

THE EFFECT OF PROMOTIONS ON THE DECISION TO STAY AT BALCONE SUITES & RESORT IN BUKITTINGGI

¹⁾ Arija Bimbi Ramadhani, ²⁾ Kurnia Illahi Manvi, ³⁾ Danil

¹⁾ Department of Tourism, Faculty of Tourism and Hospitality, D4 Hospitality Management Program, Universitas Negeri Padang, Indonesia

²⁾ The Balcone Suites & Resort Bukittinggi, Indonesia

*Correspondence Author: bimbiarija@gmail.com

Article Info

Keywords:

First keyword;
Promotion
Second keyword;
The Decision Of Stay

ABSTRACT

This study aims to determine how promotions influence the decision to stay at The Balcone Suites & Resort Bukittinggi. This study employs a quantitative descriptive research method with a causal-associative approach. A total of 98 respondents—guests who had previously stayed at The Balcone Suites & Resort Bukittinggi—constituted the study sample, selected using a non-probability sampling method. A Likert-scale questionnaire was distributed as part of the data collection process. IBM SPSS Statistics version 27 was used to analyze the data through descriptive analysis, testing of analytical assumptions, and simple linear regression analysis. Based on the research findings, the promotion variable, with an average score of 3.62, and the decision to stay, with an average score of 3.65, both fall into the “good” category. According to the results, guests’ decisions to stay at The Balcone Suites & Resort Bukittinggi are positively and significantly influenced by promotions, with a significance value of 0.039 (< 0.05). The regression coefficient of 0.219 indicates that a one-unit increase in promotion leads to a 0.219-unit increase in the decision to stay. Promotion accounts for 42.2% of the variation in guests’ decision to stay, while the remaining 57.8% is influenced by other factors not examined in this study.

Informasi Artikel

Kata Kunci:

Kata kunci pertama; Promosi
Kata kunci kedua;
Keputusan Menginap

ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana promosi memengaruhi keputusan menginap di The Balcone Suites & Resort Bukittinggi. Penelitian ini menggunakan metode penelitian deskriptif kuantitatif dengan pendekatan asosiatif kausal. Sebanyak 98 responden yaitu tamu yang pernah menginap di The Balcone Suites & Resort Bukittinggi menjadi sampel penelitian, yang dipilih menggunakan metode pengambilan sampel non-probabilitas. Kuesioner skala Likert dibagikan sebagai bagian dari proses pengumpulan data. IBM SPSS Statistics versi 27 digunakan untuk menganalisis data melalui analisis deskriptif, pengujian asumsi analitis, dan analisis regresi linier sederhana. Berdasarkan temuan penelitian, variabel promosi, dengan skor rata-rata 3,62, dan keputusan untuk menginap, dengan skor rata-rata 3,65, keduanya masuk ke dalam kategori “baik”. Berdasarkan hasil penelitian, keputusan tamu untuk menginap di The Balcone Suites & Resort Bukittinggi dipengaruhi secara positif dan signifikan oleh promosi dengan nilai signifikansi 0,039 (< 0,05). Koefisien regresi sebesar 0,219 menunjukkan bahwa setiap peningkatan satu unit dalam promosi menyebabkan peningkatan 0,219 unit dalam keputusan menginap. Promosi berkontribusi sebesar 42,2% terhadap variasi keputusan menginap tamu, sedangkan 57,8% sisanya dipengaruhi oleh faktor-faktor lain yang tidak diteliti.

Article History

Received : 03/07/2026

Revised : 12/07/2026

Accepted : 21/07/2026

✉ **Corresponding Author:** (1) Arija Bimbi Ramadhani, (2) Department of Tourism, Faculty of Tourism and Hospitality, D4 Hospitality Management Program, (3) Universitas Negeri Padang, (4) West Sumatra, Indonesia, (5) Email: bimbiarija@gmail.com

1. INTRODUCTION

Gunakan One of the service industries that is expanding quickly in tandem with the increase of tourism and public transportation is the hospitality sector. Hotels are being forced to use efficient marketing techniques in order to draw in customers due to the increasingly intense competition. In these situations, promotions have emerged as a crucial instrument for raising consumer awareness, disseminating information about goods and services, and swaying customers' choices of hotels.

A consumer's decision to stay at a hotel involves a number of steps, including determining needs, gathering information, weighing options, deciding what to buy, and acting afterward. Numerous elements, including the product, cost, location, level of service, and promotions, have an impact on this choice. Promotions are one of the most important of these elements since they influence customers' opinions and pique their interest in a hotel.

Promotion is a type of marketing communication used to inform, convince, and remind customers about a company's goods or services. Promotion in the hospitality sector is done using a number of platforms, including social media, official websites, online travel agencies (OTAs), sales promotions, and direct customer contact. It is anticipated that successful marketing techniques would boost customer interest and result in increased reservations.

Situated in Agam Regency, West Sumatra, the Balcone Suites & Resort Bukittinggi is a star-rated hotel with a number of amenities, such as a ballroom, restaurant, meeting rooms, swimming pool, spa, fitness center, and villas. Among the hotel's primary draws for visitors are its advantageous location and expansive views of Mount Marapi, Mount Singalang, and the Bukit Barisan mountain range.

The number of visitors to The Balcone Suites & Resort Bukittinggi varied from July to December 2025 despite its many benefits. August, September, and December saw a drop in visitors, according to data from the front office department. This implies that the hotel is still having trouble keeping and growing its guest bookings.

Apart from variations in the number of guests, a lot of customer reviews on online review sites like Booking.com and Traveloka show discontent with various parts of the hotel's service. Slow check-in procedures, a lack of diversity in the breakfast menu, unfriendly staff, and inconsistencies between the facilities and the information shown on online

booking platforms were among the complaints made by several visitors. Since information found on digital media is frequently regarded as the foundation for choosing where to stay, these reviews have the potential to affect the opinions of potential visitors.

Conversely, the hotel has conducted a number of marketing initiatives via social media, its official website, collaborations with online travel agencies (OTAs), and by providing a range of promotional programs for accommodations, meals, and drinks. However, the ongoing drop in visitors suggests that these promotions' efficacy needs to be assessed in order to ascertain how much they affect customers' decisions to stay at The Balcone Suites & Resort Bukittinggi.

Promotions affect consumers' decisions to stay at a hotel as well as their purchasing decisions, according to a number of earlier research. However, the findings of earlier studies cannot always be applied to all research subjects because every hotel has unique market features, advertising tactics, and customer behavior. Thus, a study that focuses on how promotions affect the choice to stay at The Balcone Suites & Resort Bukittinggi is required. The purpose of this study is to examine how promotions affect visitors' choices of where to stay at The Balcone Suites & Resort Bukittinggi. In addition to helping the hotel establish more successful advertising methods, the study's findings are anticipated to contribute to the advancement of service marketing research, especially in the hospitality sector.

2. RESEARCH METHOD

This study uses a causal-associative design, a descriptive research method, and a quantitative methodology. Using this method, the cause-and-effect relationship between the decision to stay as the dependent variable (Y) and the promotion variable as the independent variable (X) was examined. From May to June 2026, the study was carried out at The Balcone Suites & Resort Bukittinggi, which is situated at Jalan Raya Bukittinggi–Medan KM 7, Padang Hijau, Gadut, Tilatang Kamang Subdistrict, Agam Regency, West Sumatra.

The 4,051 visitors that stayed at The Balcone Suites & Resort Bukittinggi between July and December of 2025 made up the study's population. 98 respondents made up the sample size, which was calculated using the Slovin formula with a 10% margin of error. Non-probability sampling was the

method employed, and the respondents had to be above 17 years old, have been at The Balcone Suites & Resort Bukittinggi, and be willing to fill out the research questionnaire.

A questionnaire with a five-point Likert scale Strongly Agree (5), Agree (4), Somewhat Disagree (3), Disagree (2), and Strongly Disagree (1) was sent in order to collect data. The promotion variable and the lodging decision variable, each of which was measured using fifteen statements, made up the research instrument. Five variables were used to measure the promotion variable: events and experiences, direct marketing, personal selling, sales promotions, and advertising. In the meantime, the indicators of problem recognition, information search, alternative evaluation, buy decision, and post-purchase behavior were used to measure the lodging decision variable.

The validity and reliability of the questionnaire were assessed on thirty respondents prior to its usage as a research tool. According to the test results, every statement item was considered legitimate because its estimated r value was higher than the table r value (0.361). Both instruments show great reliability, as evidenced by the Cronbach's Alpha reliability test results of 0.944 for the promotion variable and 0.968 for the decision to stay variable.

Data analysis was performed using IBM SPSS Statistics version 27. The analysis steps included descriptive analysis, normality tests, homogeneity tests, linearity tests, and simple linear regression analysis to test the effect of promotions on the decision to stay. Hypothesis testing was conducted at a 5% significance level ($\alpha = 0.05$). The magnitude of the independent variables' influence on the dependent variable was determined using the coefficient of determination (R^2).

3. RESULT

3.1. Descriptive Statistics of the Decision to Stay Variable

Table 3.1. Descriptive Statistics of the Decision to Stay Variable

Statistic		
The Decision to Stay		
N	Valid	98
	Missing	0
Mean		54,78
Median		54
Mode		60

Std. Dev		7,356
Variance		54,114
Range		44
Minimum		30
Maximum		74
Sum		5368

Source: SPSS 27 Data Analysis Results, 2026

Based on the results of the descriptive statistical analysis of the variables influencing the decision to stay, 98 valid responses were received. With a minimum value of 30, a maximum value of 74, a variance of 54.114, a median of 54, a mode of 60, a standard deviation of 7.356, and a total of 5,368, the mean was 54.78. With a responder achievement level score of 3.65, respondents evaluated their choice to stay at The Balcone Suites & Resort Bukittinggi as "good" overall.

3.2. Descriptive Statistics of Promotion Variable

Table 3.2. Descriptive Statistics of Promotion Variable

Statistic		
Promotion		
N	Valid	98
	Missing	0
Mean		54,31
Median		54
Mode		51
Std. Dev		7,037
Variance		49,514
Range		36
Minimum		37
Maximum		73
Sum		5322

Source: SPSS 27 Data Analysis Results, 2026

The promotion variable (X) with 98 respondents had a mean of 54.31, a median of 54.00, and a mode of 51.00, according to descriptive statistical analysis. With a variance of 49.514 and a standard deviation of 7.037, the respondents' data distribution is relatively excellent. The lowest result was 37 and the best was 73, with a range of 36. Overall, these results demonstrate that the promotion variable falls into the "good" category, suggesting that respondents thought highly of The Balcone Suites & Resort Bukittinggi's marketing initiatives.

3.3. Analysis Prerequisite Tests

a. Normality Test

Table 3.3 a. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		98
Normal Parameters ^{a,b}	Mean	0,0000000
	Std. Deviation	7,19365729
Most Extreme Differences	Absolute	0,076
	Positive	0,076
	Negative	-0,075
Test Statistic		0,076
Asymp. Sig. (2 – tailed) ^c		0,195
Monte Carlo Sig. (2 – tailed) ^d	Sig.	0,178
	99% Confidence Interval	0,168
	Lower Bound	0,188
Upper Bound		
a. Test distribution is Normal		
b. Calculated from data		
c. Lilliefors Significance Correction		

Source: SPSS 27 Data Analysis Results, 2026

The results of the Kolmogorov-Smirnov normality test, which produced a significance of 0,178 value greater than 0.05, suggest that the residual data are normally distributed. Consequently, the regression model satisfies the normality condition and is suitable for further study.

b. Homogeneity Test

Table 3.3.b. Homogeneity Test

Tests of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
X and Y	Based on Mean	1,573	19	72	0,087
	Based on Median	1,259	19	72	0,238
	Based on Median and with adjusted df	1,259	19	34,548	0,271
	Based on trimmed mean	1,579	19	72	0,085

Source: SPSS 27 Data Analysis Results, 2026

A significance value of 0.087 with a significance level larger than 0.05 was discovered based on the homogeneity test results previously provided. Therefore, it can be inferred that the data are either homogeneous or originate from a population with identical variances.

c. Linearity Test

Table 3.3.c. Linearity Test

ANOVA Table						
		Sum of Squares	df	Mean Square	F	Sig.
Promosi* Keputusan Menginap	Between Groups	(Combined)	1143,475	26	43,98	0,853
		Linearity	209,931	1	209,931	4,073
		Deviation from Linearity	933,543	25	37,342	0,725
	Within Groups		3659,342	71	51,54	
	Total		4802,816	97		

Source: SPSS 27 Data Analysis Results, 2026

It may be inferred that there is a significant linear association between promotions (X) and the decision to stay (Y) based on the preceding linearity test findings, which yielded a significance value of 0.815, which is greater than 0.05. As a result, one of the prerequisites for linear regression analysis is satisfied by the linear relationship between these two variables.

3.4 Hypothesis Tests

a. Simple Linear Regression Test

Table 3.4 a. Simple Linear Regression Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	229,437	1	229,437	4,388	0,039 ^b
	Residual	5019,624	96	52,288		
	Total	5249,061	97			
a. Dependent Variable: THE DECISION TO STAY						
b. Predictors: (Constant), PROMOTION						

Source: SPSS 27 Data Analysis Results, 2026

The regression model is valid since the simple linear regression test yielded an F-value of 4.388 at a significance level of $0.039 < 0.05$. This indicates that the decision to stay is significantly influenced by promotions. Additionally, use the table below to find the regression coefficient between the Promotion (X) and Decision to Stay (Y) variable:

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	42,906	5,713		7,51	<,001
	PROMOTION	0,219	0,104	0,209	2,095	0,039
a. Dependent Variable: THE DECISION TO STAY						

Source: SPSS 27 Data Analysis Results, 2026

The equation mentioned above is known to yield a regression coefficient of 0.219 at a significance level of 0.039. This means that the variable "The Decision to stay" will increase by 0.219 units for every one-unit increase.

b. Coefficient of Determination (R^2) Test

Table 3.4 b. Coefficient of Determination (R^2) Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,209 ^a	0,044	0,034	7,231
a. Predictors: (Constant), PROMOTION				

Source: SPSS 27 Data Analysis Results, 2026

According to the preceding table, the promotion variable significantly affects the decision to stay, as indicated by the R^2 value of 0.422. Thus, 42.2% of the fluctuation in visitors' choices to stay at The Balcone Suites & Resort Bukittinggi may be attributed to promotion.

4. DISSCUSSION

4.1. Promotion

The marketing communication efforts made by The Balcone Suites & Resort Bukittinggi to inform, convince, and remind customers about the goods and services available are described by the promotion variable in this study. 98 respondents' answers to 15 statements including Hermawan's (as stated in Kristanto & Wahyuni, 2019) indicators advertising, sales promotions, personal selling, direct marketing, and events and experiences were used to measure this variable.

The promotion variable received an average score of 54.31 based on the descriptive analysis's findings. The promotion variable received an average score of 3.60 after being converted to the respondent achievement level (RAL), placing it in the "good" category. These findings show that visitors to The Balcone Suites & Resort Bukittinggi have generally had a favorable opinion of the hotel's promotional efforts. All of the variables under the promotion variable fall into the "good" category according to the examination of the respondent achievement level. In reference to the advertising indicator, respondents evaluated how easily comprehensible and attention-grabbing the material presented in the hotel's promotional media was. Additionally, in terms of the sales promotion

indication, respondents evaluated the various discounts or offers favorably because they were thought to be successful in generating interest in making bookings.

Respondents also rated the direct marketing and personal sales metrics favorably. This suggests that visitors have had a good experience because of the staff's friendliness and capacity to advise them about the hotel's amenities. Building consumer interest also depends on how simple it is to obtain promotional information and how well it fits the demands of visitors.

In the meantime, respondents evaluated that The Balcone Suites & Resort Bukittinggi's activities and experiences were able to foster a favorable perception of the hotel in relation to the events and experiences indicator. This suggests that promotional activities are an attempt to create experiences that can boost customer interest in the hotel in addition to being a means of disseminating information.

According to Kotler and Keller in Vanka et al. (2024), promotion is a marketing communication activity intended to transmit information, draw attention, and persuade customers to utilize a product or service. The study's findings support this description. Therefore, well-run promotions can assist businesses in creating favorable opinions and influencing customer choices.

Promotions have a favorable and substantial impact on the decision to stay at The Balcone Suites & Resort Bukittinggi, according to the results of the hypothesis test, with a significance value of 0.039. This suggests that the possibility that customers will choose to stay increases with the quality of promotional activities carried out. In order to continuously boost guests' decisions to stay, The Balcone Suites & Resort Bukittinggi must optimize its promotional techniques, especially through social media, which still need improvement.

4.2. The DecisonTo Stay

The degree to which visitors opt to stay at The Balcone Suites & Resort Bukittinggi after taking into account a number of factors is described by the study's decision to stay variable. According to Kotler and Armstrong (as cited in Prianto & Wulansari, 2021), this variable was measured based on the responses of 98 participants using 15 statements that represented the five primary components of the decision to stay: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior.

The accommodation decision variable had an average score of 54.78 based on the descriptive analysis's findings. This variable received an average score of 3.65 after being converted to the respondent achievement level (RAL), placing it in the "good" category. This score shows that most respondents had given significant thought to their choice and were adamant about staying at The Balcone Suites & Resort Bukittinggi.

All of the indicators under the decision-to-stay variable fall into the "good" category based on the respondents' success levels. In terms of the problem recognition indication, travelers showed that they could identify the requirement for lodgings that fit their wants and preferences. This suggests that one of the first things motivating visitors to think about hotel possibilities is the requirement for accommodation amenities.

Respondents rated the information search and alternative evaluation indicators highly. Visitors said they were given clear information about the hotel's amenities, location, and rates. Before deciding whether or not to stay, visitors could also evaluate it against alternative lodging options.

Additionally, guests showed a high degree of confidence in selecting The Balcone Suites & Resort Bukittinggi when it came to the buy decision indicator. This shows that the prior stage's decision-making process produced a favorable choice to reserve a room since the hotel was thought to be able to satisfy visitors' requirements and expectations.

Respondents also gave the hotel a "good" rating on the post-purchase behavior indication, which is seen from their pleasure with their stay, want to return, and readiness to refer people to the hotel. These results imply that after utilizing the hotel's services, guests' opinions are influenced by the experiences they had while there.

The average scores show that visitors' choices to stay at The Balcone Suites & Resort Bukittinggi are generally "good." This indicates that most visitors underwent a methodical decision-making process that included determining needs, gathering information, weighing options, and ultimately deciding whether or not to stay.

The results of this study are consistent with Kotler and Keller's (2016) theory of consumer behavior, which holds that choosing a product or service is an integrative process in which customers weigh their options. Additionally, these results are in line with the study conducted by Erizal and Surya (2025), which came to the conclusion that

prospective visitors' decisions regarding a hotel can be influenced by efficient promotional techniques and information delivery.

In order to maintain guest satisfaction and sustainably increase the decision to stay, The Balcone Suites & Resort Bukittinggi must strengthen elements that support the decision to stay, such as giving more accurate information, enhancing service quality, and attending to guest needs.

5. CONCLUSION

The impact of the promotion variable on the choice to stay at The Balcone Suites & Resort Bukittinggi has been effectively examined in this study. The promotional factors, which include advertising, sales promotions, direct marketing, personal selling, and other events and experiences, obtained an average score of 54.31 with an achievement level of 3.62, which is classified as "good," according to the data analysis results.

With an average score of 54.78 and a respondent achievement level of 3.65, both of which are in the "good" range, the "The Decision to Stay" variable likewise demonstrated favorable findings. This suggests that visitors' opinions of the hotel are generally favorable.

The study's findings show that respondents have a favorable inclination to stay at The Balcone Suites & Resort Bukittinggi based on the stages of the consumer decision-making process, which include problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior.

The promotion variable has a significant and positive impact on the decision to stay, according to a basic linear regression analysis. This implies that the more effective the hotel management's promotional strategy, the more likely it is that guests will choose to stay there.

The coefficient of determination (R^2) of 0.422 indicates how much promotional activities affect the decision to stay. This indicates that 42.2% of the variation in the decision to stay may be attributed to promotional actions, with the remaining 57.8% being influenced by factors not included in this study.

References

- Afifah, A. N., & Hermansyah. (2025). The Influence of Online Reviews, Brand Image, and Price Perception on Guests' Decisions to Stay at The Balcone Suites & Resort Bukittinggi (A Case Study of The Balcone Resort Bukittinggi). *Journal of Economics, Management, and Information Systems*, 7(1). <https://doi.org/10.38035/jemsi.v7i1.6599>
- Erizal, & Surya, E. D. (2025). The effect of promotions and prices on consumer satisfaction as mediated by service quality at Akela Meubel, Medan City. *International Journal of Economics and Management Sciences*, 2(1), 331–343. <https://doi.org/10.61132/ijems.v2i1.479>
- Firmansyah, M. A. (2020). *Marketing Communication*. CV. Qiara Media Publishers.
- Kristanto, V. D., & Wahyuni, D. U. (2019). The influence of facilities and promotions on the decision to stay at The Win Hotel Surabaya. *Journal of Management Science and Research (JIRM)*, 8(5).
- Patty, D. R. A., & Supriyono, B. N. (2022). The influence of promotions, price perception, and location on the decision to stay at Wyndham Casablanca Jakarta. *Human Capital Development*, 9(3), 1–15.
- Prianto, J., & Wulansari, R. (2021). The influence of service quality on guests' decision to stay at Hotel Kristal Jakarta. *Journal of Effective Economics*, 3(1). <https://doi.org/10.32493/fb.v3i1.2021.21-30.8719>
- Riyanti, A., Afifah, A. N., Jatnika, A. Y., Fitriana, L. Y., Revano, M. Z., Wijaya, R., & Novitasari, R. (2025). ITDC as a catalyst for growth in Bali's hospitality sector. *Management and Tourism*, 4(1), 124–134. <https://doi.org/10.32659/jmp.v4i1.415>
- Satcitanandadewi, P. (2023). The influence of digital marketing and electronic word of mouth on accommodation decisions (A study of OTAs) (Doctoral dissertation, Ganesha University of Education).
- Satriadi, W., Hendrayani, E., Siwiyanti, L., & Nursaidah. (2021). *Fundamentals of Marketing Management*. Samudra Biru Publishers.
- Shukla, A., & Mishra, A. (2023). The role of review length, review valence, and review credibility on consumers' online hotel booking intentions. *FIIB Business Review*, 12(4), 403–414. <https://doi.org/10.1177/23197145221099683>
- Sugiyono. (2020). *Quantitative, Qualitative, and R&D Research Methods* (25th Edition). Alfabeta.
- Syahfitri, N. (2022). The influence of room rates, facilities, and hotel location on the decision to stay at the Taman Simalem Resort Merek Hills Lake Toba. In *Proceedings of the National Seminar on Social Sciences, Humanities, and Technology* (pp. 876–885).
- Tambunan, S. M., Afni, R., & Manurung, R. (2025). The application of local wisdom in hotel management strategies: A case study of the Santika Premiere Dyandra Hotel & Convention in supporting sustainable tourism in North Sumatra. *EMT KITA Journal*, 9(3), 1221–1233. <https://doi.org/10.35870/emt.v9i3.4599>
- Vanka, M. F., & Ervina, E. (2024). The influence of promotional mix on guests' decisions to stay at Harris Hotel in Bandung. *Media Bina Ilmiah*, 18(6), 1573–1586. <https://doi.org/10.33758/mbi.v18i6.718>
- Wulansari, N., Abrian, Y., & Adrian, A. (2021). The influence of consumer behavior factors on lodging decisions. *Journal of Applied Management and Finance*, 10(2), 171–182. <https://doi.org/10.22437/jmk.v10i02.14217>
- Yani, N. P. D. I., Darsana, I. M., & Purnantara, I. M. H. (2025). The influence of the 4P marketing mix (product, place, price, and promotion) on lodging decisions. *Scientific Journal of Tourism and Business*, 4(2), 2005–2011. <https://doi.org/10.22334/paris.v4i2>