



The effect of advertisements and discounts on the interest in staying in dusun bambu during the covid-19 pandemic

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ABSTRACT

This study aims to determine the effect of advertising and discounts on interest in staying at Dusun Bambu Outdoor Dining Resort. The method used is descriptive method. The sampling technique used is probability sampling technique. The type of data in this study is primary in the form of consumer responses through questionnaires regarding variables Advertising and Discounts on Interest in Staying at Dusun Bambu Outdoor Dining Resort. The data analysis used in this study was multiple linear regression at a significance level of 5%. The software used to analyze the data was SPSS 26. The results of this study indicate that advertising and discounts have a positive and significant effect on interest in staying. Interest in staying is influenced by advertisements and discounts of 47.2%.

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INTRODUCTION

The world is being rocked by cases of the spread of the COVID-19 pandemic originating from China, which is spreading and increasing rapidly and becoming the biggest global polemic for now. Even this virus outbreak has been designated as a global pandemic by the World Health Organization (WHO). According to WHO, this is certainly a problem that must be a serious concern for the government and the world community. The world community is becoming aware of this virus outbreak. However, they are not only wary of the spread of the disease, but are also wary of the possible impact on the world economy, especially in the tourism industry.

The service provider that is currently affected by Covid-19 has hit Indonesia since March 2020 is the tourism sector. Pandemi Covid - 19 declared a global pandemic, the tourism sector became the most battered industry due to being hit by the coronavirus pandemic. The impact of Covid-19 hit the tourism industry from upstream to downstream. The closure of tourist destinations, restaurants and hotels makes many people have to be laid off and even affected by layoffs. In addition, government pressure to restrict people's movements and the suggestion to stay at home have further brought down the tourism industry. This outbreak not only has an impact on tourism in Indonesia, but also the entire world. In various parts of the world, the hospitality business, aviation services, land and sea transportation experienced a sharp decline, causing a decrease in tourist visits, especially in West Bandung Regency. This also happened to one of the resorts, namely Dusun Bambu *Outdoor Dining Resort*, the occupancy rate of Dusun Bambu Outdoor Dining Resort decreased in 2018 the room

occupancy rate was 81.52%, in the following year, namely in 2019 there was a decrease again, namely at 59.20%, this decrease was due to the emergence of many new tourist attractions that issued the same *resort* concept as Dusun Bambu with *the price range* is relatively cheaper compared to Dusun Bambu which has an impact on the decline in the occupancy rate and last year to be precise in 2020 there was a drastic decrease, namely at 3.53%. This decrease was caused by social restrictions due to the Covid-19 virus which made Dusun Bambu *Outdoor Dining Resort* close all services. During the *re-opening of Dusun Bambu Outdoor Dining Resort*, promotions and discounts were carried out through social media to attract visitors again.

The strategy carried out to attract visitors' buying interest is by promoting through advertising media which is starting to be intensively applied by several *resorts*, especially those in the West Bandung Regency area

Tabel 1 Comparison of Advertising Data of Dusun Bambu Outdoor DininResort with Other Resorts

No	Resort Name	Iklan			
		Internet Advertising (Website, blog, Instagram, Youtube)	Influencer	Electronic media (Television)	Print Media (Billboards)
1	Dusun Bambu <i>Outdoor Dining Resort</i>	✓	✓	✗	✓
2	Maribaya Resort	✓	✓	✓	✓
3	Cikole Jaya Giri Resort	✓	✓	✗	✓

Source : Data processed by the author, 2022

Comparative promotion through advertising media from the three *resorts*, it can be seen that Dusun Bambu Outdoor Dining Resort and Cikole Jaya Giri Resort have not implemented advertisements through television media, while Maribaya Resort has implemented it in several programs on television and for offline advertising media the three resorts use baligo media which is placed in several crowded places. In accordance with these conditions, the completeness of the advertising media used and discount offers are the determining factors for the community in choosing a resort. Dusun Bambu Outdoor Dining Resort has not promoted through television advertisements compared to other resorts even though it is broadcast locally. There are still many people who don't know about it because the advertisement is not broadcast on local television. Advertisements delivered through the internet and print media are also ineffective because people think that the advertisements are not attractive, do not make people curious to visit after seeing the advertisement.

In addition to advertising which is the main factor, another important factor that consumers choose is discounts applied in several resorts located in the West Bandung Regency area. Ketiga resort applies online discount promotions through various OTA (Online Travel Agent), Cashback and also ROH (Run of House) prices. Pricetag is the most frequently used promotional medium by the three resorts, discounts applied through various OTAs and also providing discounts for visitors in riding rides. Dusun Bambu applies ROH prices that have not been applied by its competitors, but its competitors such as Maribaya Resort and Cikole Jaya Giri Resort also issued cashback discounts that have not been applied at Dusun Bambu Outdoor Dining Resort.

Table 2 Comparison of Discount Dusun Bambu Outdoor Dining Resort with other Resorts

No	Nama Resort	Diskon		
		Melalui OTA (Online Travel Agent)	Cashback	Harga ROH (Run of House)
1	Dusun Bambu Outdoor Dining Resort	✓	✗	✓
2	Maribaya Resort	✓	✓	✗
3	Cikole Jaya Giri Resort	✓	✓	✗

Source : Data processed by the author, 2022

The completeness of this various discount offers is one of the factors for the community in choosing a resort. Masyarakat thinks that if there are many discounts offers, people can choose the biggest discount. In addition, people also think that offline discounts (ROH) are not an attractive form of promotion because discounts through discounts are more attractive to affect consumers' staying interest. Based on the foregoing iklan becomes one of the most common promotional tools that companies carry out to direct persuasive communication to the target buyer and the wider community (Kotler & Armstrong, 2012). And previous research according to Alkitri et al (2017), stated that the attractiveness of advertising and significant discounts affects consumers' buying interest both partially and simultaneously.

LITERATURE REVIEW

Advertisement

According to Kotler and Armstrong (2016), advertising is any form of non-personal communication and promotion of ideas, products or services paid for by certain or known sponsors. The function of advertising is to convey information that consumers can use to decide on product choices, remind consumers of products, convey persuasive messages about a brand and create a positive outlook and impression of the product (Moriarty et al., 2011).

Kotler and Keller (2016), in essence by using advertising we can create awareness of the existence of products, rather rarely that create preferences, and less often create sales. There are five decisions that must be taken based on the 5 M's adopted in the world of advertising:

1. Mission

Providing information, inviting, reminding, encouraging the decision to buy a product before making an advertisement, the company will set the brand mission first. Whether the ad has a specific purpose.

2. Message

The message carried by the advertisement must be able to communicate the added value that a product has by using words and images. Iklan is also a storytelling medium that tells buyers what the product looks like. And for companies to be smart to slip a message about the product.

3. Media

The media is chosen based on its ability to reach an effective target market without neglecting the cost aspect. Media is the best means of channeling advertising. Where it can be done with electronic media such as radio and television, or print media such as newspapers and magazines.

4. Money (Funding)

Usually the advertising budget is determined by the decision on the price in each function, marketing reach, frequency and desired impact. This budget must also consider the bills that must be paid by the company for the cost of creating such advertisements and other costs. To create an interesting and informative advertisement, it will certainly cost a lot of money. The ad must be attractive with accompaniment music that potential buyers can remember, endorsers who can represent *the product image*, stunning *settings* and other supporting things. But the best

advertising is not advertising with a large cost, but an advertisement that can represent the company to introduce the product to potential buyers.

5. *Measurement*, The advertising campaign for a product requires premeasurement and postmeasurement. Measurement after the campaign is completed aims to calculate the impact of the advertising campaign on communication and the sales period. The measure referred to here is the benchmark obtained after the ad is campaigned. Is the advertisement successful or even worsening the brand image of the product? This will later be seen in the success of product sales and public responses regarding products related to the advertisements that have been aired.

Discount

According to Staton in Ndari (2015), what is meant by a *discount* is the result of a reduction from the base price or record price or the registered price the reduction can take the form of a cut price or other concessions such as a number of free goods. Furthermore, *discount* is a saving offered to consumers from the normal price of a product, which is stated on the label or packaging of the product (Kotler in Prihastama 2016). Meanwhile, according to Belch & Belch in Prihastama (2016), meaning discounts provide several advantages, including, it can trigger consumers to buy in large quantities, anticipate competitors' promotions and support trade in larger quantities. Discount is a discount given to customers with certain purchase conditions that have been set by the company. Haresh (2011, in Amir Faesol, 2013) stated that the purpose of a sales promotion or discount is to direct consumers to purchase new products and as information in consumers choosing products.

According to Sutisna in Tolesindo (2017), a discount is a reduction in the price of a product from the normal price in a certain period. According to Sutisna in Tolesindo (2017), the dimensions of discounts are:

1. The amount of the discount
The size of the discount given at the time the product is discounted
2. Discount period
The period given at the time of occurrence of the discount
3. Types of products that get discounted prices
Diversity of options on discounted products

Buying Interest

Buying interest according to Kotler and Armstrong (2016), is something that arises after receiving stimuli from the product he sees, then gives rise to the desire to buy and own it. Buying interest (*willingness to buy*) is part of the behavioral component in the attitude to consume. Consumer buying interest is the stage where consumers form their choice among several brands that are members of the device of choice, then in the end make a purchase on an alternative that they like the most or the process that consumers go through to buy a good or service based on various considerations (Pramono, 2012).

According to Durianto in Hendra Jayusman (2018), interest in staying is the desire to stay in a hotel, interest in staying will arise if someone is a consumer

According to Basrah and Samsul (2012), there are four dimensions of buying interest, namely:

1. Transactional interest is the tendency of consumers to always buy products.
2. Referential interest is the willingness of consumers to recommend products to others.
3. Preferential interest is an interest that describes the behavior of a person who has a primary preference for the product. This preference can only be replaced if something happens with the product of his preference.
4. Exploratory interest is the desire of consumers to always look for information about the products they are interested in.

METHOD

This research is a quantitative research with a descriptive method explaining each variable studied and a verification method by testing the relationship between variables. The population in this study are tourists who stay or have stayed at Dusun Bambu Outdoor Dining Resort. By using the formula from Djarwanto and Pangestu in Panji Buana Putra (2016), calculate the sample size of the withdrawal of 100 people through purposive sampling technique. Sources of data used in this study are primary and secondary. The primary data collection technique was carried out using questionnaires that were distributed directly to selected respondents and direct interviews with managers Dusun Bambu Outdoor Dining Resort. For secondary data, researchers indirectly take data through document studies, both books, journals and other literature. The instrument to measure respondents' answers was used research instruments based on the dimensions of each variable with a Likert scale, five alternative answer choices strongly agree, agree, disagree, disagree and strongly disagree. Validity test is used as a measuring tool to determine whether or not the questions on the questionnaire are valid. Reliability test is used to measure reliability in the questionnaire. Multiple linear regression analysis is used to determine how much influence the independent variable (X) which consists of advertisements (X1) and discounts (X2) has on the dependent variable (Y), namely interest in staying.

RESULT AND DISCUSSION

Validity Test Results and Reliability Test Results

The results of the test of the validity of the variables of advertising (X1), discount (X2) and interest in stay (Y) stated that the entire question item has a calculated value of r that is greater than the r of the table. This indicates that the entire item of the statement is declared valid. Likewise, the results of the advertising variable reliability test (X1), discount (X2) and buying interest (Y) based on the reliability coefficient obtained by the value of *Cronbach's Alpha* > 0.60 and declared reliable.

Test of Classical Assumptions

Normality Test

Based on the Kolmogorov-Smirnov (K-S) Approach, If the value of Asymp. Sig. > 0.05 which means the data is normally distributed. In the test results, it is known that the magnitude of the Asymp. Sig. (2-tailed) indicates 0.55 where it is greater than the significance value of 0.05 (5%) so it can be stated that the data is declared normally distributed.

Heteroskedasticity Test

The Heteroskedasticity Test aims to test whether in regression there is an inequality of variance from the residual of one observation to another. The results of heteroskedasticity testing show that it is indicated that there is no heteroskedasticity problem.

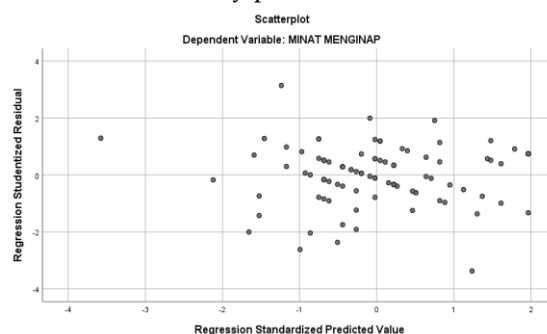


Figure 1 Heteroskedasticity Test

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine how much influence the independent variable (X) which consists of advertising (X1) and discount (X2) has on the dependent variable (Y), namely interest in staying. The results of multiple linear regression analysis can be seen in Table 4.28 as follows:

Table 3 Multiple Linear Regression Analysis

Coefficients ^a		Standardized				Collinearity Statistics	
		Unstandardized Coefficients		Coefficients		Tolerance	VIF
Model		B	Std. Error	Beta	t	Sig.	
1	(Constant)	2.197	1.553		1.415	.160	
	iklan	.337	.065	.523	5.196	.000	.537
	diskon	.246	.116	.213	2.117	.037	.537

a. Dependent Variable: MINAT MENGINAP (Y)

Based on table 3 d, the equations of multiple linear regressions are obtained as follows:

$$Y = 2.197 + 0.337x_1 + 0.246x_2$$

Then the equation can be deciphered as follows:

1. The constant of the above equation is 2,197. The number shows that if the Advertising (X1) and Discount (X2) variables are constant (no change), then the interest in staying (Y) at Dusun Bambu Outdoor Dining Resort will remain at 2,197 assuming other variables remain.
2. Advertising Coefficient (β_1) = 0.337 > 0. This suggests that the Advertising variable (X1) has a positive effect on staying interest. If the Advertising variable is increased, then the interest in staying at dusun Bambu *Outdoor Dining Resort* will also increase assuming other variables remain, and vice versa.
3. Discount Coefficient (β_2) = 0.246 > 0. This shows that the Discount variable (X2) has a positive effect on staying interest. If the Discount variable is increased then the interest in staying at dusun Bambu *Outdoor Dining Resort* will also increase assuming other variables remain, and vice versa.

Coefficient of Determination Analysis (R²)

The coefficient of determination (R²) is a number that states or is used to find out the contribution or contribution made by the variables Advertising and Discounts to Buying Interest. The value of the coefficient of determination is determined by the value of R square as can be seen in table 4.28. Based on Table 4, the value of the coefficient of determination (R square) is 0.472. This means that 47.2% of the Interest variable can be explained by the Ad and Discount variables while the remaining 52.8% is explained by other variables that were not proposed in this study.

Table 4 Coefficient of Determination Analysis (R²)

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.687 ^a	.472	.461	1.486	1.862

a. Predictors: (Constant), DISKON, IKLAN

b. Dependent Variable: MINAT MENGINAP

Synchronous Hypothesis Testing (F Test)

The F test was conducted to test whether the independent variables (X1, X2) had a positive and significant effect on the dependent variable (Y) simultaneously. In this study, it is known that the number of samples (n) is 100 respondents and the number of parameters (k) is 3, so that it is obtained $df_1 = k - 1 = 3 - 1 = 2$; $df_2 = NK = 100 - 2 = 98$, then at $\alpha = 0.05$ we get $F_{table} = 3.09$

Table 5 Simultaneous Hypothesis Testing (F Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	191.170	2	95.585	43.281	.000 ^b
	Residual	214.220	97	2.208		
	Total	405.390	99			

a. Dependent Variable: MINAT MENGINAP

b. Predictors: (Constant), DISKON, IKLAN

Based on Table 5 above, it can be explained that the calculation results of the F test obtained a value of 43,281 with a significance of $(0.000) < \alpha (0.05)$ then H_a was received, so it can be concluded that the variables of advertising (X1) and discounts (X2) affect simultaneously or synchronously the decision to stay at Dusun Bambu Outdoor Dining Resort.

The coefficient of determination test in multiple linear regression is used to determine the percentage of contribution of the influence of independent variables, namely advertising (X1), discounts (X2), simultaneously on the dependent variable, namely interest in staying (Y).

DISCUSSION

Based on the results of data analysis and discussion described in the previous chapter regarding the effect of advertising and discounts on interest in staying at Dusun Bambu Outdoor Dining Resort During the Covid-19 pandemic, the author draws the following conclusions:

1. Based on the results of the respondents' descriptive analysis regarding the advertising variable at Dusun Bambu Outdoor Dining Resort, it was in the "Very good" category, but on the indicator of the accuracy of the advertising message delivered by Dusun Bambu Outdoor Dining Resort in reminding consumers of the mission dimension, the score was the lowest. This shows that in terms of the accuracy of the advertising message conveyed by Dusun Bambu Outdoor Dining Resort to the public or consumers there are still some respondents who do not agree with the reasons that the author got from respondents that the advertising message conveyed in reminding consumers is still not easy to understand, This can be seen when consumers see the advertising message delivered but do not know what it means, which means that if consumers are not interested in the advertising message conveyed to invite consumers, it will be a little difficult for consumers to remember the contents of the message conveyed by Dusun Bambu Outdoor Dining Resort.
2. Based on the results of the descriptive analysis of respondents regarding the discount variable at Dusun Bambu Outdoor Dining Resort, it is in the "good" category, but the indicator for choosing the time of discount on the dimension of the discount period gets the lowest score. This shows that in terms of the timing of the discount, there are still some respondents who do not agree with the reasons that the author got from the respondents that they feel that the timing of the discount is not appropriate, which means that there are some consumers who are not interested in the timing of the discount. given, it will be a little difficult for consumers to choose the time of hagra discount at Dusun Bambu Outdoor Dining Resort.
3. The effect of advertising and discounts on interest in staying has a positive and significant effect. This means that the advertisements and discounts carried out by Dusun Bambu Outdoor Dining Resort are maximal in attracting the attention of consumers to stay.

CONCLUSION

1. The constant of the above equation is 2,197. The number shows that if the Advertising (X1) and Discount (X2) variables are constant (no change), then the interest in staying (Y) at Dusun Bambu Outdoor Dining Resort will remain at 2,197 assuming other variables remain.
2. Advertising Coefficient (β_1) = 0.337 > 0. This suggests that the Advertising variable (X1) has a positive effect on staying interest. If the Advertising variable is increased, then the interest in staying at dusun Bambu *Outdoor Dining Resort* will also increase assuming other variables remain, and vice versa.
3. Discount Coefficient (β_2) = 0.246 > 0. This shows that the Discount variable (X2) has a positive effect on staying interest. If the Discount variable is increased then the interest in staying at dusun Bambu *Outdoor Dining Resort* will also increase assuming other variables remain, and vice versa.

SUGGESTIONS

Based on the conclusions that have been described previously regarding the effect of Advertising and Discounts on Interest in staying at Dusun Bambu Outdoor Dining Resort during the Covid-19 pandemic, the authors can provide some suggestions as follows:

1. Dusun Bambu Outdoor Dining Resort is expected to be able to establish better communication with consumers, especially through the mission so that there are no shortages in delivering information, as well as so that consumers who still do not understand the content of the message, especially in reminding consumers, can make it easier for consumers to understand the content of the message conveyed in reminding them. consumer.
2. Dusun Bambu Outdoor Dining Resort is expected to reconsider the timing of discounted prices for consumers. To attract consumers to visit, Dusun Bambu Outdoor Dining Resort is expected to reconsider changing the timing of the discounted price to suit the wishes of consumers.
3. For other researchers, it is recommended to develop this research by looking for other variables besides advertising and discounts that can affect interest in staying. In addition to distributing questionnaires, other researchers should also include interviews

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