or decreases (Sugiyono, 2017: 260). From the results of the simple linear regression test, the constant value (a) is 8.419 and the b value (direct marketing regression coefficient) is 0.192 so that based on the simple linear regression equation formula, data  $Y = 8.419 + 0.192X$  is obtained.

The interpretation is in accordance with the simple linear regression analysis equation, namely that it is known that the value of the constant (a) is 8.419, which means that the condition when the purchasing decision variable has not been influenced by direct marketing variables. The value of b (direct

marketing regression coefficient) is 0.192 which indicates that the direct marketing variable has a positive influence on purchasing decisions, which means that for every 1 unit increase in the direct marketing variable, the purchasing decision variable increases by 0.192. The regression coefficient value is positive, so it can be said that the direction of direct marketing variable (X) on purchasing decisions (Y) is positive. Based on the significance value of the coefficients table, a significance value of  $0.000 < 0.05$  is obtained so that it can be concluded that the direct marketing variable (X) influences the purchasing decision variable (Y).

Based on the test results of the coefficient of determination shows that the value of the relationship (R) is equal to 0.609. Adjusted R Square value of 0.362. This shows that the direct marketing variable contributes well to purchasing decisions by 0.362 or 36.2% while the remaining 63.8% is influenced by other factors not examined by the authors. Furthermore, the results of the (partial) t test show that the significance value of the effect of direct marketing on purchasing decisions is  $0.000 < 0.05$  and the calculated t value is  $6.563 >$  the t table value is 1.66600 then  $H_0$  is rejected and  $H_1$  is accepted, which means that direct marketing has a significant effect significantly to the decision to buy a meeting package at the Grand Zuri Kuta Bali. With a positive and significant influence, it means that if the implementation of direct marketing increases, the decision to buy meeting packages at Grand Zuri Kuta Bali also increases. The results of the above research are in line with the results of previous research conducted by Hendria et al., (2016) and Purnama & Pralina (2016) which showed that direct marketing variables have a significant effect on purchasing decisions.

## CONCLUSION

Grand Zuri Kuta Bali has implemented direct marketing, as evidenced by the existence of face to face selling activities carried out by sales marketing at least three times and a maximum of four times a week. Implementation of telemarketing is carried out every day based on the database in the powerpro system with the target of contacting at least seven company accounts in one day. The implementation of online marketing is applied to social media such as WhatsApp, Instagram, and Facebook. The use of Whatsapp makes it easier for

sales marketing to communicate with customers, maintain and maintain good relations.

Regarding the influence of direct marketing to enhance meeting package purchasing decisions at Grand Zuri Kuta Bali, it can be concluded that direct marketing has a significant effect on enhancing meeting package purchasing decisions at Grand Zuri Kuta Bali. The implementation of direct marketing has a significant effect on the decision to buy meeting packages at the Grand Zuri Kuta Bali.

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