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Research Article

The Influence of Service Level and Relational Promotion on the Decision to Stay at Hotel Platinum Rantauprapat

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Abstract: The purpose of this study was to determine the significant or not influence of the level of service and relational promotion on the decision to stay at the Platinum Rantauprapat hotel. The study used quantitative methods and through an associative causality approach. The data collection technique used was through observation and interviews. The sample in this study was 50 respondents or consumers. The sampling technique was simple random sampling. The data analysis technique used statistical techniques/SPSS by conducting validity and reliability tests then for questionnaires and multiple linear regression analysis with the T Test and F Test to prove the hypothesis. The results of the study showed that there was a close and significant influence of the level of service on the decision to stay, there was a close and significant influence of relational promotion on the decision to stay, the influence of friendliness to customers and the availability of goods was 98.6% and the remaining 1.4% was influenced by other factors and variables

Keywords: Service Level, Relational Promotion, Stay Decision

1. INTRODUCTION

The hospitality industry is one of the growing service industries in Medan City, this industry combines products and services. Building design, interior, exterior, atmosphere created in the hotel and food and beverage restaurants and also all existing facilities are examples of products sold. While the services sold are the hospitality and skills of hotel staff / employees in serving their customers.

Hotel Platinum Rantauprapat is one of the accommodations located on Jl. SM Raja Rantauprapat, North Sumatra, Indonesia. Situated on the main road, this hotel is easily accessible and in a strategic location, making it a popular choice for tourists and business people visiting Rantauprapat. With adequate facilities and a strategic location, Hotel Platinum Rantauprapat is the right choice of accommodation for those visiting Rantauprapat, both for business and leisure purposes.

Service quality is the totality of the form of characteristics of goods and services that show their ability to satisfy customer needs, both those that are clearly visible and those that are hidden. For companies engaged in the service sector, providing quality service to customers is an absolute must if the company wants to achieve success. (Kotler Philip, 2000)

Relational Marketing is an approach that emphasizes efforts to attract and retain customers by improving the company's relationship with its customers. (Lupiyoadi Hamdani, 2006) Purchasing decisions are a process in which consumers recognize their problems, seek information about a particular product or brand and evaluate how good each alternative is and make a purchasing decision. (Fandy Tjiptono, 2008).

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Research purposes

The objectives of this research are as follows:

1. To find out whether service quality influences the decision to stay at the Platinum Rantauprapat Hotel.
2. To find out whether relationship marketing influences the decision to stay at the Platinum Rantauprapat Hotel.
3. To find out whether service quality and relational marketing influence the decision to stay at the Platinum Rantauprapat Hotel.

2. LITERATURE REVIEW

Definition of Management

Management is the process of planning, organizing, coordinating, and controlling every available resource in order to achieve the goals that have been determined effectively and efficiently. Effective means that the goals can be achieved according to the existing plan, and efficient means that it is implemented correctly and organized according to the predetermined schedule.

Definition of Marketing Management

The definition of marketing is a complete system of business activities aimed at planning, pricing, promoting and distributing goods and services that satisfy the needs of both existing and potential buyers.

Understanding Hotel Management

Hotel Management is the study and effective practice and art of running a hotel, restaurant and other tourism related business in the field of travel so that it will be smoother, more comfortable and of higher quality so as to meet or even exceed consumer expectations, which in turn will generate a greater profit margin for a company. Without effective hotel management, there will be no standard of service in a hotel or travel agency. Hotel management is also included in marketing management.

Understanding Hotel Marketing

Hotel Marketing is an activity that uses strategies and tactics that are planned in such a way to convey a "story" about the services that a hotel can provide, by providing an exciting stimulus to guests to want to choose the message conveyed by the hotel to compare with other choices from the hotel.

Quality of Service

Definition of Service Quality Service quality is the quality of service provided to customers, both internal and external customers based on standard procedures Service quality is the totality of the form of characteristics of goods and services that show their ability to satisfy customer needs, both those that are obvious and those that are hidden. For companies engaged in the service sector, providing quality service to customers is an absolute must if the company wants to achieve success.

Relationship Marketing

Understanding Relational Marketing Relational Marketing is an approach that emphasizes efforts to attract and retain customers by improving the company's relationship with its customers.

Research Model

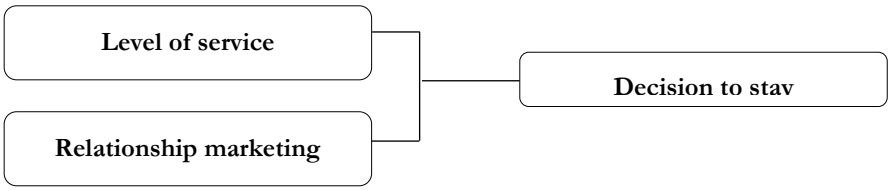

Figure 1. Research Model

Hypothesis

Hypothesis is a temporary assumption that is the most possible assumption that still needs to be verified. The relationship between variables in this study has the following hypothesis:

H1: There is a significant influence between service quality and the decision to stay at the Platinum Rantauprapat Hotel.

H2: There is a significant influence between relationship marketing and the decision to stay at the Platinum Rantauprapat Hotel.

H3: there is a significant influence between service quality and relationship marketing on the decision to stay at the Platinum Rantauprapat Hotel.

3. RESEARCH METHODS

Research approach

This research was conducted with a quantitative research approach. Quantitative research is empirical research whose data is in the form of numbers. (Syahrum and Salim, 2012). The quantitative approach is an effort to measure to explain social phenomena by viewing the phenomenon as a relationship between variables.

Population, sample size and sampling techniques

The population in this study were 59 guests of the Platinum Rantauprapat Hotel, with a sample of 50 respondents. The sampling technique used in this study was simple random sampling.

Data and Sources

The types of data used in this study are primary data and secondary data. Primary data is data obtained directly from the original source, namely the respondents. Primary data in this study are questionnaires and observations. Secondary data is data obtained indirectly through intermediary media, namely through research results, books, articles, and various publications from relevant related agencies.

Data Collection Techniques and Variable Measurement

In this study, data collection techniques were carried out using library research and field research. Library research is carried out through library studies or literature studies by studying, researching, and reviewing relevant literature through books, journals, articles, and previous research. While field research is in the form of observation and distribution of questionnaires to respondents. The questionnaire contains statements about the characteristics of respondents and statements of indicators/variables. Measurement of variables using the Likert Scale in the form of a checklist and also has the following weights.

Table 1. Likert Scale

Information	Score
Strongly agree (SS)	5
Agree (S)	4
Disagree (KS)	3
Disagree (TS)	2
Strongly disagree (STS)	1

Furthermore, the questionnaire that was prepared was tested for its feasibility through validity and reliability testing using SPSS 22.0.

Data Analysis Techniques

Data analysis using statistical techniques such as validity and reliability tests for questionnaires and multiple linear regression analysis with F-test and t-test for hypothesis proof. Multiple linear regression analysis is an analysis to determine the effect of more than one independent variable on the dependent variable. To test the feasibility of the regression model used, it must first meet the classical assumption test. There are three types of tests in this classical assumption test, including

Normality Test

Data The purpose of the data normality test is to determine whether the distribution of data follows or approaches normal personal branding. This normality test has two ways to test whether the data distribution is normal or not, namely through the Normal probability plot graphic approach. In the histogram approach, the data is normally distributed if the personal branding data does not deviate to the left or right. In the graphic approach, the data is normally distributed if the points follow the data along the diagonal line.

Multicollinearity Test

Used to test whether a strong/high correlation is found in the regression between independent variables. If there is a correlation between independent variables, multicollinearity occurs, and vice versa. A good regression model should not have a correlation between independent variables. Multicollinearity testing is done by looking at the VIF between independent variables and the tolerance value. The commonly used limit to indicate multicollinearity is tolerance <0.10 is the same as VIF> 10.

Heteroscedasticity Test

This test aims to determine whether the regression model has an inequality of variance from the residual of one observation to another observation, then it is called homoscedasticity, otherwise if the variance is different then it is called heteroscedasticity. The presence or absence of heteroscedasticity can be determined by looking at the scatterplot graph between the predicted values of the independent variables and their residual values.

Multiple Linear Regression Analysis

This analysis was conducted to determine how much influence customer friendliness (X1) and product availability (X2) have on purchasing decisions (Y), where the multiple linear equations are as follows:

Yx = x ax + x b1x1x + x b2x2

Hypothesis Testing

Partial Significance Test (T-Test)

The t-statistic test is conducted to test whether the independent variable (X) individually has a significant relationship or not to the dependent variable (Y). The formulation of the hypothesis to be tested is as follows:

1. H0 is accepted if ttable>tcount: meaning there is no significant influence of the independent variable partially on the dependent variable.
2. Ha is accepted if tcount>ttable: meaning there is a significant influence of the independent variable partially on the dependent variable.

Simultaneous Significance Test (F Test)

Static Testing The F test on the multiple regression model is conducted to determine whether there is an influence of all independent variables together on the dependent variable. The criteria for hypothesis testing according to Sugiyono (Sugiyono, 2012) are as follows:

1. Accept H0 (reject Ha) if Fcount <Ftable: meaning there is a significant simultaneous influence of the independent variable on the related variable.
2. Reject H0 (accept Ha) if Fcount>Ftable: meaning there is a significant simultaneous influence of the independent variable on the related variable.

Coefficient of Determinant

Testing the coefficient of determination (R2) will show the magnitude of the contribution of the independent variable to the dependent variable.

RESEARCH RESULT

Validity and Reliability Test Results

The results of the Validity and Reliability Test can be seen as follows:

Table 2 Results of Validity and Reliability Tests

Variables	Statement	Corrected Validity of Corrected Items (R Count)	Rtable 5%(48)	Information	Cronbach's Alpha > 60	Status
Service level (X1)	X1.1	0.089	0.2787	Valid	0.756	Reliable
	X1.2	0.614	0.2787	Valid		
	X1.3	0.685	0.2787	Valid		
	X1.4	0.695	0.2787	Valid		
	X1.5	0.601	0.2787	Valid		
	X1.6	0.326	0.2787	Valid		
	X1.7	0.482	0.2787	Valid		
	X1.8	0.631	0.2787	Valid		
	X1.9	0.647	0.2787	Valid		
	X1.10	0.614	0.2787	Valid		
relationship marketing (X2)	X2.1	0.742	0.2787	Valid	0.816	Reliable
	X2.2	0.644	0.2787	Valid		
	X2.3	0.653	0.2787	Valid		
	X2.4	0.710	0.2787	Valid		
	X2.5	0.711	0.2787	Valid		
	X2.6	0.235	0.2787	Valid		

	X2.7	0.505	0.2787	Valid		
	X2.8	0.638	0.2787	Valid		
	X2.9	0.742	0.2787	Valid		
	X2.10	0.458	0.2787	Valid		
Decision to stay overnight (Y)	Y.1	0.041	0.2787	Valid	0.757	Reliable
	Y.2	0.643	0.2787	Valid		
	Y.3	0.687	0.2787	Valid		
	Y.4	0.726	0.2787	Valid		
	Y.5	0.683	0.2787	Valid		
	Y.6	0.291	0.2787	Valid		
	Y.7	0.509	0.2787	Valid		
	Y.8	0.638	0.2787	Valid		
	Y.9	0.663	0.2787	Valid		
	Y.10	0.483	0.2787	Valid		

Table 2 shows that for each statement has Rcount > Rtable then it can be concluded that all statements are valid. And next cronbach alpha value > 0.60 then it can be concluded that all statements are reliable.

Classical Assumption Test Results

Normality Test

The normality test is carried out in this case to test whether the dependent and independent variables have a normal distribution or not. Below we explain how to test for normality:

Table 3 Normality Test

		Service_Level	Relation-al_Marketing	Decision_To Stay
N		50	50	50
Normal Parametersa,b	Mean	40.4400	39.8600	40.2000
	Std. Deviation	4.10157	4.79800	4.24745
Most Extreme Differences	Absolute	.148	.132	.124
	Positive	.082	.080	.069
	Negative	-.148	-.132	-.124
Test Statistics		.148	.132	.124
Asymp. Sig. (2-tailed)		.008c	.029c	.052c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

i

n SPSS 22.0

Table 3 shows that the asymp.sig value (0.200) is greater than the alpha value (0.05), so this normality test is stated to be normally distributed.

Data v

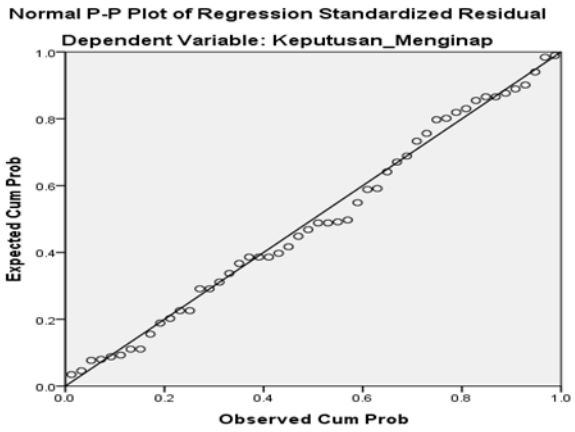

Figure 2. Normality Test

The image above shows that the points follow the diagonal line, because they follow or do not spread out. This shows that this test is normally distributed.

Multicollinearity Test

Table 4. Multicollinearity Test Results

Coefficientsa

Model		Collinearity Statistics	
		Tolerance	VIF
1	Service_Level	.088	11,415
	Relational_Marketing	.088	11,415

a. Dependent Variable: Decision_To Stay

Data was processed in SPSS 22.0

Table 4 shows that the tolerance values x1 and x2 (0.088) are greater than 0.1 and the VIF values x1 and x2 (11.415) are greater than 10. Therefore, the test is said to show multicollinearity.

Heteroscedasticity Test

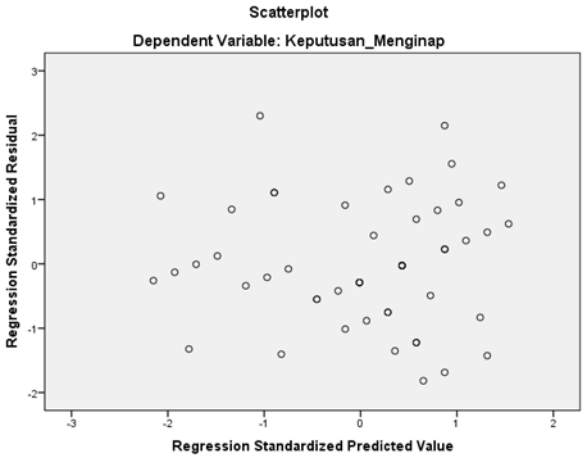

Figure 3. Heteroscedasticity Test

Data was processed in SPSS 22.0

From the image above, the researcher sees that the points are spread above and below point x 0 on the Y and X axes, so it can be concluded that there is no heteroscedasticity.

Multiple Linear Regression Analysis Results

Table 5. Results of Multiple Linear Regression Calculations and T-Test

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,867	.789		3.633	.001
	Service_Level	.309	.061	.299	5,042	.000
	Relational_Marketing	.623	.052	.703	11,872	.000

a. Dependent Variable: Decision_To Stay

From the table above, the following values are obtained:

a (constant) : 2,867
b1x1 : 0.309
b2x2 : 0.623

then the multiple linear regression equation for Service Level and Relational Marketing is:

Y = a + b1x1 + b2x2
Y = 2.867+0.309+(0.623)

From the equation above, it can be seen that the Service Level (X1) and Relational Marketing (X2) variables both have a positive b coefficient.

T-Test (Partial)

Hypothesis testing individually with the t-test aims to influence each independent variable X on Y. Hypothesis testing can be known by comparing t count and t table. The results of the t-test can be seen in table 5 above, so it can be concluded:

Based on the service level variable tcount 5.042 then from tcount 5.042 > ttable of (1.672). If tcount > ttable then H0 is rejected, meaning that there is a close/significant influence between the service level variable on the decision to stay (Y) at the Rantauprapat Platinum Hotel, Labuhanbatu Regency.

Based on the relational promotion variable, it has a t count of (11,872), therefore t count (11,872)> t table of (1.673), if t count < t table then H0 is rejected, meaning that there is a close/significant influence between the relational promotion variable and the decision to stay (Y) at the Platinum Hotel Rantauprapat, Labuhanbatu Regency.

F Test (Simultaneous)

Table 6. F Test Results (Simultaneous Test)

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	871.222	2	435,611	1602.307	.000b
	Residual	12,778	47	.272		
	Total	884,000	49			

a. Dependent Variable: Decision_To Stay

b. Predictors: (Constant), Relational_Marketing, Service_Level

Processed in SPSS 22.0

Based on the table, it can be seen that Fcount = 1602.307, Ftable = 3.17 with a significance of 0.000, then obtained sig count (0.000) < sig table (0.05), then H0 is rejected. So it can be concluded that variables X1 and X2 simultaneously influence the decision to stay at the Rantauprapat Platinum Hotel, Labuhanbatu Regency.

Coefficient of Determinant

Table 7. Coefficient

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.993a	.986	.985	.52141

a. Predictors: (Constant), Relational_Marketing, Service_Level

Data was processed in SPSS 22.0

The results of the R Square value test are 0.986 or 98.6%, thus the influence of the level of service and relational promotion is 98.6% and the remaining 1.4% is influenced by other factors and variables.

4. DISCUSSION

Based on the service level variable tcount 5.042 then from tcount 5.042 > ttable of (1.673). If tcount > ttable then H0 is rejected, meaning that there is a close/significant influence between the service level variable on the decision to stay (Y) at the Rantaurapat Platinum Hotel, Labuhanbatu Regency.

Based on the relational promotion variable, it has a calculated t of (1602.307), therefore the calculated t (1602.307) < t table of (1.673), if the calculated t > t table then it is accepted, meaning that there is a close/significant influence between the relational promotion variable and the decision to stay (Y) at the Platinum Rantaurapat Hotel, Labuhanbatu Regency.

The results of the R Square value test are 0.986 or 98.6%, thus the influence of the level of service and relational promotion is 98.6% and the remaining 1.4% is influenced by other factors and variables.

5. CLOSING

Conclusion

The conclusion of this research is:

- There is a close/significant influence between the service level variable and the decision to stay (Y) at the Platinum Hotel Rantauraat, Labuhanbatu Regency.
- There is a close/significant influence between the relational promotion variable and the decision to stay (Y) at the Rantauprapat Hotel, Labuhanbatu Regency.
- The influence of the level of service and relational promotion is 98.6% and the remaining 1.4% is influenced by other factors and variables.

Suggestion

The suggestions from this research are:

- Hotels are expected to continue to improve the quality of service, especially in terms of staff friendliness, speed of service, room cleanliness, and comfort of facilities.
- Enhance digital promotion strategies through social media, websites, and online hospitality platforms to reach more customers.
- Regularly improve and update hotel facilities to increase customer appeal.

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