

Marketing Mix Implementation to Increase Meeting Room Sales at The Jayakarta Lombok Beach Resort & Spa

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ABSTRACT

Purpose: This research aims to determine the implementation of the marketing to the sales of meeting room in The Jayakarta Lombok Beach Resort & Spa. The problem outlined in this research is what strategy to do by the sales & marketing in increasing meeting room sales at The Jayakarta Lombok Beach Resort & Spa.

Research methods: This research was conducted on the sales & marketing parties that is sales & marketing managers and sales executives at The Jayakarta Lombok Beach Resort & Spa. Analysis of the data used a qualitative descriptive analysis that elaborates information from the interviews and links with theories that support the discussion related to the marketing mix conducted by The Jayakarta Lombok Beach Resort & Spa.

Results and discussion: The results obtained are the marketing mix strategy carried out at The Jayakarta Lombok Beach Resort & Spa, especially in the meeting section, which is quite good, but has a lack of promotion. The strategy implemented to increase sales are also quite effective.

Implication: The development that can be done is to increase online and offline promotions and also keep communication between the sales team and consumers.

Keywords: hotel, room sales, meeting room, marketing mix.

INTRODUCTION

The development of the tourism industry in Indonesia is currently growing rapidly (Narakusuma, 2022). Every hotel needs to prepare the right marketing implementation to face competition in the business world (Kusuma et al, 2022; Murhadi et al, 2022; Wirantari et al, 2022; Yenny et al, 2022), because not all hotels are able to compete and survive and dominate the market in accordance with the targets that have been set, especially in the current economic situation.

West Nusa Tenggara is one of the provinces that is the choice of tourists to visit with the aim of enjoying the natural beauty and life of the people of West Nusa Tenggara. In addition, tourists who visit West Nusa Tenggara to participate in or organize important activities such as meetings. Meeting means a

meeting of a group of people who are members of an association who have the same interests with the goals and interests of discussing a problem together (Sifatu, 2015). In Table 1, the numbers of foreign tourists and domestic tourists visiting West Nusa Tenggara from 2017 to 2019 according to the Central Statistics Agency of West Nusa Tenggara Province are as follows.

Table 1. West Nusa Tenggara Tourist Visits

Year	Foreign Tourist	Domestic Tourist	Amount
2017	668,895	826,533	1,465,419
2018	1,204,556	1,607,823	2,812,379
2019	413,847	633,479	1,047,326

[Source: Central Statistics Agency NTB Province, 2019]

Based on Table 1, the number of foreign tourist visits and domestic tourists increased in 2018. The increase in visits was due to the stipulation of Lombok as the World Best Halal Tourism and World Best Halal Honeymoon Destination on 10 to 21 October 2015 in The World Halal Travel event. Summit/Exhibition announced in the United Arab Emirates, this causes Lombok to be visited by tourists throughout the year. In addition, in West Nusa Tenggara, there is a Middle Eastern-style mosque that stands majestically in the capital city of West Nusa Tenggara Province which is used as the venue for the 26th national MTQ event which was attended by 5,000 people from 34 provinces in Indonesia called the Islamic Center Mosque.

The increasing number of hotel developments has triggered increasingly fierce competition, so to win the competition, a company needs to apply the right marketing. One of the marketing strategies that can be applied is the marketing mix. According to Budi (2013), marketing mix is a tool for marketers that consists of various elements of a marketing program that are considered so that the implementation of the established marketing strategy and positioning can run well. Marketing mix carried out by a hotel has been applied for example in a study about meeting event in a 5-star hotel in Bali researched by Wirantari et al (2022).

Lumanauw (2019) explains that a hotel in the face of competition in terms of the point of view of the implementation of the marketing mix which includes product, price, place, promotion, process, people and physical evidence or known as the 7P marketing mix. Based on this research, the application of proper marketing is very important in order to achieve the desired goals, one of which is to increase sales at the hotel. As for other research according to Nurul (2021) say that In increasing sales, efforts are made to improve products, promotions, places, prices, processes, human resources, and physical evidence. Yanti (2020) also explained that the application of a marketing mix strategy that uses the 7P variable is able to increase sales volume, increase the number of customers and can provide benefits for businesses.

One hotel that uses a marketing mix in Lombok is The Jayakarta Lombok Beach Resort & Spa. The Jayakarta Lombok Beach Resort & Spa is a 4-star

hotel located in the Senggigi area with beautiful beach views. One of the facilities offered is a meeting room. A meeting room is a meeting room that has a smaller room capacity than the conferene hall which is offered to potential customers by being given a choice of meeting packages that suit the needs and desires of potential consumers. The Jayakarta Lombok Beach Resort & Spa offers four meeting packages, namely the light meeting package, half day meeting package, one day package, and full day package. meeting room sales data at The Jayakarta Lombok Beach Resort & Spa.

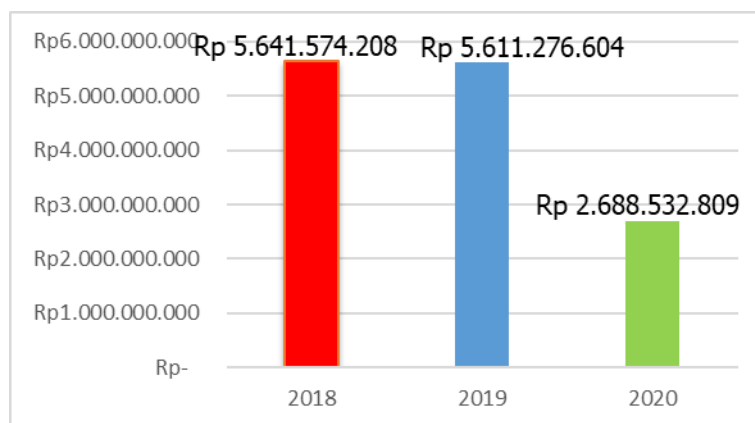


Figure 1. Meeting Room Sales At The Jayakarta Lombok Beach Resort & Spa 2018 – 2020

[Source: The Jayakarta Lombok Beach Resort & Spa, 2021]

Based on the data in Figure 1, it shows that the decline in meeting room sales every year, especially in 2020, experienced a very drastic decline. In 2018 sales of meeting activities were IDR 5,641,574,208, then in 2019 it decreased by 0.5% to become IDR 5,611,276,604, and in 2020 the decline in meeting room sales was very drastic, namely 52% to become IDR 2,688,532,809. One of the reasons for this decline is the pandemic. This needs serious attention from the management so that sales of meeting rooms will increase in the following year.

The results of previous studies are described as references in writing research conducted by the author. The first research is by Setyorini et al (2016) with the title "Marketing Strategy Analysis Using SWOT Matrix and QSPM (Case Study: WS Soekarno Hatta Restaurant Malang)". The difference lies in the analytical technique used in Hany Setyorini et al's research, namely SWOT and QSPM analysis while in this research This study uses qualitative descriptive, in addition to the research of Hany Setyorini, et al. discusses the topic of restaurant marketing while in this study discusses the topic of meeting room sales. The second research is by Lumanuw (2019) with the title "Implementation of the Marketing Mix Incentive Conference Exhibition at the Bali Nusa Dua Convention Center". The difference lies in Nelsye Lumanuw's research discussing the topic of MICE sales, while in this study it discusses the topic of meeting sales. The third research is by Nurhayati & Wulandari (2017) with the title "Application of Marketing Strategy at Kamojang Green Hotel & Resort Garut in 2017". The difference lies in the topics discussed by Nurhayati and Wulandari

about hotels while in this study discusses meeting room sales. The fourth research is by Oematan (2017) with the title "Marketing Mix Analysis at Hotel Sasando Kupang". The difference lies in the topics discussed by FadyOeman regarding hotels while in this study discusses meeting room sales. The fifth research is by Kamau et al (2015) with the title "The Effects of the Marketing Mix on Choice of Tourist Accommodation by Domestic Tourists in Kenya". The difference lies in the analytical technique used in the research of Florence Kamau, et al, which uses quantitative while in this study using In addition to qualitative analysis, the topic discussed by Florence Kamau, et al is regarding the choice of tourist accommodation, while in this study it is about selling meeting rooms. The sixth research is by Bithara et al (2020) with the title "Analysis of Marketing Mix Strategies in Increasing Room Revenue on Grand Inna Kuta Bali". The difference lies in the analytical technique used in the research of Bibit Bintang Bithara, et al, which uses SWOT while in this study uses descriptive qualitative analysis in addition to the topic which is discussed by Bibit Bintang Bithara, et al about room revenue, while in this study it is about selling meeting rooms. The seventh research is by Wahyuntari et al (2020) with the title "The Implementation of Marketing Mix to Increase Room Sales". The difference lies in the analytical technique used in the research of Wahyuntari, et al, which uses multiple regression analysis while in this study uses descriptive qualitative analysis in addition to the topics discussed by Wahyuntari , et al regarding the sale of rooms while in this study discusses the sale of meeting rooms. The eighth research is by Ali & Kaldeen (2017) entitled "Impact of Marketing Mix Strategies on Performance Of Tourist Hotels in The Eastern Province, Sri Lanka. The difference lies in the analytical technique used in the research of MS Ishar Ali & Mubarak Kaldeen, which is using multiple regression, while in this study using descriptive qualitative analysis. sales of meeting rooms. The ninth research is by Bintariani et al (2018) with the title "Promotion Strategy Wedding Package (A Case Study At Karma Kandara Resorts Bali)". The difference lies in the variable used is the weeding package while in this study the meeting package. The tenth research is by Permatasari (2015) with the title "The Effect of the Marketing Communication Mix on the Meeting Package Purchase Decision". The difference lies in the analysis technique used by Karima Ayu Permatasari, et al, namely path analysis, while in this study using descriptive qualitative other than that the variables used are 7 marketing communication models while in this study using 7P.

Based on the background, the authors are interested in raising the title of the research "Marketing Implementation in Increasing Meeting Room Sales at The Jayakarta Lombok Beach Resort & Spa".

RESEARCH METHODS

The research was conducted at The Jayakarta Lombok Beach Resort & Spa located at Jalan Raya Senggigi KM.4, Batu Layar, Kabupaten Lombok Barat, Nusa Tenggara Barat. The variable used in this research is the indicators of promotion mix by (Kotler, 2016) that consists of product, price, place, promotion, people, physical evidence, and process. There are two types of data: qualitative and quantitative, while the sources of data used are primary and secondary data. Data collection methods used interviews with the Sales & Marketing Manager and Sales Executive at The Jayakarta Lombok Beach Resort & Spa.

The informant determination method used in this research is purposive sampling which is a sampling technique with certain considerations. In this study, the informants were employees of the Sales & Marketing Department of The Jayakarta Lombok Beach Resort & Spa which researchers considered to know about marketing implementation as an strategy to increase sales of meeting rooms at The Jayakarta Lombok Beach Resort & Spa which consisted of Sales & Marketing Manager and Sales Executives. Analytical technique used is qualitative descriptive analysis technique. Qualitative descriptive analysis was used to describe the information obtained through interviews from sales & marketing and relate it to the theories that support the discussion related to marketing conducted by The Jayakarta Lombok Beach Resort & Spa so as to be able to formulate the strategy made at the hotel so as to increase sales of meeting rooms. At the time of the interview, the researcher had analyzed the answers of the interviewees. If the answers interviewed after being analyzed are not satisfactory, the researcher will continue to a certain stage and obtain credible data.

The steps taken in data analysis according to Sugiyono (2015), which is as follows: The first is data reduction means summarizing, choosing the main things, focusing on the things that are important so that it will provide a clearer picture and make it easier for researchers to carry out further data collection. The second is data display, in qualitative research, narrative texts are the most frequently used data presentation techniques. The third is conclusion drawing or verification supported by valid evidence, so the conclusions put forward are credible conclusions.

RESULTS AND DISCUSSION

The Jayakarta Lombok Beach Resort & Spa has facilities as 171 rooms (24 standard garden view, 83 deluxe garden view, 48 cottage ocean view, 48 cottage ocean view, and 4 jayakarta suite room), restaurant, swimming pool, fitness center, spa & treatment, tennis court, and meeting room. The development of sales of meeting packages at this hotel in 2020 experienced a very drastic decline.

The application to the product aspect carried out at The Jayakarta Lombok Beach Resort & Spa is that this hotel has 4 packages including light meeting, half day package, one day meeting, full day meeting. Light meeting is a meeting package whose demand is not as much as other meeting packages, usually those who have this meeting package are not many consumers who participate in these activities and other reasons are also not much budget. The second package is the half day package, this package is a meeting package that has a lot of enthusiasts because apart from the facilities it provides, the price is also affordable. Usually consumers who choose this package are consumers who have meeting activities with a fairly large number of participants and have a moderate budget. The third package is the one day package, this package is the second type of package that is most in demand by consumers because the facilities obtained are more than the two previous packages, besides that the meeting time can be longer according to the agreement of both parties, namely between the organizers and responsible sales staff. Finally, the full day package. This package is in the third place that is most in demand by consumers because the facilities obtained are more than the previous three

packages and also the implementation can take longer but the price is more expensive than the other packages.

The prices offered by The Jayakarta Lombok Beach Resort & Spa have differences in each package because the facilities available in each package are different and have their respective advantages. Based on the "publish rate" for the light meeting package, the price is IDR 100,000 net/person with . Then the second package costs IDR 300,000 net/person, the third package is one day meeting at IDR 375,000 net/person, full day meeting at IDR 550,000 net/person. In selling meeting packages, of course The Jayakarta Lombok Beach Resort & Spa offers various other additional facilities outside the package to support the implementation of meetings, at affordable prices guests can consider whether to use additional facilities or not,

From the aspect of accessibility, The Jayakarta Lombok Beach Resort & Spa has good access because the Senggigi area has less congestion. Meanwhile, the accessibility of consumers in obtaining information, especially on meeting packages, is about what packages are offered, prices and also the facilities obtained on the hotel website. Meanwhile, from the aspect of visibility, The Jayakarta Lombok Beach Resort & Spa building is majestic and classic, has a design that is in accordance with the typical Lombok in the form of a barn on the front of the building, and is equipped with a green garden that makes consumers feel calm when entering the hotel area plus views of the sea. off that feels behind the hotel. On the other hand, the location of The Jayakarta Lombok Beach Resort & Spa has a strategic location for consumers to find.

Promotions applied there are 2 The Jayakarta Lombok Beach Resort & Spa, namely online and offline. Online promotions are carried out through whatsapp blast by offering meeting packages and also through the website by uploading meeting room decorations along with other information related to meeting packages. While offline promotion is by making a sales call where the sales team visits a place and promotes the package directly to potential customers.

The human resources at The Jayakarta Lombok Beach Resort & Spa, especially in the sales & marketing department, are 8 people, but those who are directly responsible for meeting sales are 5 people consisting of 3 sales executives, 1 banquet sales, and 1 sales & marketing manager. All staff from the sales & marketing department are very professional in serving consumers because they already know how the standard of service is, besides The Jayakarta Lombok Beach Resort & Spa is famous for MICE hotels and is famous for serving government meetings in particular.

The Jayakarta Lombok Beach Resort & Spa itself has 6 meeting rooms including the Senggigi room which can accommodate up to 200 pax, the Mataram room can accommodate up to 120 pax, the Rinjani room can accommodate 60 pax to 100 pax, Gili Trawangan room, Gili Air room has a capacity of no more than 35 pax, and a Gili Meno room.

The initial process of meeting package sales activities is to offer meeting packages to guests, then negotiations take place to reach the desired decision, which is then followed by the sales team will send a confirmation letter which contains the terms and conditions along with the facilities obtained. The next stage is that consumers make payments, the payment system for meeting

activities is in the confirmation letter with 2 stages of payment, the first or 1st deposit is 50% of the total payment, the second payment is the last payment, which is 50% with the provision that repayment must be completed in 1 (one) week before the event takes place. Preparations by all departments and before the implementation of activities the sales staff who hold the event will have another meeting with consumers

The decline that occurred in meeting room sales at The Jayakarta Lombok Beach Resort & Spa became the basis for research to determine the marketing model strategy carried out by the management during the pandemic in increasing sales of meeting packages. Based on the results of interviews conducted by the author with both sources from sales & marketing, namely sales & marketing managers and sales executives at The Jayakarta Lombok Beach Resort & Spa, the implementation of the 7P marketing strategy (*product, price, place, promotion, people, physical evidence, process*) used at The Jayakarta Lombok Beach Resort & Spa is very influential in increasing sales of meeting room packages. However, during this pandemic, The Jayakarta Lombok Beach Resort & Spa focuses more on three marketing strategies because The Jayakarta Lombok Beach Resort & Spa feels that these three aspects need to be maximized and improved again. The three marketing strategies are as follows.

First, the product is certainly a major factor in making a consumer's decision. The Jayakarta Lombok Beach Resort & Spa chooses a strategy that prioritizes meeting the needs of the consumer so that consumers will feel privileged, this strategy is considered capable of attracting consumers to buy meeting packages offered by The Jayakarta Lombok Beach Resort & Spa, which in the end is able to increase meeting package sales.

Second, the pricing strategy by offering prices to consumers does not refer to the price, which is to ask the consumer's budget first, of course after reaching an agreement between the two parties. If consumers want a cheap price, the sales team will explain what they get at that price. This strategy is considered capable of attracting consumers to buy meeting packages offered by The Jayakarta Lombok Beach Resort & Spa because consumers can still carry out activities according to their budget without having to reduce the quality of service.

Third, in addition to promotions on social media, promotions carried out by The Jayakarta Lombok Beach Resort & Spa are: provide extra facilities or services to guests. For example, you can give swimming vouchers or pizza, given more facilities to the committee, or give hotel souvenirs that are given to the committee or their leaders so that they feel happy. Giving this can be before or after the deal. If before, it means that the sales team is fishing so that potential customers want to come to The Jayakarta Lombok Beach Resort & Spa to carry out activities, whereas after the deal, the prospective customer will feel privileged so that there is a possibility that they will return to carry out activities again at The Jayakarta Lombok Beach Resort & Spa and there is the possibility of giving information to other people that they are given more facilities at The Jayakarta Lombok Beach Resort & Spa (word of mouth).

CONCLUSION

The implementation of the 7P marketing mix carried out by The Jayakarta Lombok Beach Resort & Spa to sell its meeting packages, starting from the product, namely the meeting package The Jayakarta Lombok Beach Resort & Spa as the main product with 4 types of packages and all the facilities included in the package, while the product supporting facilities, namely spa, food & beverage, cafe, bar and other supporting facilities. Furthermore, the pricing of meeting package products is given based on several considerations of the facilities used and offers with consumers. Then The Jayakarta Lombok Beach Resort & Spa is in a strategic location because customers will get benefits such as after the meeting they can go to tourist attractions to Senggigi then if there is a work visit from the hotel to the city then they will take a close trip, besides that The Jayakarta Lombok Beach Resort & Spa is in the path is quite good because the level of congestion is not too dense. Promotions carried out by The Jayakarta Lombok Beach Resort & Spa have 2 methods, namely online in the form of a website, and whatsapp blast by offering meeting packages owned by The Jayakarta Lombok Beach Resort & Spa. and offline promotions by conducting sales calls, namely by holding face-to-face meetings to explain the packages owned by The Jayakarta Lombok Beach Resort & Spa.

The Jayakarta Lombok Beach Resort & Spa has 5 people to handle meeting room sales so they are not overwhelmed in handling meeting room rental requests. The initial process of selling meeting package activities is to offer meeting packages to guests, then negotiations take place to reach the desired decision, which is then followed by the sales team sending a confirmation letter which contains the terms and conditions along with the facilities obtained. The next stage is that consumers make payments, preparations by all departments and prior to the implementation of activities the sales staff who hold the event will meet again with consumers. The Jayakarta Lombok Beach Resort & Spa has 6 meeting rooms namely Senggigi Room, Mataram Room, Rinjani Room, Gili Trawangan Room, Gili Air Room, and Gili Meno Room. However, the room used for meeting activities is only 4 (four). There are three types of table settings, namely theater, class, and u-shape. The existing table decorations and arrangements adjust to the place, number of guests and consumer desires.

During this pandemic the strategy used by The Jayakarta Lombok Beach Resort & Spa in increasing meeting package sales focused on three promotional mixes, namely product, price, and promotion.

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