

# **Analysis of Marketing Mix and Health Protocol on Overnight Decisions at the Covid - 19 Pandemic (Case Study at Excelton Hotel Palembang)**

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**ABSTRACT**

This research discussion aims to analyze the marketing mix and health protocol for overnight decision (case study at Excelton Hotel Palembang). The hope that this study will provide hotel owners at Excelton Hotel Palembang hotel especially in taking appropriate marketing policies and strategies during the covid-19 pandemic. The goal of this research was to analyse the marketing mix and health protocol for guest decisions to stay at the hotel at the time of the covid-19 pandemic. The result of this research are Excelton Hotel Palembang was implementing dynamic price in order to survive the pandemic, without diminishing the quality of service at the hotel, Excelton Hotel Palembang provided public and government trust through the CHSE certificate obtained to convince the public and the government on how to apply standard health protocols and Excelton Hotel Palembang has given vaccine facilities for all employees to provide security for both guests and employees.

**Keywords:** *marketing mix, decision to stay, pandemic.*

**1. INTRODUCTION**

The corona virus pandemic which has been running for almost a year has made the tourism industry being the most affected business sector. It can be said that the tourism business is experiencing periods of crisis. More than 1,500 hotel industries have closed in Indonesia and travel agents and airline companies have postponed flight schedules due to this pandemic.

The loss of millions of local tourists and foreign tourists throughout 2020 affected at least 248,000 workers who were laid off according to data from the Ministry of Tourism and Creative Economy as of October 2020. With time, tourism actors began to rotate strategies to be able to adapt to the new normal. Slowly, the number of tourist visits began to increase. Although not normal, this condition is a breath of fresh air for tourism people.

Palembang is one of the largest cities on the island of Sumatra which contributes to regional income through its tourism activities. There are almost 200 hotels in Palembang of various stars according to the hotel facilities. This is supported by various tourism and culinary destinations that make the city of Palembang increasingly known by tourists, both domestic and foreign tourists. However, throughout 2020, the hotel industry in Palembang had to struggle to survive the pandemic. This can be seen by the increase in the number of tourists throughout 2020, with the following data:

**Table 1.** Number of Tourist Visits January 2020 – December 2020

Month	Number of Visits (people)		Total (people)
	Local	Foreign	

January	102.0 05	335	102.3 40
February	118.8 95	597	119.4 92
March	108.7 39	1090	109.8 29
April	966	0	966
May	1.497	0	1.497
June	36.23 4	0	36.23 4
July	59.90 7	0	59.90 7
Augusts	72.38 7	0	72.38 7
Septemb er	82.13 0	0	82.13 0
October	94.85 3	0	94.85 3
Novemb er	101.4 55	0	101.4 55
Decemb er	114.8 22	664	114.8 22
Total	893.8 90	2.022	895.9 12

Source: Palembang City Tourism Office, (2021).

From the table above, it can be seen that every month, Palembang is visited by a total of 893,890 tourists, which are dominated by domestic tourists. After the policies and regulations in the city of Palembang in preventing the spread of the corona virus, a number of hotels implemented health protocol procedures to continue to exist in the hospitality world. This is strongly supported by industry players in implementing health protocols and the use of digitization in their services to guests.

Excelton Hotel Palembang is a 5-star hotel that has the most complete MICE (meeting, incentive, convention and exhibition) facilities with a strategic location. To keep running its business activities, this hotel has various strategies to survive in the pandemic era in increasing room occupancy. This study explains how the marketing mix strategy is carried out by Excelton Hotel Palembang through the application of health protocols to improve stay decisions.

## 2. LITERATURE REVIEW

### 2.1 Marketing strategy

Marketing strategies can lead to increasingly fierce business competition between hotels (Mukherjee & Shivani, 2016; 10). The selection of an effective strategy must be owned by the management in order to continue to survive. The way to win the market is to

implement an optimal marketing strategy so that the company can be in a position to survive and be able to operate in the future (Loo & Leung, 2018). One of the marketing strategies that can be applied in hotels to attract visitors is the marketing mix (Othman et al., 2020). This strategy analyzes various marketing activities to get satisfactory results for the company.

Marketing strategies can be in the form of products, prices, places and promotions that the company mixes or mixes to get the desired target response in the market. In this case, a strategic and effective marketing strategy is needed to achieve maximum targets and results and can attract guests or visitors to stay. Factors that are seen by consumers when they want to have a hotel to stay are product, price, place and promotion. Along with this, the research conducted by Karo to identify the company's position to produce the most suitable marketing strategy, where the difference is in the use of indicators, where the company's internal factors not only use the 4P indicators but are also expanded by using three other indicators including people, process and physical evidence (Karo & Hamonangan, 2021)[8].

### 2.2 Health Protocol CHSE

The CHSE protocol is a policy of the Ministry of Tourism and Creative Economy as a guide for entrepreneurs and/or managers, local tour guides, and employees of tourist attractions in adapting new habits in the form of guidelines for tourism businesses, tourism destinations, and other tourism products to apply guarantees to tourists. towards the implementation of Hygiene, Health, Safety, and Environmental Sustainability.

This guide is intended for entrepreneurs and/or managers, employees, and local tour guides in meeting the needs of visitors for clean, healthy, safe, and environmentally friendly tourism products and services during the Covid-19 pandemic. This guide can also be a reference for Provincial Governments, Regency/City Governments, Village/Kelurahan Governments, including Traditional Villages, business and professional associations related to tourist attractions, and Tourism Driving Groups/Tourism Awareness Groups to conduct socialization, tutorials/education, simulations, trials, assistance, guidance, monitoring and evaluation in the application of cleanliness, health, safety, and environmental sustainability in order to increase the confidence of the parties as well as the reputation of businesses and tourism destinations.

The provisions contained in this guide refer to protocols and other provisions set by the Government of Indonesia, the World Health Organization (WHO), and the World Travel & Tourism Council (WTTC) in the context of preventing and handling Covid-19.

## 2.3 Consumer Behavior

Actions, either directly or indirectly, to obtain, decide and consume a product or service are called consumer behavior (Husein, 2000; 50). Services or products that are needed can be selected or purchased by consumers.

In the process of consuming and purchasing services, companies can have great opportunities to help customers achieve satisfaction and maximize the value of the consumption experience. (Purnama et al., 2021)[10]. Consumer behavior can be in the form of purchasing decisions.

Purchasing decisions are an approach to solving problems in buying products or services in terms of fulfilling one's needs and desires. According to Lovelock and (Wirtz, n.d.)(14] the decision in the use of services by consumers is the stage before the purchase, meeting the service and after the meeting with the service. From these three stages, consumers will make a decision whether to use the service again or not. state that there are several processes in terms of making decisions and then purchasing products/services until post-purchase. According to Kotler and Armstrong (2009; 56), there are five processes regarding consumers in terms of deciding to buy something, these processes are:

1. Recognition of the need: in this first stage, consumers are aware of a problem or need that they need.
2. Looking for information: In meeting their needs and desires, consumers will seek more information related to the product or service.
3. Evaluate: various sources of information are used by consumers to assess various brands of products or services in the various options available.
4. Purchase decision: consumers will decide what "brand" of product or service to buy
5. Post-purchase action: In the buyer's decision, this stage is the final stage or the final stage. A product or service will be assessed by consumers whether the goods and services provide satisfaction and can meet their needs which will have an impact on repurchase.

### 2.3.1 Price

According to Tjiptono & Gregorius, 2017, explaining that in simple terms, the term price can be interpreted including the amount (in monetary units) or other (non-monetary) aspects of certain utilities/uses needed to obtain product benefits.

### 2.3.2 Place

According to (Arli & Tjiptono, 2016)[3] location refers to various marketing activities aimed at promoting and facilitating the delivery or distribution of goods and services from producers to consumers.

### 2.3.3 Location

According to Hendra in (Taan et al., 2020)[12] the location variable uses the following indicators: 1) Location is easy to reach 2) Availability of parking lots 3) Has a large enough space 4) A comfortable surrounding environment.

### 2.3.4 Product

According to (Arli & Tjiptono, 2016)[3], product refers to all products that are provided to the market to attract attention, obtain, use or consume to fulfill needs and desires in the form of physical, services, people, organizations and ideas.

### 2.3.5 People

According to Ayed and Majed in (Erisha & Razati, 2017)[6] participants or people, this factor refers to the service of employees who produce and provide services. Humans have long been a proven fact that many services involve personal interaction between the customer and the employee side, and they greatly influence the customer's perception of service quality.

### 2.3.6 Facilities

According to (Arli & Tjiptono, 2016)[3] facilities are important in the service industry, therefore it is necessary to pay attention to existing facilities, namely conditions, internal and external designs, and cleanliness, especially those directly related to consumers. Perceptions obtained from interactions between customers and service facilities affect the quality of these services in the eyes of consumers.

### 2.3.7 Process

According to (Zeithaml et al., 2013, p. 27) "The procedures, mechanisms, and flow of activities by which the service is delivered, consumed, and cocreated the service delivery and operating systems".

### 3. RESEARCH METHODS

This research uses qualitative research methods in the form of data collection through an inductive approach based on facts that are specific to a general and in-depth understanding.

This qualitative research method mean the less researched the better, because this method looks at the quality of information. According to (Saryono et al., 2010)[11] qualitative research is an activity used to investigate, find, describe and explain the quality or social influence that can only be measured through qualitative research. Qualitative research aims to explain a phenomenon in depth through in-depth data collection techniques that can also show the importance of depth and detail of the power being studied (*Rachmat Kriyantono*)[13].

#### 3.1 Data Analysis Technique

In qualitative research, data analysis is used as an effort to find, compile and analyze data obtained from interviews systematically which can provide convenience for others to understand the data information.

According to Miles, Huberman and Saldana (2014), there are several stages of data analysis, namely: 1. Data Reduction: Researchers perform data reduction in order to summarize the data that has been obtained, then the important things from the data are sorted so that they can become themes. and patterns through sharpening and data classification activities. 2. Data Presentation: Researchers present data in the form of short descriptions that are more organized in order to make it easier for people to understand the data. The data obtained were presented in the form of narrative writing. 3. Decision Making: After the data is reduced and presented, the researcher can draw conclusions from the data obtained. However, these conclusions are provisional and subject to change. In order for the conclusion to be final, the researcher must first find strong evidence that can support the next stage of data collection. The conclusion is the core answer of the research, therefore the process must be done carefully.

#### 3.2 Data Collection Technique

In qualitative research, there is a research instrument in the form of interviews. Interviews are divided into two, namely structured and semi-structured interviews. The definition of structured and semi-structured interviews according to Esterberg (2002) in quoted by (*Sugiyono 2007*)[9]:

**Structured Interview:** Structured interview is a data collection technique in which the researcher first knows for sure what information will be obtained. In this interview process, the researcher has prepared

several written questions as a research instrument in which alternative answers have also been prepared by the researcher.

**Semi-Structured Interview:** This interview is included in the in-dept interview category, namely in-depth interviews. This interview makes it easier for researchers, because in carrying out these interviews researchers can be more free than structured interviews. The purpose of this interview is to help researchers find problems more openly, researchers listen and record what the interviewees say and their ideas in the interview process. This study uses semi-structured interviews to make it easier for researchers to obtain in-depth information on Excelton Hotel Palembang.

#### 3.3 Source Determining

Determination of sources is done through purposive sampling technique. According to Notoatmodjo (2010) purposive sampling is data collection through sources based on certain characteristics, characteristics or considerations. The particular consideration in question is that the resource person has mastery of data and broad or in-depth knowledge of the subject to be studied.

## 4. RESEARCH RESULTS AND DISCUSSION

### 4.1 Marketing Mix Analysis

Based on the results of research we did at Excelton Hotel Palembang. We conducted direct interviews with informants, namely Sales & Marketing and Executive Housekeeper from Excelton Hotel Palembang. Sales & Marketing Excelton Palembang provides information that we can describe in accordance with the marketing strategy that we adopted in our research, namely *Product, Price, Place, Promotion, Physical Evidence, People and Process*.

#### 1. Product

Excelton Hotel offers products in the form of guest rooms and meeting rooms. In accordance with the market share of this hotel, namely MICE, this hotel provides 4 types of rooms, namely Deluxe, Club Room, Junior Suite Room and Presidential Suite Room, as well as 7 meeting rooms with capacities from 20 people to 300 people. During the pandemic, Excelton Hotel Palembang is very dependent on government policies, because Excelton's target market is

more dependent on the government. One of the marketing strategies used by Excelton is to use CHSE (*Clean, Healty, Savety, Environment*) as a way to convince guests that Excelton has received a CHSE certificate by the Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency.

2. Price

The room rates provided by Excelton Hotel Palembang vary from prices for government, companies, individual travelers, travel agents, groups and MICE. The guests who come are generally business guests who stay at least 2 nights at this hotel. During the pandemic period, Excelton Hotel Palembang provides special prices for staying guests. This is due to the declining interest of the people who want to visit hotels. The marketing party must take a strategy that is able to bring guests to the Excelton hotel. As for pricing, this hotel applies the concept of Dynamic Rate which applies room price classification. Another strategy used by Excelton hotel is to make MICE packages as flexible as possible to attract guests. So that makes Excelton's revenue level does not drop drastically.

3. Place

The location of the Excelton hotel is close to the city center, airport and hospital. This is an advantage for Excelton hotel in attracting market share from government and tourists.

The tourists who come to this hotel if they have symptoms or are in an unwell condition can be referred to the nearest hospital, namely Siti Khadijah Hospital. It only takes about 5 minutes. Meanwhile, if there are guests who need a rapid or PCR test, this hotel collaborates with private hospitals to help guests who will be tested.

4. Promotion

During this pandemic, Excelton Hotel Palembang provides promos such as providing special prices and providing guarantees regarding the implementation of health protocols by providing explanations in the form of videos or leaflets about Health protocols at Excelton which have

received CHSE certificates and have implemented Health procedures.

Excelton Hotel implements promotions regarding health protocols through social media, be it Instagram or Facebook.

5. Process

Looking at the prolonged pandemic conditions, Excelton is required to adapt to these conditions. Adaptations made by Excelton during the pandemic are generally the same as hotels that have been certified CHSE, namely by checking body temperature, providing hand washing facilities and hand sanitizers for guests, providing social distancing stickers for guests and employees, installing standing banners that contains health protocol appeals and procedures, provides video instructions for implementing health procedures, provides barcode scans for visitor check-in/check-out that is integrated with protective care and provides employees with health care support equipment.

6. Physical Evidence

Physical Evidence shown by Excelton to the public during this pandemic is a CHSE certificate that has been owned by the hotel and has implemented all matters relating to the CHSE standards required by the Ministry of Tourism and Creative Economy / Tourism and Creative Economy Agency in order to convince consumers to choose Excelton Hotel Palembang. In addition, the facilities are in accordance with the standards that have been met for Excelton Hotel Palembang consumers.

7. People

Human resources at Excelton Hotel Palembang are equipped with skills in carrying out responsibilities in accordance with the existing Standard Operating Procedures. In addition, they have also been provided with good health protocols such as vaccine facilities for all employees twice, protective equipment such as masks and gloves, and they have been equipped with knowledge about procedures for handling guests who are indicated to have COVID-19 symptoms.

During the *pandemic*, Excelton Hotel Palembang has implemented Health procedures in accordance with CHSE (*Clean, Health, Savety, Environment*) rules. This procedure is one way for Excelton to be able to give trust to guests so that they are interested in staying at Excelton Hotel Palembang.

During the pandemic period in April 2020 until PPKM level 4 in September, every room that has been used by guests will be sprayed with disinfectant. In addition, rooms occupied by guests who have symptoms similar to those of COVID-19 will be sterilized for 3 days and we will spray *disinfectant* every day, while during PPKM level 2 and 1 each room attendant is provided with a *disinfectant* to spray *equipment* in the rooms that are in use. frequently touched by guests. In addition to *meeting rooms* and *ballrooms*, *disinfectant* is always sprayed before and after the event takes place. In this sterilization process, Excelton involves a third party who is competent in handling this sterilization process.

## 5. CONCLUSION

1. Excelton Hotel Palembang applies Dynamic Price in order to survive during this pandemic, without compromising the quality of service at the hotel
2. Excelton Hotel Palembang gives public and government trust through the CHSE certificate obtained in order to convince the public and government about how to implement standard health protocols.
3. Excelton Hotel Palembang has provided vaccine facilities for all employees in order to provide a sense of security for both guests and employees.

## 6. SUGGESTION

1. Excelton Hotel Palembang improve the marketing system that can increase sales for the hotel.
2. Excelton Hotel Palembang is even more optimal in implementing the Health protocol according to the CHSE standard issued by the Ministry of Tourism and Creative Economy of the Republic of Indonesia.

3. During this pandemic period, Excelton Hotel Palembang continues to implement health protocol for employees and staff and continues to facilitate every employee with things that support employee health.

## AUTHOR'S CONTRIBUTIONS

*Mustika Permatasari*: Corresponding authors, lead author, analyzed data. *Andi Ade Zulkifli*: Performed Research, co-author, co Analyzed Data. *Rikki Nelson Lumban Gaol*: Co-authors, research city survey.

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