Promotion Mix to Increase Revenue in The Capital Hotel and Resort Restaurant in Badung Bali District

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ARTICLE INFO	ABSTRACT
ISSN: 2723-1097	<i>This study aims to determine the effect of promotion mix and to determine the promotional mix variable that most influences the volume of income on the income of The Capital Hotel and Resort restaurant. This type of research is a quantitative descriptive study. Research variables in this study are advertising (X1), sales promotion (X2), public relations (X3), personal selling (X4), direct marketing (X5), and the dependent variable is the volume of income (Y). The sample of this study uses income from restaurants in The Capital Hotel and Resort and promotional costs for the period 2019. The data analysis technique used is multiple linear regression analysis, coefficient determination, F test and t test. The results showed that the results of the coefficient determination were 0.990, it could be said that the five independent variables contributed 99% to the income value, the F test results showed F count > F table (113.135 > 3.97), which means that the five independent variables simultaneously had a positive effect and significant to the dependent variable. The t test results show t count (17,779) > t table (2,447) and its effect on the dependent variable (0,000 < 0.005), stating that advertising (X1) is the variable that has the most dominant influence on income.</i>
Keywords: <i>Promotion Mix, Marketing, Increased Income.</i>	

Introduction

Marketing is an important factor and must be carried out by every company in order to maintain and maintain the company's survival and for its business development. The situation and condition of the Indonesian economy presents a tough challenge for all companies that produce products and services. This challenge was felt by the marketing team who had to work hard to meet consumer needs amid increasingly competitive competition between companies.

Competition is very real in Bali Province, especially in companies engaged in tourism such as hotels, restaurants, spas, travel, bars and other tourism support companies. One area that is famous for a variety of restaurants and hotels in Bali Province is the Seminyak area. Seminyak is an area located in Badung Regency,

Kuta District which has an area of 2.65 square km, which is very popular among local and foreign tourists. Apart from being famous for its beautiful beach tourism, the Seminyak area is also equipped with various facilities such as hotels, spas, restaurants and bars. The number of tourism facilities, so that it will cause intense competition in the tourism sector.

One of the hotels that stands in the Seminyak area is The Capital Hotel and Resort. This hotel is still said to be a new hotel because it was only established in mid-2018. This hotel is a five-star hotel with international standard services by having 106 rooms complete with facilities such as pool, gym, spa and restaurant. Apart from providing rooms, this hotel also has two restaurants named Gin Sushi Restaurant with a Japanese theme, and Antoine Dining Restaurant with a Western theme. Apart from serving inhouse guest restaurants, The Capital Hotel and Resort also serves outside guests.

Market conditions and competition in the culinary industry, The Capital Hotel and Resort restaurant continues to strive for intensive marketing in order to increase sales for these restaurant products. From the business results that have been carried out so far, the sales volume of products sold by the restaurant has increased but has not met the target set by the management, which is IDR 941,032,352 with an average sales of IDR 78,419,363 per month. but the fact is that the realization of sales at the bar at The Capital Hotel and Resort restaurant is different. It can be seen that at Gin Sushi Restaurant sales realization was IDR 895,001,291 with an average of IDR 74,583,441, while at Antoine Dining Restaurant sales realization was IDR 710,384,129 with an average of IDR 59,198.677. Based on the sales data determined by the management of The Capital Hotel and Resort Restaurant, it has reached the target where at Gin Sushi Restaurant there is a difference of IDR 46,031,061, with an average of IDR 3,835,922 or 15%, while at Antoine Dining Restaurant there is a difference of IDR 230,648,223, - with an average of IDR 19,220,685, - or 71% per month. Seeing these conditions, management needs to evaluate the marketing mix and promotion mix strategies that have been implemented so far whether they are still effective or need improvement and development for the next steps.

This research is important to do, considering that the increasingly fierce competition in the culinary business requires strategic efforts that must be made by the company. One of them is by implementing a marketing strategy to win the hearts of consumers and to achieve company goals. Besides, it aims to anticipate all the obstacles and opportunities that exist. In order to achieve the company's goals, a marketing strategy is needed in the form of a promotional mix, which includes advertising, direct marketing, public relations, personal selling, and direct marketing. The promotion mix which is one of the marketing strategies is needed by the company in an effort to increase the company's competitiveness. This is reinforced by the opinion of Utari (2011) which states that a marketing strategy in the form of a promotion mix can increase sales volume in a company. So it is important to conduct research that aims to determine the promotion mix

strategy carried out by The Capital Hotel and Resort Restaurant and to determine the promotional variables that most influence the sales volume in order to increase revenue so that the costs incurred for marketing in the form of a promotional mix are not in vain in vain, and of course useful for other companies engaged in similar businesses.

Literature

According to Kotler & Armstrong (2001) marketing is a social and managerial process that makes individuals and groups get what they need and want through the creation and exchange of products and values with others. The main objective of marketing is to attract new customers by promising superior value and retain current customers by providing satisfaction. Lamb Charles W. et.al (2001), argues that marketing is a process of planning and executing the concept of price, promotion and distribution of ideas, goods and services to create exchanges that are able to satisfy individual and organizational goals. Private and Handoko (2003) state that marketing is an overall system of all business activities aimed at planning, determining prices, promoting and distributing goods and services that can satisfy the needs of both price buyers and potential buyers.

According to Marwan Asri (1991), marketing strategy is a form of directed planning in the marketing sector to obtain maximum results. To consider and see the possibilities that arise in an effort to influence marketing, the leader decides to develop a new product design that suits current consumer tastes, then conducts marketing through distributors in areas that become the target of the product. Winardi (1998) states that a marketing strategy is a written plan that is usually comprehensive which describes all activities related to achieving a certain marketing goal and their relationship to each other in terms of their respective time and breadth. It includes short-term and long-term sales forecasts. Marketing management according to Kotler (2006) is the process of planning and implementing the conception, pricing, promotion and distribution of ideas, goods and services to produce exchanges that meet individual and organizational goals.

The essence of the marketing system is the marketing mix or marketing mix. Marketing mix is one of the main concepts in modern marketing which consists of four variables that are interrelated with one another, namely: product, price, place and promotion, or commonly referred to as the 4Ps (Kotler and Armstrong, 2003). Marketing mix is a set of controllable, tactical marketing tools that companies integrate to produce the desired response in the target market (Kotler and Armstrong, 2003). Thus, the marketing mix is a set of controlled marketing variables that companies combine to produce the desired response in their target market or target market.

According to Swasta (2002) promotion is a one-way flow of information or persuasion designed to direct a person or organization to actions that create

exchanges in marketing. Furthermore, according to Winardi (2000) promotion is the activities of a company designed to provide information, persuade, or remind other parties about the company concerned and the goods and services offered by it.

Hypothesis:

H1: There is a positive and significant influence of the promotion mix which includes advertising, personal selling, sales promotion, public relations and publicity, and direct marketing, on increased revenue at The Capital Hotel and Resort Restaurant, namely Gin Sushi Restaurant and Antoine Dining Restaurant.

H2: Advertising is the dominant variable that affects the increase in income at The Capital Hotel and Resort Restaurant.

Research Methods

Methods of data collection through the methods of literature, observation, and interviews. Types and sources of data used are primary data and secondary data. The study measures the promotion mix as an independent variable, namely advertising (X1), sales promotion (X2), public relations (X3), personal selling (X4), and direct marketing (X5) and the dependent variable is sales volume (Y). **The research sample** is the cost of promotion mix and the volume of income used time series for 1 year (2019). The data analysis technique is multiple regression analysis, F test, t test, and R2 determination. Data processing using SPSS 20.0 software with a value of $\alpha = 0.05$.

Result and Discussion

1. Descriptive Statistical Analysis.

Advertising (X1), The Capital Hotel and Resort Restaurant builds effective communication in order to change consumer attitudes and behavior through several media, namely magazines, radio, billboards, and through social media. Sales promotion (X2), the effort taken is to attract customers through point of sales promotion which consists of brochures, information sheets, price discounts or a product package. Public relations (X3), is an important marketing and promotional strategy. As for the efforts that have been made is by means of disseminating information about products published on behalf of the sponsor. Personal selling (X4), upselling the sale of food and beverages when dealing with customers. personal selling is more flexible so that it is able to directly touch the hearts of customers, and Direct marketing (X5) is carried out through direct mail, mail order, direct response, direct selling, and telemarketing digital marketing

2. Income Volume Analysis

The following is the total volume of The Capital Hotel and Resort Restaurant's revenue and the percentage change:

In the Table it can be seen that from month to month the volume of income has increased and decreased significantly. And the biggest increase occurred in May to June, namely Rp. 96,794,840.

**Table 1. Percentage of Income Volume Fluctuation
The Capital Hotel and Resort Restaurant
2019 year**

Month	Total Income Volume (Rp)	Percentage of Increase and Decrease (%)
January	108784728	
February	107621610	-1,1
Marc	108630286	0,9
April	86608036	-25,4
Mey	119007424	27,2
June	215802264	44,9
July	260783510	17,2
Agust	245488792	-6,2
September	102702218	-139,0
October	96746724	-6,2
November	68732494	-40,8
December	84477334	18,6

Source : *Accounting Departement* The Capital Hotel and Resort

3. Analysis of Multiple Regression Results

This study aims to measure the effect of the promotional mix, namely advertising, sales promotion, public relations, personal selling, and direct marketing on the volume of income at The Capital Hotel and Resort Restaurant. Because the independent variables used in this study are more than one, the analytical tools to be used are multiple regression analysis, the coefficient of determination (R^2), the F test, and the t test.

The multiple regression analysis aims to create a mathematical model of the promotion mix to sales volume. Income volume will be used as the dependent variable (Y) which is influenced by advertising (X1), sales promotion (X2), public relations (X3), personal selling (X4) and direct marketing (X5) which are the independent variables.

The following is a table of independent variables and variables which will be analyzed through multiple regression methods:

Table 2. Independent Variables and Bound Variables in Research

Year 2019	Types of Promotion Mix (in IDR)						Income Restaurant (Y)
	Advertising (X1)	Sales Promotion (X2)	Public Relation (X3)	Personal Selling (X4)	Direct Selling (X5)	Total Promotion Mix	
January	34923900	9100000	3700000	9700000	14145000	71568900	108784728
Pebrury	36822000	6620000	3780000	14362000	12637800	74221800	107621610
March	37285500	7130000	4000000	19206510	12253200	79875210	108630286
April	40688790	6990000	3120000	7592014	77222000	66113004	86608036
Mey	31825452	9430000	5990000	18308434	16520200	82074086	119007424
June	99517652	4010000	4300000	17656882	19349200	144833734	215802264
July	121842712	8180000	3870000	16463982	12633000	162989694	260783510
August	96380200	5490000	5600000	31865106	20073000	159408306	245488792
September	3 3733700	3482000	8473600	18651490	5052600	69393390	102702218
October	27975448	2650000	3063000	20400000	18110600	72199048	96746724
November	26524648	3120000	3750000	7890000	73711800	48746448	68732494
December	19863980	7840000	2400000	8450000	25444000	63997980	84477334
Amount	607383982	74042000	52046600	190546418	455834200	1095421600	1605385420
Average	50615331,8	6170166,7	4337216,7	15878868,2	37986183,3	91285133,3	133782118,3

Source: Accounting Departement The Capital Hotel and Resort

Based on Table 2, the data processing using SPSS 20.0 software with a value of $\alpha = 0.05$, the results of the multiple regression are:

Table 3. Results of Regression Analysis Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	11895593.541	18076675.414			.658	.535
Advertising	1.686	.095	.869	17.779	.000	
Sales Promotion	2.427	1.323	.087	1.835	.116	
Public Relations	-.660	2.023	-.016	-.326	.755	
Individual Sales	1.825	.616	.191	2.961	.025	
Direct Marketing	-.178	.152	-.064	-1.165	.288	

a. dependent variable: restaurant revenue

Source : *Output Spss 20.0*

Table 3 will produce the following regression equation:

$$Y = 11895593,541 + 1,686 X_1 + 2,427 X_2 - 660 X_3 + 1,825 X_4 - 178 X_5$$

From the Multiple Regression equation above, it can be concluded that:

11895593.541 = If Advertising (X₁), Sales Promotion (X₂), Public Relations (X₃), Personal Selling (X₄), Direct Marketing (X₅) = 0, then the volume of revenue (Y) will be worth Rp. 11895593,541.

1.686 = If Advertising costs (X₁) have increased by Rp. 1, and the costs of Sales Promotion (X₂), Public Relations (X₃), Personal Sales (X₄), and Direct Marketing (X₅) are fixed, then the volume of revenue (Y) will increase by Rp. 1,686

2.427 = if the cost of Sales Promotion (X₂) has increased by Rp. 1, and the costs of Advertising (X₁), Public Relations (X₃), Personal Sales (X₄), and Direct Marketing (X₅) are fixed, then the volume of revenue (Y) will increase by Rp. 2,427

-600 = if the cost of public relations (X₃) has increased by Rp. 1, and the costs of Advertising (X₁), Sales Promotion (X₂), Personal Sales (X₄), and Direct Marketing (X₅) are fixed, then the volume of revenue (Y) will decrease by Rp. 600.

1,825 = if the cost of individual sales (X₄) has increased by Rp. 1, and the costs of Advertising (X₁), Sales Promotion (X₂), Public Relations (X₃), and Direct Marketing (X₅) are fixed, then the volume of revenue (Y) will increase by Rp. 1,825

-178 = if Direct Marketing costs (X₅) have increased by Rp. 1, and the costs of Advertising (X₁), Sales Promotion (X₂), Public Relations (X₃), and Personal Sales (X₄) are fixed, then the volume of revenue (Y) will decrease by Rp. 178.

The results of the multiple regression analysis show that if advertising, sales promotion and personal sales have increased by Rp. 1, it will affect the increase in income at the restaurant. However, if public relations and direct marketing have increased by Rp. 1, and the value of advertising, sales promotion and personal selling remains, it will have an impact on decreasing revenue at the restaurant.

1. Determination Coefficient Test Results (R²)

The results of the determination coefficient test (R²) between the promotion mix (advertising, sales promotion, public relations, personal selling and direct marketing) to the income value are shown in Table 4.

Table 4. Determination Coefficient Test (R²)

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.995 ^a	.990	.981	9.231.718,06330	

a. Predictors: (Constant), direct marketing, sales promotion, advertising, public relations, personal selling

Source: SPSS 20.0 output

Based on Table 4, the effect of the promotion mix consisting of advertising (X1), sales promotion (X2), public relations (X3), personal selling (X4) and direct marketing (X5) on sales volume (Y) produces a correlation coefficient (R) of 0.995 or it can be said that the five promotional mixes consisting of advertising, sales promotion, public relations, personal selling and direct marketing show a positive and strong relationship of 99.5%, and the remaining 0.5% is influenced by other factors. While the coefficient of determination (R^2) of 0.990 means that all independent variables have a joint contribution of 99.0% to the dependent variable, namely sales volume. The remaining 1.0% is influenced by other factors not examined. n decreasing revenue at the restaurant.

4. Uji Hypothesis

The F test shows whether all the independent variables included in the model have a simultaneous influence on the dependent variable. In this study, simultaneous hypothesis testing is intended to measure the influence of the independent variables (advertising, sales promotion, public relations, personal selling and direct marketing) on the dependent variable (sales volume).

Table 5. F Test Results (ANOVA)

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	48209229060035328.000	5	9641845812007066.000	113.135	.000 ^b
	Residual	511347710401942.060	6	85224618400323.670		
	Total	48720576770437272.000	11			

A. Dependent variable: restaurant revenue

B. Predictors: (constant), direct marketing, sales promotion, advertising, public relations, personal selling

Source: SPSS output 20.0

Based on Table 5, the F count is 113,135, while the value of the distribution table F with an error rate of 0.05 is 3.97. This means that $F_{\text{count}} > F_{\text{table}}$ (113,135 > 3.97). This calculation shows that the independent variable (promotion mix) has a positive and significant effect on the dependent variable. The results of the study

are supported by research by Tangdilintin (2012), Nasution (2014), Suastama and Juniasih (2018) which state that promotion mix has a positive and high and significant effect simultaneously on sales value.

Table 6. t Test Result

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	T	
(Constant)	11895593.541	18076675.414		.658	.535
Advertising	1.686	.095	.869	17.779	.000
sales promotion	2.427	1.323	.087	1.835	.116
public relations	-.660	2.023	-.016	-.326	.755
personal selling	1.825	.616	.191	2.961	.025
direct marketing	-.178	.152	-.064	-1.165	.288

a. Dependent Variable: restaurant revenue

Source : *Output SPSS 20.0*

The partial test results in Table 5 show that the influence of each variable of advertising, sales promotion, public relations, personal selling and direct marketing on the dependent variable, namely sales volume, can be explained as follows:

1. Advertising Variable (X1)

The t value for this variable is 17.779 with a t table value with a two-way test and $\alpha = 5\%$ (0.05) of 2.447. The test results show and the value of t count (17,779) > t table (2,447) and the effect on the dependent variable (0,000 < 0.005). So it can be concluded that the advertising variable partially or separately has a positive and significant effect on the income volume variable. So that advertising costs should be an important part of promotion that must be carried out by the company, considering that advertising has a big role as a promotional media that is able to grow and maintain consumer confidence in the product. Advertising can be through social media, electronics, brochures, and so on.

2. Sales Promotion Variable (X2)

The t value for this variable is 1.835 with a t table value with a two-way test and $\alpha = 5\%$ (0.05) of 2.447. The test results show the value of t count (1.835) < t table (2.447) and its effect on the dependent variable (0.116 > 0.005). So it can be concluded that the sales promotion variable partially or separately has a negative and insignificant effect on the sales volume variable. The negative and insignificant effect on sales promotion does not mean that there is no effect on the company's revenue volume. This should be an important concern for companies to anticipate decision making in terms of promotion mix.

3. Public Relations Variable (X3)

The t value for this variable is -0.326 with a t table value with a two-way test and $\alpha = 5\%$ (0.05) of 2.447. The test results show the value of t count (-0.326) < t table (2.447) and its effect on the dependent variable (0.755 > 0.55). So it can be concluded that the public relations variable partially or separately has a negative and insignificant effect on the sales volume variable. Public relations, although partially have a negative effect, should remain an important concern of the company, because public relations are able to build a good image in society regarding products, companies, and organizations (Kotler, 2003).

4. Individual Sales Variable (X4)

The t value for this variable is 2.961 with a t table value with a two-way test and $\alpha = 5\%$ (0.05) of 2.447. The test results show the value of t count (2.961) > t table (2.44691) and its effect on the dependent variable (0.025 < 0.05). So it can be concluded that individual sales variables partially or separately have a positive and significant effect on sales volume variables. Positive and significant results are part of personal success through the process of direct interaction with consumers or target markets. Personal selling is one of the goals to achieve the goal, even though the costs incurred are also relatively large.

5. Direct Marketing Variable (X5) The t value for this variable is - 1.165 with a t table value with a two-way test and $\alpha = 5\%$ (0.05) of 2.447. The test results show the value of t count (-1.165) < t table (2.44691) and its effect on the dependent variable (0.288 > 0.05). So it can be concluded that direct marketing variables partially or separately have a negative and insignificant effect on sales volume variables. Direct marketing is a strategy to get direct responses from customers, which are expected to create good relationships with customers.

Based on the results of the t test above, it can be concluded that the variable that most dominantly affects the value of income is the advertising variable (X1) with the greatest t value (17.799). The results of this study are supported by research by Nasrullah (2004), which states that advertising has a positive and dominant influence among other promotional mixes. Individual sales (X4) have a positive and significant effect but not as big as advertising (X1) with a t-count value of (2.961). The individual sales variable (X4) has a positive and significant effect, it can be seen from the upselling ability of employees in selling their products. In addition, with personal selling, employees can interact directly with consumers, so that product tender instructions, explanations, and even complaints about the product can be conveyed immediately. However, an unsuitable result is obtained in Tangdilintin's (2012) research which states that the most dominant and influential promotion mix is sales promotion.

The results of the t test of the three other independent variables, namely sales promotion (X2), public relations and publicity (X3), and direct marketing (X5), have a less significant / small effect on the increase in sales volume, it can be seen from the allocation of promotional costs from the advertising variable (X1). The low cost allocation for the three variables has an effect on increasing sales volume. However, the marketing principle, namely by allocating the minimum

cost, is expected to be able to generate maximum sales, it is hoped that the company will be able to apply it with various innovations and creativities that the company has.

Conclusion

1. Based on the research results it was found that together these five promotional mixes had a positive and significant simultaneous effect on sales volume because $F_{count} > F_{table}$ ($113.135 > 3.97$), that means the hypothesis is accepted.

2. The results of the t test, it was found that advertising was the most dominant variable that had an effect on sales volume. Where, the t-count value of the sales promotion variable (X1) is the largest among the four other promotional mix variables, which is 17,779, in addition to advertising which has a positive and significant effect, namely personal sales (X4) with a t-count value, namely (2,961).

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