

**LAPORAN PENELITIAN**

**IMPLEMENTATION OF PROMOTION STRATEGY (PULL AND  
PUSH) TOWARDS THE CUSTOMER VALUE OF NON-STAR HOTELS  
IN THE AREA EAST PRIANGAN**



**Oleh :**

**Dr. Hj. Aini Kusniawati, M.M.  
NIDN.0025016001**

**FAKULTAS EKONOMI  
UNIVERSITAS GALUH  
2017**

**LEMBAR IDENTITAS DAN PENGESAHAN  
LAPORAN PENELITIAN DENGAN PENDANAAN LPPM UNIGAL**

---

1. Judul Penelitian : **Implementation Of Promotion Strategy (Pull And Push) Towards The Customer Value Of Non-Star Hotels In The Area East Priangan**
- b. Bidang Ilmu : Manajemen
2. Ketua Peneliti
- a. Nama Lengkap dan Gelar : Dr. Hj. Aini Kusniawati, M.M.
- b. NIK : 131472257
- c. Pangkat/Golongan : Pembina / IVa
- d. Jabatan Fungsional : Lektor kepala
- e. Jabatan Struktural : -
- f. Fakultas / Program Studi : Ekonomi/Manajemen
- g. Pusat Penelitian : -
3. Anggota Peneliti : -
4. Lokasi Penelitian : Priangan Timur Jawa Barat
5. Kerjasama dengan Instansi Lain:
- a. Nama :
- b. Alamat :
6. Jangka Waktu Penelitian : 6 Bulan
7. Biaya yang dibelanjakan : Rp. 25.000.000

Mengetahui

Dekan,



DR. Ati Rosliyati, S.E., M.M., Ak., C.A  
NIK. 3112770074

Ciamis, 02 juli 2017

Ketua,

Dr. Hj. Aini Kusniawati, M.M.  
NIK. 131472257

Menyetujui

Ketua LPPM Universitas

Galuh,

Endin Lidiyillah, S.Ag., M.Ag  
NIP. 197406152005011005

## **Abstract**

This research is purposed to obtain the empirical proof, find the clarification of a phenomenon, and the conclusion about the promotion strategy implementation (pull) and promotion strategy (push) towards the formation of customer value of non-starred hotel in East Priangan. This research uses quantitative approach with inductive and descriptive methods, namely collecting, presenting, analyzing, examining the hypothesis, and arranging the conclusions and suggestions. The data obtained from questionnaires from the customers of non-starred hotels in East Priangan selected to be the research samples. The results of data analysis and discussions show that: 1). Promotion strategy implementation (pull) of non-starred hotels in East Priangan is good based on the customer perception. 2). Promotion strategy implementation (push) of non-starred hotels in East Priangan is good based on the customer perception. 3). Customer value of non-starred hotels in East Priangan is good based on the customer perception. 4). There is an influence of promotion strategy implementation (pull) and promotion strategy (push) towards the customer value of non-starred hotels in East Priangan.

Key words: Promotion strategy (pull and push), customer value, non-starred hotels.

## **Kata Pengantar**

Atas Rahmat dan Inayah Allah SWT, kami dapat menyelesaikan Laporan Akhir Penelitian dengan judul “**Implementation Of Promotion Strategy (Pull And Push) Towards The Customer Value Of Non-Star Hotels In The Area East Priangan**”

. Maka selayaknya kami memanjatkan puji dan syukur kehadirat Allah SWT. Yang telah mengelola alam semesta beserta isinya dengan sempurna.

Laporan Akhir Penelitian ini kami buat dalam upaya pertanggungjawaban pelaksanaan tri darma perguruan tinggi pada bidang penelitian dan pengabdian masyarakat yang mudah-mudahan bermanfaat secara pengembangan ilmu pengetahuan (teoritis) dan guna laksana (praktis) bagi masyarakat.

Akhir kata, kami menyadari sebagai manusia yang banyak memiliki keterbatasan dan hanya ALLAH SWT yang memiliki kesempurnaan seutuhnya. Untuk itu kritik dan saran dari pembaca adalah sumbangsi yang tak terhingga nilainya.

Ciamis, Juli 2017

Penulis,

# Implementation Of Promotion Strategy (Pull and Push) Towards The Customer Value of Non-Star Hotels in the Area East Priangan

Dr. Hj. Aini Kusniawati, M.M.  
Lecturer at Economic Faculty, Universitas Galuh Ciamis Indonesia

## Abstract

This research is purposed to obtain the empirical proof, find the clarification of a phenomenon, and the conclusion about the promotion strategy implementation (pull) and promotion strategy (push) towards the formation of customer value of non-starred hotel in East Priangan. This research uses quantitative approach with inductive and descriptive methods, namely collecting, presenting, analyzing, examining the hypothesis, and arranging the conclusions and suggestions. The data obtained from questionnaires from the customers of non-starred hotels in East Priangan selected to be the research samples. The results of data analysis and discussions show that: 1). Promotion strategy implementation (pull) of non-starred hotels in East Priangan is good based on the customer perception. 2). Promotion strategy implementation (push) of non-starred hotels in East Priangan is good based on the customer perception. 3). Customer value of non-starred hotels in East Priangan is good based on the customer perception. 4). There is an influence of promotion strategy implementation (pull) and promotion strategy (push) towards the customer value of non-starred hotels in East Priangan.

**Key words:** Promotion strategy (pull and push), customer value, non-starred hotels.

## 1. Introduction

The development of industrial sector which also involves the sector of service industry need to be improved and directed to be one of the activator of efficient economic development, highly competitive, and able to empower the strong and mutual national economic structure. Badan Pusat Statistik or the Statistic Agency (2009) states that the trade-on sector of service industry consists of general service of government sub-sector and service industry of private sub-sector. Governmental general service involves government and defense administration and the others such as education and health. Whereas, in the service industry of private sub-sector consists of social service, entertainment, tourist, individual service, and houses. In case of tourism, Indonesian government has ruled the standards and norms through the Government Regulation Number 25, 2000, while the development policy of culture and tourism is regulated in Presidential Instruction Number 16, 2005 and the Law Number 10, 2009.

Besides requiring the government regulation support, the development of tourism sector need also an accomodation support. According to Pendi (2006:23) "Accomodation in the tourism industry is commonly in the form of hotel, motel, pension, bungalow, mes, inn, cottage, hostel, sanatorium or health resort, camping ground, etc". Talking about the hotel as a part of accomodation which supports the development of tourism sector, so, hotel and tourism are two inter-related parts. The important role of tourism accomodation, especially the hotels, can be seen from the need of accomodation for the foreign tourists who visit Indonesia. The Center of Data Management And Web System, Indonesia Culture and Tourism Ministry (2010) shows an amount of 5.002.101 foreign tourists visited Indonesia in 2005. Of that amount, a number of 1.030.853 foreign tourists used the service of non-starred hotels and among the 14.012 foreign tourists used non-starred hotel in West Java. In 2009, the number of foreign tourists who visited Indonesia increased to be 6.323.730 in which among the 1.224.360 foreign tourists used non-starred hotels. The tourists who used accommodation of non-starred hotels in West Java in 2009 were 45.426 tourists. This number was getting more than in 2005.

An ongoing operation of non-starred hotels depends on the more or less of customers who stay in the hotel. The presence of customers who consume the service of non-starred hotels is assumed to create the customer value. Therefore, it needs a research from the side of customers concern.

The research of non-starred hotels is viewed from the side of customer concern will relate with the customer value. Holbrook in Nasution (2004:18) defines that the customer value as preference experience of relative and interactive consumer. Thus, it can be stated that many or few of non-starred hotel visitors are caused by the interactive perception of customer on the service quality offered and served by the hotels. This perception is relative – means to have tends a change from time to time.

The customer value is formed by the total benefit total value and total cost. Accordring to Kotler in Molan (2008), the customer value belongs to two main components, namely total value and total cost of

customer. The high or low of customer value will be influenced by two factors, namely internal factor and external factor.

Internally, the formation of customer value on the non-starred hotels, especially non-starred hotels in East Priangan are influenced by marketing activity. Less of promotion activity conducted by the non-starred hotels in East Priangan could be assumed as the cause of low customer value of non-starred hotels. Viewed from the external side, the high or low of customer value of non-starred hotel could be caused by competition level among the hotels and the availability of tourism objects. Viewed from competition level, the data from West Java Torusim and Culture Agency in 2009, showed that the number of non-starred hotel in West Java were 989 hotels, while **TPK** of non-starred hotels in West Java according to **BPRSI** was smaller than 40%. Viewed from the existence of tourism objects, there is a contribution trend of tourism objects towards the existence of non-starred hotels. The tourism objects of Pangandaran beach in Ciamis and Cipanas resort and Sampireun in Garut make those two regencies have more non-starred hotels rather than other four regencies in East Priangan.

Considering the formation of customer value from the internal side, it can be stated that the marketing activity is basically an implementation of marketing management. American Marketing Association in Kotler and Keller (2007) states that marketing management is a planning process and thinking implementation, price consideration, promotion, and idea contribution, goods and service to create an exchange than can satisfy the individual and organisational objectives. This premise can be stated that the marketing management includes the consideration and implementation of marketing strategy.

Promotion strategy is a part of marketing strategy. This idea can be viewed from the theory of McCarthy about “*the four Ps of Marketing*” and the elements of marketing strategy from Corey. According to Corey in Tjiptono (2008), marketing communication or marketing promotion includes advertising, *personal selling*, sales promotion, *direct marketing*, and *public relations*. Promotion strategy relates with the planning, implementation, and controlling persuasive communication with the customers. Therefore, promotion strategy is used to determine proportion of advertising, *personal selling*, sales promotion, *direct marketing*, and *public relations*. The Corey’s thought is in accordance with the thought of Shimp (2003), Kotler (2007), Kotler and Keller (2007), and Tjiptono (2008).

In relation with the efforts to increase the sales volume, Tjiptono (2008) states that to increase the sales in a short time and accurately needs an appropriate and creative promotion strategy, namely to conduct promotion strategy (pull) and promotion strategy (push). Promotion strategy (pull) involves advertising, brand, sales promotion directed to boost the agent of service sales (*trade promo*), and sales promotion directed to boost the customers to buy (*consumer promo*) while promotion strategy (push) involves the sales agents.

Viewed from marketing mixed side, promotion or marketing communication is assumed to play role in creating the customer perception that can form the customer value. This assumption is very logical, as in this information technology era, communication becomes an important thing in offering the product or service. One of the factors that influences the product or service demand is the promotion appropriateness. One of the factors that influences the product or service demand is a promotion appropriateness offered to the consumers.

Considering the statements above, namely the formation of customer value and promotion which purpose to increase the sales in a short time on the non-starred hotels in East Priangan, the researcher conducted the research entitled “Promotion Strategy Implementation (Pull) and Promotion Strategy (Push) and Their Influence towards the Non-Starred Hotels in East Priangan”.

## 2. Objectives

This research is purposed to obtain the result of discussion about:

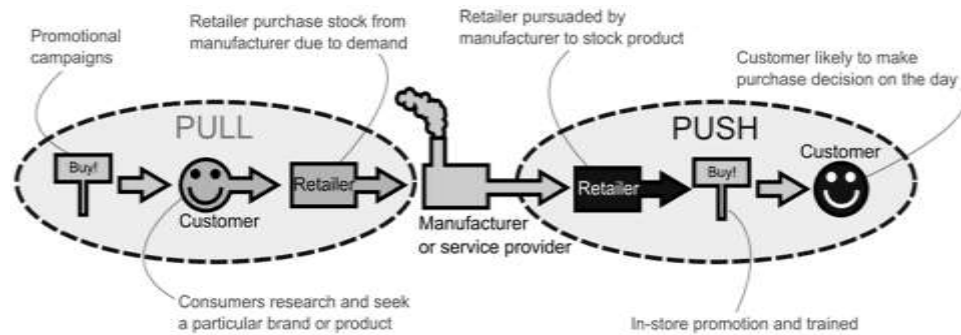
- a. Promotion strategy implementation (push) according to the customer perception of non-starred hotels in East Priangan.
- b. Promotion strategy implementation (pull) according to the customer perception of non-starred hotels in East Priangan.
- c. Customer value according to the customer perception of non-starred hotels in East Priangan.
- d. The influence of promotion strategy implementation (pull) and promotion strategy implementation (push) towards the customer value of non-starred hotels in East Priangan.

## 3. Materials and Methods

### a. Promotion Strategy (Pull) and Promotion Strategy (Push)

Tjiptono (2008:237) states that to increase the sales quickly in a short time appropriately needs an appropriate and creative promotion strategy, namely conduct a promotion strategy (pull) and promotion strategy (push). Promotion strategy (pull) includes advertising, brand, sales promotion which purpose to boost or stimulate the agent of service sales (*trade promo*), and sales promotion

purposes to boost or stimulate the customers to buy (*consumer promo*). Strategy (push) includes sales agent. Figure 1 shows the activity of promotion strategy (pull) and promotion strategy (push).



Source: <http://www.marketing-made-simple.com/articles/push-pull-strategy.htm>.

**Figure 1**  
**Activity of promotion strategy (pull) and promotion strategy (push)**

Both of those promotion strategy can be explained as follows:

### 1) Promotion Strategy (Pull)

According to Kotler and Keller(2007:123) promotion strategy (pull) involves the effort of producer through the advertising and promotion to bring the consumer to do an order. Soegoto (2010:205) states that *pull strategy* is a promotion strategy to draw directly the customers who ask for the products to the retailer. The company promotes its product directly to the consumers which then the pull of product is conducted through the distribution line by asking the retailer, the retailer then asks the grocery, and finally the grocery asks to the producers. According to Sofa (<http://massofa.wordpress.com/009/03/03/konsep-penting-dalam-distribusi>), *pull strategy* or pull strategy is a strategy conducted by the company to pull the last consumers. This strategy is related with the promotion if the company's main focus is to build the selective demand and brand loyalty by the potential consumers conducted by the advertising. In relation with the distribution, Sofa exemplifies the installment of advertising in a printed media that is thought to be able to attract the consumers' interest to buy the product. The consumers search for the products to the distributor and the distributor buys the product from the producers. According to Tjiptono (2008:237) promotion strategy is an activity of producer activity to the final consumers, and it is usually conducted by the advertising, brand, and sales promotion that boost the agents, sales promotion then boosts the customers. This strategy is suitable if the consumer loyalty towards the products is relatively high.

Considering the promotion form in promotion strategy (pull) of Tjiptono, so it can be stated that promotion form in promotion strategy (pull) is advertising, brand, sales promotion that can boost the agent, sales promotion that can boost the customers.

### 2) Promotion Strategy (Push)

The definition of promotion strategy (push) according to Kotler and Keller (2007:122) is involve the producers' effort on the sales power and trading promotion to invite the the agent accept, promote, and sell the products to the final users. In relation with Kotler, Soegoto (2010:205) states that push strategy is a strategy conducted by the producers to boost the retail or grocery seller to market the products to the consumers. In this promotion strategy, the producers press production by the distribution line. Firstly, the producers promote their products and distribute them to the grocery whin then push them to the retailer and finally to the consumers. Sofa (<http://massofa.wordpress.com/009/03/03/konsep-penting-dalam-distribusi>) states that the push strategy is conducted by the companies to their distributors in order to cooperate with the other agents to make sales to the final consumers. Tjiptono (2008:237) states that promotion strategy (push) is a promotion activity of producers to the agents through the *personal selling* and *trade promotion* in order the agents order the products which then sell and promote their products produced by the producers.

## b. Customer Value

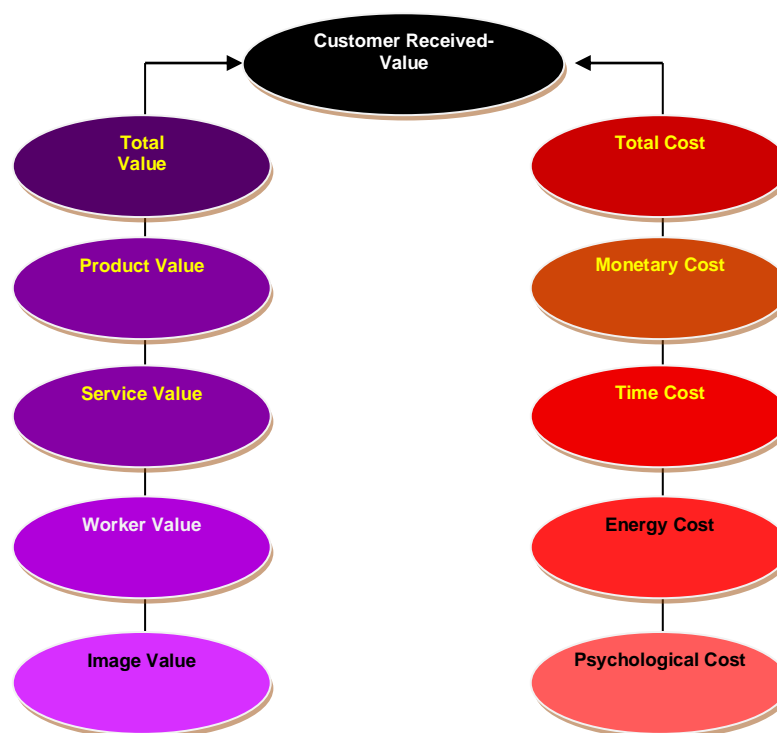
### 1) Customer Value Concept

Drucker in Kotler (1997:34) states that the first task of a company is to create the customers. This opinion is parallel with the opinions of Robbin and Coulter (2005:202) who states that the company needs the customers, namely the customers who use the service or goods produced by its

company. Thus, the company has to provide the value to attract and maintain the customers. The value according to Robbin and Coulter (2005:202) is the characteristics of performance, facilities, and its excellence, and the other aspect of the products that can cause the customers are ready to give their resources to obtain the company's products. This idea bases the emerge of customer value. The role of customer value to the company is revealed by the Nasution (2004:11) who states that the customer value highly influences for the accomplishment of long and short tems business. According to Nasution, the research about the customer value can be known that the wish to buy and retention the customer consequently will influence the improvement of business financial performance.

## 2) Customer Value's Components

Components of customer value are the total customer value and total expense. Customer value consists of the product benefit, service benefit, workers benefit, and company's image benefit. Component of total cost for the customers consist of attribute monetary cost, time cost, energy cost, and psychological cost. The attribute of two components can be illustrated as follows:



Source: Kotler et. al. translated Molan (2008) *Manajemen Pemasaran*. Indeks.h. 173

**Figure 2**  
**Value determinant Received by the Customers**

According to Kotler (2008:34), product value relates with the value of superiority, durable, performance, and sales-back value of product or service offered. Service value is a certain product value offered with the delivery, training and maintenance. Workers' knowledge and their competence in serving and customers are included in the workers' value, while the image value is related with the image or consumer opinion about the company which produces certain product or service.

Besides its value, there is a cost that must be submitted by the customers and it can determines the customer value. Whereas the cost is the monetary cost which must be spent by the customers in the form of unit moneter in which in this case is the price of a product or a service, and the non-monetary cost is such as time, energy, and psychology. Time cost is the cost that must be spent by the customers in relation with the duration of time that must be reached by the customers in consuming the products or service. Energy cost relates with the ease level of customers in consuming the products or services, while psychological cost is the disappointment level that may appear and must be faced by the customers at the time of consuming the products or services. According to Gaffar (2007:7), if the customer value of company is bigger than the competitor, it will create the superior customer value.



Barsky and Nash in Gaffar (2007:7) state that in the hotel industry, the creation of superior customer value can be conducted by serving the hotel rooms including with the whole facilities well through providing the superior service, such as the agile, friendly, and fully attention workers. Furthermore, according to Gaffar (2007:7) states that the emotion factor also plays an important role in forming the customer value through the comfort sensed by the customers, and which product or service that can create unforgettable emotional experience. According to Metrix in Gaffar (2007:7), superior value consists of five areas namely product, workers, arrival, value, and location. Superior value which relates with the product involves the rooms provided by the hotels, such as room design, room comfort, beds, and room and hotel cleanliness. Product attribute that grows the superior value is the good food, comfort atmosphere, composure, and safety. Concerning with the workers, Metrix states that the workers have a significant influence towards the sense of hotel customers. The hotel customers expect the hotel's workers behave hospitable, friendly, know much everything about the hotel where they work, and the attention towards the needs of the customers. At the time of the arrival, the customers expect to be welcomed with hospitable manner and respectfully by the hotel workers. Hotel facilities provided such as the *complimentary gifts*, food and drinks, and special discount are the certain plus-value for the hotel customers. Mukhopadhyay in Gaffar (2007:8) states that besides the hotel rooms and throughout the facilities, there is another factor that must be considered by the customers, namely the hotel location and popularity level owned by the hotels.

### Hyphotesis

Research hypothesis submitted here is: "Promotion Strategy Implementation (Pull) and Promotion Strategy (Push) and Their Influence towards the Non-Starred Hotels in East Priangan."

### Research Method

Considering the research objectives, the first step of this research uses descriptive research. By descriptive approach, it is expected to obtain the illustration of promotion strategy implementation (pull), promotion strategy implementation (push), and the customer value of non-starred hotels in East Priangan according to the customer perception. The next step is to use the kind of varificative research with the use of explanatory approach. The type of investigation research used is causality investigation type.

#### 1. Data Collection Technique

The unit of research analysis is the visitors of non-starred hotels in East Priangan in the observation period. Whereas the research population is the visitors who stay in the non-starred hotels in East Priangan during the obvsaration period. The number and composition are based on the number of non-starred hotels in East Priangan as seen in the following table.

**Table 1**  
**Proportion of non-starred hotels in East Priangan**

No	Regency/Town	Non-starred1	Non-starred 2	Non-starred 3	Total
1	Garut regency	25	23	17	65
2	Tasikmalaya regency	1	3	1	5
3	Ciamis regency	48	47	35	130
4	Sumedang regency	2	5	7	14
5	Tasikmalaya town	5	13	12	30
6	Banjar town	3	5	1	9
	Total	84	96	73	253

Source: BPS (Central of Statistic Bureau) West Java, 2008

Looking at the composition of non-starred hotels in the table above and considering the research method used, so the sampling technique used is *cluster sampling*. The result of data processing with SPSS generates the number of hotels to be the survey object of data collection are 7 hotels for the non-starred 1, 10 hotels for the non-starred 2, and 8 hotels for the non-starred 3. Based on the number of objects of data collection, the researcher then determines the non-starred hotels which will be pointed out proportionally as the data source. The procedure of data collection conducted is based on the following criterions:

- Data collection is accomplished by the questionnaire instrument for the customers who stay in the 25 non-starred hotels selected as the data source.
- The criterion of questionnaire data that can be processed is the complete questionnaire data; all of the statement and questions are completely answered by the surveyed customers.

#### 2. Analysis Frame and Hypothesis Test

##### a. Frame of Descriptive Analysis

Descriptive analysis is used to obtain the customer description of non-starred hotels about the implementation of promotion strategy implementation (pull), promotion strategy implementation

(push), and customer value of non-starred hotels in the regencies/towns in East Priangan. The average of calculation result is assumed as an implementation level of promotion strategy and customer value of non-starred hotels. The interpretation of calculation result is accomplished by the following criterions:

**Table 2**  
**Criterion of Average Interpretation in the Implementation of Promotion Strategy and Customer Value**

No	Average Score	Interpretation
1	0,00 – 0,82	Worst/Highly unsuitable
2	0,83 – 1,66	Bad/ Unsuitable
3	1,67 – 2,49	Not so bad/less suitable
4	2,50 – 3,32	Fair /Fair
5	3,33 – 4,16	Good/Suitable
8	4,17 – 5,00	Very good/Very suitable

Source: Yogaswara. (2011). *Pengaruh Komponen Pelatihan Terhadap Prestasi dan Implikasinya Bagi Kompetensi Guru Peserta Pendidikan dan Latihan Profesi Guru di Rayon 34 Sertifikasi Guru Tahun 2010*. Adjusted.

The success of interpretation of promotion strategy implementation (pull), promotion strategy implementation (push), and customer value conducted based on the following criterion:

**Table 3**  
**Criterion of Average Percentage Interpretation of promotion strategy implementation (Pull and Push), and Customer Value of Non-Starred Hotels in East Priangan.**

No	Percentage	Interpretation
1	1%	No
2	2 – 9 %	Fewest
3	10 – 24%	Few
4	25 – 49%	Nearly middle
5	50%	Middle
6	51 – 74%	Most
7	75 – 99%	General
8	100%	All

Source: Yogaswara. (2011). *Pengaruh Komponen Pelatihan Terhadap Prestasi dan Implikasinya Bagi Kompetensi Guru Peserta Pendidikan dan Latihan Profesi Guru di Rayon 34 Sertifikasi Guru Tahun 2010*. Adjusted.

#### b. Frame of Hypothesis Test

The hypothesis is tested by the use of path analysis by *Structural Equation Modelling* (SEM) analysis. Fit test used here includes *overall fit* model, *measurement model fit*, and *structural model fit* model. *Overall fit* model is purposed to evaluate the *Goodness Of Fit* (GOF). The criterion used in this research is *chi square*, *RMSEA* (*Root Mean Square Error of Approximation*), *GFI* (*Goodnes of Fit Index*), and *NFI* (*Normed Fit Index*). Criterion of fit test used in the table is as follows:

**Table 4**  
**Indexes of Criterion Fit Model**

Indexes of Criterion Fit	Reccommended Valuei
<i>Overall fit model Test:</i>	
1. Chi square ( $\chi^2$ )	$\geq \chi^2_{\text{critical}} (1,96)$
2. RMSEA	$0,05 < \text{RMSEA} \leq 0,08$
3. GFI	$0,80 \leq \text{GFI} < 0,90$
4. NFI	$0,80 \leq \text{NFI} < 0,90$

## 4. Result

### 1. Descriptive Analysis

#### a. Promotion strategy implementation (pull) of non-starred hotels in East Priangan.

Recapitulation of respondents' opinion about the Promotion strategy implementation (pull) according to the customer perception of non-starred hotels in East Priangan can be seen as follows:

**Table 5**  
**Recapitulation of Promotion strategy implementation (pull) according to the customer perception of non-starred hotels in East Priangan.**

No	Indicator	Average of Respondents' Opinion	Perception on the Respondents' Opinion	Estimation of Coefficient Line
<b>1.</b>	<b>Advertising Implementation:</b>			
a.	Outdoor travel advertising	3,21	Quite good	0,0886
b.	Dynamic Advertising	3,29	Quite good	0,0739
c.	Advertiement that creates the pre-order	3,17	Quite good	0,0724
d.	Advertising the shows the product excellence	3,32	Quite good	0,0766
e.	Advertising that ensures the customers	3,40	Good	0,0841
	Average of respondents' perception:	3,28	Quite good	
<b>2.</b>	<b>Brand Implementation:</b>			
a.	Brand as hotel identity	3,18	Quite good	0,0812
b.	Brand as the hotel promotion instrument	2,61	Quite good	0,0641
c.	Brand that constructs the hotel image	3,20	Quite good	0,0740
d.	Brand as the market controller	3,27	Quite good	0,0814
	Average of respondents' perception:	3,06	Quite good	
<b>3.</b>	<b>Sales Promotion Implementation that Push the Agents :</b>			
a.	Incentive Offer	3,32	Quite good	0,0763
b.	Management Assistance	2,90	Quite good	0,0752
c.	Providing display equipment in the agents	3,30	Quite good	0,0763
d.	Financing the promotion of agents	3,41	Good	0,0752
	Average of respondents' perception:	3,23	Quite good	
<b>4.</b>	<b>Sales Promotion Implementation that Push the Customers:</b>			
a.	Providing the reward	3,53	Good	0,0798
b.	Discount	3,60	Good	0,0678
c.	Demonstration of hotel location and its service	2,40	Not so bad	0,0574
d.	Assist the customers by choosing the service product	2,54	Quite good	0,0592
	Average of respondents' perception:	3,02	Quite good	
	Not so bad percentage	5,88%		
	Quite good percentage	70,59%		
	Good percentage	23,53%		
	Average of respondents' perception towards the Promotion strategy implementation (pull)	3,15	Quite good	

Source: Data Processing Result

The above table expresses that most of respondents (70,59%) give quite good perception towards the promotion strategy implementation (pull) conducted by the non-starred hotels in East Priangan. Viewed from the dimension, dimension of advertising implementation has greater average than dimension of brand implementation, or dimension of sales promotion that push the agents. Viewed from the estimation of coefficient line, it can be stated that the *outdoor travel advertising* has the greatest estimation, namely 0,0886. Estimation of the smallest coefficient line from the promotion strategy (pull) gets the demonstration indicator of the hotel location and its service (0,0574). The average of all respondents' perception is 3,15 so that it can be stated that the indicators of promotion strategy (pull) of non-starred hotels in East Priangan has been well implemented.

**b. Promotion Strategy Implementation (Push) of Non-Starred Hotels In East Priangan**

Recapitulation of respondents' opinion about promotion strategy implementation (push) of non-starred hotels in East Priangan can be seen as follows:

**Table 6**  
**Recapitulation on Promotion Strategy Implementation (Push) of Non-Starred Hotels In East Priangan**

No	Dimension and Indicator	Average of Respondents' Opinion	Perception on the Respondents' Opinion	Estimation of Coefficient Line
<b>1.</b>	<b>Implementation of Direct Sales</b>			
a.	Maintain the relationship with prospective customer	3,48	Good	0,1310
b.	Determining the target	3,28	Quite good	0,1344
c.	Communication	3,17	Quite good	0,1177
d.	Sales	3,60	Good	0,1461
e.	Serve prospective buyer/prospective customer	2,77	Quite good	0,1229
f.	Information Collection	3,53	Good	0,1388
g.	Allocation	3,68	Good	0,1342
	Average of respondents' perception:	3,36	Good	
<b>2.</b>	<b>Implementation of Sales Promotion through Trade Promotion:</b>			
a.	Travel Agent	3,22	Quite good	0,1255
b.	Organisation of Tourism Agent	2,95	Quite good	0,1303
c.	Broker	3,12	Quite good	0,1183
	Average of respondents' perception:	3,10	Quite good	
	Quite good percentage	60,00%		
	Good percentage	40,00%		
	Average of respondents' perception towards the Promotion Strategy Implementation (Push)	3,28	Quite good	

Source: Data Processing Result

The table above expresses most of respondents (60%) in perceiving *quite* and almost half of them (40%) perceiving *good* in the Promotion Strategy Implementation (Push) which is conducted by the non-starred hotels in East Priangan. Viewed from dimension, the implementation of direct selling has greater average compared with the average of *trade promotion*.

Viewed from estimation of coefficient line, it can be stated that the selling indicator has the greatest estimation, namely 0,1461. Thus, it can be stated that selling indicator must have better attention if the non-starred hotels in East Priangan want to improve the promotion strategy (push). Overall average of respondents' opinion on the variable of promotion strategy (push) is 3,28 and thus it can be perceived that the promotion strategy (push) of non-starred hotels in East Priangan have been well implemented.

**c. Customer Value of Non-starred Hotels in East Priangan**

Customer value is the consumer perception towards the quality of service product consumed by the customers. It includes all values obtained by the customers for their cost. Dimension of customer value consists of total value and total cost. Total value is formed by the product value, service value, workers' value, and the value of company image. Whereas total cost is formed by the attribute of monetary cost, time cost, energy cost, and psychological cost. Customer value of non-starred hotels in East Priangan according to the customers' perception can be seen from the following table:

**Tabel 7**  
**Rekapitulation of Customer Value of Non-starred Hotels in East Priangan**

No	Dimension and Indicator	Average of Respondents' Opinion	Perception on the Respondents' Opinion	Estimation of Coefficient Line
<b>1.</b>	<b>Total Value:</b>			
a.	Product value	2,76	Quite good	0,1086
b.	Service Value	2,77	Quite good	0,1274
c.	Workers' Value	3,60	Good	0,1481
d.	Image Value	3,38	Good	0,1543
e.	Superior Value	3,48	Good	0,1411
	Average of respondents' perception:	3,20	Quite good	
<b>2.</b>	<b>Total Cost:</b>			
a.	Monetary cost	2,87	Quite good	0,1392
b.	Time cost	3,29	Quite good	0,1409
c.	Energy cost	3,23	Quite good	0,1421
d.	Psychological cost	2,96	Quite good	0,1227
	Average of respondents' perception:	3,09	Quite good	
	Quite good percentage	66,67%		
	Good percentage	33,33%		
	Average of respondents' perception towards the customer value	3,15	Quite good	

Source: Data Processing Result

The above table shows that most of respondent (66,67%) perceive *quite* and almost half of respondents (33,33%) perceive the customer value has been appropriate with the customers. Viewed from the dimension, the dimension of total value has better average so that it can be stated that the non-starred hotels in East Priangan has created greater value compared with the cost spent by the customers.

Viewed from estimation of coefficient line, it can be stated that the indicator of image value gives the most contribution (0,1543) of the customer value. Overall average of respondents' opinion towards the variable of customer value is 3,15, so the indicators of customer value of non-starred hotels in East Priangan can be perceived *quiet* to form the customer value.

## 2. Hypothesis Test

### a. Model Fit Test

*Overall model fit* or *Goodness of Fit* (GoF) is done by  $\chi^2$ , RMSEA, GFI, and NFI. The result of dapat processing can be seen from the following table:

**Table 8**  
**Hasil Uji Keseluruhan Model (GOF)**

No	GOF Criterion	Fit Criterion	Test Result
1.	Chi square ( $\chi^2$ )	$\chi^2_{critical} = 1,96$	$\chi^2_{count} = 58,7259$
2.	RMSEA	$0,05 < RMSEA \leq 0,08$	0,03257
3.	GFI	$0,80 < GFI < 0,90$	0,9919
4.	NFI	$0,80 \leq NFI < 0,90$	0,9988

Source: Data Processing Result

Data processing shows the result as of  $\chi^2 = 58,7259$  so it can be stated that viewed from  $\chi^2$ , then the overall measurement model has fulfilled the criterion of *fit test* of  $\chi^2_{count} (58,7259) > \chi^2_{critical} (1,96)$  and it can be stated as *good fit* condition. Viewed from RMSEA, the result of data processing shows as of  $RMSEA = 0,03257$ . Thus,  $RMSEA_{count} = 0,03257 \leq 0,05$  so that it can be stated in the condition of *close fit*. Viewed from *Goodnes of Fit Index* (GFI), the result of data processing shows as of  $GFI = 0,9919$  so that it can be stated that the overall model is *good fit*. Viewed from *Normed Fit Index* (NFI), the result of data processing shows as of  $NFI = 0,9988$  so that it can be stated as in the condition of *good fit*.

### b. Hypothesis Test

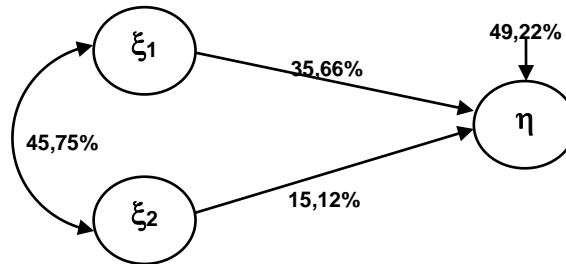
The number of influence in promotion strategy implementation (pull) and promotion strategy implementation (push) towards the customer value of non-starred hotels in East Priangan can be seen in the matrix of following data processing result:

**Table 9**  
**The Matrix of Influence in Promotion Strategy Implementation (Pull) and Promotion Strategy Implementation (Push) towards the Customer Value of Non-starred Hotels in East Priangan**

No	Description	Number of Influence			Total Influence
		Direct	Indirect		
			X1	X2	
1	Influence of promotion strategy implementation (pull) towards the customer value	28,68%		6,99%	35,66%
2	Influence of promotion strategy implementation (push) towards the customer value	8,13%	6,99%		15,12%
4	Simultaneous influence				50,78%
5	Influence of research external variable				49,22%
6	F <sub>count</sub>				15,0333
7	F <sub>table</sub>				3,04

Source: Data Processing Result

Result of hypothesis test in the Table 9 above can be illustrated in the line diagram as seen in the Figure 5 :



**Figure 5**

**Big Line Diagram of Influence of promotion strategy implementation (pull) and Influence of promotion strategy implementation (push) towards the Customer Value of Non-starred Hotels in East Priangan**

**5. Discussion**

**a.Descriptive Discussion**

**1) Promotion Strategy Implementation (Pull) to the Non-starred Hotels in East Priangan**

Promotion strategy (pull) includes the advertising, brand, sales promotion that push the agents, and sales promotion that push the customers. Promotion strategy implementation (pull) towards the Non-starred Hotels in East Priangan shows that the indicator of discount in the dimension of sales promotion implementation which pushes the customers has the biggest average (3,60 Table 5). This condition indicate that the discount strategy applied by the Non-starred Hotels in East Priangan has been well perceived by the customers. Producing the discount to the customers is generally implemented by the Non-starred Hotels located around the tourism resort. Interview result shows that this strategy is implemented or applied by the hotels in order that in the ordinary days or *week day* stay to have the customers to stay in the hotel. This condition shows that in the ordinary day, the number of demand is less than the number of offers. The producers, the hotel owners, try hard to apply various strategy that is focused to find and receive the customers. Theoretically, the strategy which has been accomplished by the Non-starred Hotels in the tourism resort can be justified, as in the ordinary days this resort or area is relatively lack of visitors, while the hotel operational is still going on.

Viewed from dimension side, Table 5 shows the dimension of advertising has the greatest average (3,28). This condition shows that the effectivity of advertising strategy implementation is better than the other dimension. The observation result shows that the outdoor travel advertising and dynamic advertising has commonly been conducted by most of the non-starred hotels in East Priangan. Both of those advertising are able to influence prospective customer or the customer and can create the demand from the customers to stay at the hotel. the outdoor travel advertising and

dynamic advertising conducted by the non-starred hotels in East Priangan can ensure the customers to the good level (average 3,40 Table 5), whereas the ability of advertising to create the demand and point out the excellences product of hotel service is in the level of *quite*, namely in the average of 3,17 (Table 5). For the advertising which shows the excellences product of hotel gets the average of customer perception of 3,32 (Table 5) so that it can be categorized in the condition of *quite good*.

Viewed from the variable, most of the respondents (70,59% Table 5) gives the *quite good* perception (average 3,15 Table 5) towards the promotion strategy implementation (pull) conducted by the non-starred hotels in East Priangan. Result of processing data in the Table 5 is supported by Kotler and Keller(2007), Tjiptono (2008) and Soegoto (2010) who state that promotion strategy implementation (pull) is the promotion strategy to persuade the customers to do the order. While the customer opinion which is perceived *quite good* towards the promotion strategy implementation (pull) shows that the management of non-starred hotels in East Priangan should improve the effectivity of promotion strategy implementation (pull). The efforts that can be conducted by the hotel management are the efforts that are focused to the improvement the effectivity of implementation of *outdoor travel advertising*. This is due to the indicator of *outdoor travel advertising* has the greatest line coefficient coefficient, namely 0,0886 (Table 5). Theoretically, the improvement of *outdoor travel advertising* will automatically improve the effectivity of other indicators.

## 2) Implementation of Promotion Strategy (Push) in the Non-starred Hotels in East Priangan

**Promotion strategy implementation** (*push strategy*) in the non-starred hotels in East Priangan can be seen in the Table 6. That Table shows the allocation indicator which is in the direct sales (*personal selling*) has the greatest average (3,68). Result of data processing shows that the time allocation hotel conducted by the hotel management to be fitted with the time allocation of customer has been well perceived by the customer. The hotel allocates visiting time to the customers after the agency or company as the hotel customer ask for the information about the services provided by the hotel. Based on the demand of this information, the hotel management then follows-up the customer's wish or demand by way of visiting the customer (agency or company) to give various explanation relating with the services provided by the hotels. In this process, the hotel's workers accomodate the customer's expectation, harmonize the customer's expectation with the hotel facilities and try to create the transaction of service purchase to the customer. Of the hotels in the tourism area, allocating activity is conducted by way of participating the local resident stayed near the hotel as the direct sales.

Viewed from the dimension side, Table 6 shows the dimension of direct sales (*personal selling*) which has the greater average (3,36) compared with the dimension of sales promotion through *trade promotion* (3,10). This condition shows that the implementation of direct sales is more effective than the sales promotion or *trade promotion*.

Viewed from variable side, most of respondents (60% Table 6) gives quite good perception (average 3,28 Table 6) towards the promotion strategy (push) conducted by the non-starred hotel in East Priangan. The result of this research is supported by the opinion of Tjiptono (2008) who states that promotion strategy (push) is the promotion activity of producer to the agents through the *personal selling* and *trade promotion* in purposing that the agent would order which is then sold to the customer and promote the product produced by the producer. Kotler and Keller (2007) state that the promotion strategy (push) includes the effort of producer on the sales force and trading promotion to invite the agents receive, promote, and sell the product to the final users. Parallel with Kotler, Soegoto (2010) states that the *push strategy* is the strategy conducted by the producer to push the grocery or retailer seller to market the product to the consumer. The effort conducted the the management of non-starred hotels in East Priangan to improve the effectivity of promotion strategy implementation (push) is to improve the sales activity on the activity of direct selling or *personal selling*. This is in accordance with the number of coefficient estimation line with the result of SEM calculation which illustrate the sales indicator that gets biggest contribution (0,1461 Table 6) from the variable of promotion strategy (push).

## 3) Customer Value of Non-starred Hotels in East Priangan

*Customer value* is the customer perception towards the quality of service product consumed by the customers which include the value obtained by the customer for their cost. Customer perception towards the customer value of non-starred hotels in East Priangan shows that the indicator of worker's value has the greatest average (3,60 Table 5) compared with the average of other

indicators. This condition indicates that the existence of workers have been appreciated and perceived well by the customers.

Viewed from dimension side, Table 7 shows the dimension of total value has better average (3,20) than the average of total cost (3,09), so, if the ratio of customer value is calculated based on the Monroe's formulation (1990) of customer value – value divided by cost, so the average of customer value of non-starred hotels in East Priangan is 1,04. Thus it can be stated that the customers of non-starred hotels in East Priangan get greater value than the cost they have spent.

Viewed from variable side, most of the customers (66,67% Table 7) state that the customer value of non-starred hotels in East Priangan have been quite good, while the rest (33,33%) states as good. The result of this research is parallel with the opinion of Gale in Palitati (2007) who states that the customer value is the consumers' perception towards the value of quality offered is relatively higher from the competitor. The result of this research is also parallel with the opinion of Kotler (2008) who states that the customer value is the total difference of benefit value with the total customers' cost. Robbin and Coulter (2005) state that the company needs the customers if it wants to stay exist and success – namely the customers who use the service or product of its company. Thus, the company must provide *value* in order to be able to pull or attract and maintain the customers. Related with the role of customer value, Nasution (2004) states that the customer value highly influences towards the short term and long term achievement of a business. Moreover, Nasution (2004), on the result of his research about the customer value, states that it can be known that the wish to purchase and the consequence customer retention will influence towards the improvement of business financial improvement.

Customer value of non-starred hotels in East Priangan has been well perceived by the customers in which the customers basically demand the hotel management to be better in improving the customer value. The efforts of hotel management in improving the the customer value can be accomplished by various efforts that reflecting the guidance and the improvement of hotel image. This is parallel with the calculation result of SEM that illustrates the the estimation of coefficient line on the image value which gets the greatest contribution (0,1543 Table 7) from the variable of customer value.

## **b. Verificative Discussion**

### **1) The Influence of Promotion Strategy Implementation (Pull) towards the Customer Value in the Non-starred Hotels in East Priangan**

The result of hypothesis test shows that promotion strategy implementation (pull) provides the influence towards the customer value as much as 35,66%. This influence derives from the direct influence as much 28,68% and indirect influence through the promotion strategy implementation (push) as much as 6,99% (Table 9). The causes of promotion strategy implementation (pull) towards the customer value of non-starred hotels in East Priangan are as follows:

- a) The installation of outdoor travel advertising and dynamic advertising conducted by the non-starred hotels in East Priangan sufficiently create the initial demand, show an excellent, and ensure the customers on the existence of services provided by the hotels (Table 5).
- b) Brand used by the hotels sufficiently functions as a brand that reflect the hotel identity, build the image, control the market, and act as a means of hotel promotion (Table 5).
- c) Sales promotion conducted by the non-starred hotels in East Priangan sufficiently push the agents to take a part in promoting the hotels existence (Table 5).
- d) Sales promotion conducted by the non-starred hotels in East Priangan sufficiently push the customers to use the non-starred hotels as a place for stay (Table 5).

The result of this research is Related with the marketing mix, this research result is parallel with the research result of Oesman (2007), Rachmawati's research (2009) and Karjoluoto and Leppaniemi's research (2007). The conclusion of Oesman's research shows that the customer value is influenced by the performance of marketing mix, while Rachmawati's research shows the influence of sales mix and management of customer relationship towards the increase of customer value. Karjoluoto and Leppaniemi's research illustrate that the promotion strategy can show the position of company in the product advertising.

### **2) The Influence of Promotion Strategy Implementation (Push) towards the Customer Value of Non-starred Hotels in East Priangan**

The result of hypothesis test shows that the promotion strategy implementation (push) provides the influence towards the customer value as much as 15,12%. This influence derives from the direct influence as much as 8,13% and indirect influence through the promotion strategy implementation (pull) as much as 6,99% (Table 9). Result of hypothesis test shows that the



promotion strategy implementation (push) gives the smallest influence towards the customer value of customers of non-starred hotels in East Priangan. This is because of:

- a) The non-starred hotels in East Priangan commonly do not have *personal selling* workers which intensely introduce the product of hotel service to the prospective customers and to build the understanding of customers to the service product provided by the hotels. This condition is appropriate with the interview result towards the marketing managers of non-starred hotels in Tasikmalaya and Ciamis. The hotel management assigns the hotel worker (usually the marketing manager) to visit the customers as in convenience with the customers if the customers ask for the existence and facilities provided by the hotels. When the hotel worker meet the customers, the worker then act on behalf of *personal selling* worker with the job to explain about the various facilities and harmonize it with the need of the customers and try to make the transaction. Of the non-starred hotels in the tourism area, the hotel management use the people around its location to perform as the personal selling in the return of commission. They will get commission when they are able to contribute the customers to stay in the hotel. The kinds of this working relationship is working for commission, they do the activities as the direct sales or *personal selling* not as the hotel's worker. This condition causes the customer perception towards the indicator of hotel existence and its service on the sales promotion which push the customers becomes worse. This can be seen from the average of respondents' opinion in the Table 6.
- b) The cooperation among the non-starred hotels with the travel agents and tour wholesalers are still limited.

The influence of promotion strategy implementation (push) towards the customer value in the non-starred hotels in East Priangan is supported with the opinions of Kotler and Keller(2007), Soegoto (2010), Tjiptono (2008), and Oesman's research result (2007). Kotler and Keller state that promotion strategy (push) includes various producer's efforts on the sales force and trading promotion to invite the agents receive, promote, and sell the products to the final users, while Soegoto states that *push strategy* is the strategy conducted by the producer to push the agents to market the product to the consumers. Moreover, he adds that promotion strategy is a strategy which uses the agents to distribute the product to the final users through the distribution line. According to Tjiptono, promotion strategy (push) is a promotion activity of producers to the agents through the *personal selling* and *trade promotion* in order the agents order, sell, and promote the products produced by the producers. The opinions of the experts and research results are parallel with Whrarf's research result which show the excellent marketing promotion that can form the customer value, while Oesman and Rachmawati's research result show the influence of marketing mix towards the formation of customer value.

## **6. Conclusion**

1. Promotion strategy implementation (push) in the non-starred hotels according to the customer perception on the non-starred hotels in East Priangan is quite good.
2. Promotion strategy implementation (push) in the non-starred hotels according to the customer perception on the non-starred hotels in East Priangan is quite good.
3. Customer value of non-starred hotels in East Priangan is quite good.
4. There is an influence of Promotion strategy implementation (pull) and promotion strategy implementation (pull) towards the customer value of non-starred hotels in East Priangan.

## 8. References

### I. Books and Journals

- Badan Pusat Statistik.( 2004). *Buku Saku Pariwisata Indonesia*. Jakarta: BPS.
- .(2010). *Katalog Statistik*. Jakarta: BPS.
- Bappeda Jawa Barat. (2010). Perda No.1/2005, Basis Data Provinsi Jawa Barat Tahun 2010.
- .(2009). Berita Resmi Statistik Provinsi Jawa Barat No. 29/09/32/Th. X. 1 September .
- Departemen Kebudayaan dan Pariwisata, (2003).*Pariwisata Indonesia*, Jakarta: Depbudpar.
- .(2007). *Pariwisata Indonesia*. Jakarta: Depbudpar.
- Gaffar, Vanessa. (2007). *CRM dan MPR Hotel*. Bandung: Alfabeta.
- Hadi, Setia Tunggal. (2009). *Undang-Undang Kepariwisataaan*. Indonesia: Harvarindo.
- Karjoluoto, Heiki. Matti Leppaniemi. *The Role of Mobile Marketing in Companies Promotion Mix: Empirical Evidence From Finland*. Qulu Finlandia.
- Kepmen Kebudayaan dan Pariwisata No.KM 3 HK.001/MKP 02. PHRI sebagai Lembaga Independen.
- Kotler, Philip. Keller, Kevin Lane. (2007). *Manajemen Pemasaran*. Bandung: PT Indeks
- Kotler, Philip, et.al. 2007. *Manajemen Pemasaran Perspektif Asia*. Trans. Tjiptono, Fandy. Jilid 2. Yogyakarta: Andi.
- Kotler, Philip. (1997). *Manajemen Pemasaran, Analisis, Perencanaan, Implementasi, dan Kontrol*. Trans: Teguh, Hendra. Rusli, Ronny Antonius. Jilid 1. Jakarta: PT. Prehallindo
- Molan. (2008). *Manajemen Pemasaran*. Jakarta: Indeks.
- Nasution, Hanny N. dkk. *Service Quality-Customer Value in Hotel*.University Australia.
- Oesman, Yevis Marty. (2007). *Pengaruh Kinerja Bauran Pemasaran jasa dan Manajemen Kereliasan Pelanggan Terhadap Nilai Pelanggan Bisnis dan Keterikatan Pelanggan Jasa Sewa Toko pada Pusat Belanja di Kota Bandung*. Universitas Padjadjaran Bandung.
- Pendit, Nyoman S. (2006). *Ilmu Pariwisata*. Jakarta: PT Pradnya Paramita
- Peraturan Pemerintah Nomor 25 Tahun( 2000). *Standar dan Norma Kepariwisataaan*.
- Pusat Pengolahan Data dan Sistem Jaringan (P2DSJ) Deparbud RI, (2008).
- Robbins, Stephen P., Coulter, Mary. (2005). *Manajemen*. Jilid 2. Trans: Hermaya, T., Slamet, Harry. PT Indeks
- Soegoto, Eddy Soeryanto. (2010). *Entrepreneurship: Menjadi Pebisnis Ulung*. Jakarta: [Elex Media Komputindo](#).
- Shimp, Terence, A., (2003), *Advertising Promotion, Suplement And Aspect of Integrated Marketing Communications*, Fifth Edition, United States of America : Thomson Publisher.
- Surat Keputusan Menparpostel Nomor: KM 34/ HK 103/MPPT 1987.
- Tjiptono, Fandy. (2007). *Pemasaran Jasa*. Yogyakarta: Penerbit Andi Offset.
- .(2008). *Strategi Pemasaran*. Edisi III. Yogyakarta: Andi
- UU No.10 Tahun 2009.*Kepariwisataaan*.

### II. Dissertation

- Oesman, Yevis Marty. 2007. *Pengaruh Kinerja Bauran Pemasaran jasa dan Manajemen Kereliasan Pelanggan Terhadap Nilai Pelanggan Bisnis dan Keterikatan Pelanggan Jasa Sewa Toko pada Pusat Belanja di Kota Bandung*. Universitas Padjadjaran Bandung.
- Rachmawati, Anne Mariana. 2009. *Kinerja Bauran Penjualan Eceran dan Manajemen Kereliasan Pelanggan untuk Meningkatkan Nilai Pelanggan dan Citra Perusahaan SPBU Pertamina*. Universitas Padjadjaran Bandung.
- Yogaswara, Sri Marten. 2011. *Pengaruh Komponen Pelatihan Terhadap Prestasi dan Implikasinya Bagi Kompetensi Guru Peserta Pendidikan dan Latihan Profesi Guru di Rayon 34 Sertifikasi Guru Tahun 2010*. Disertasi.Bandung: Program Doktor Manajemen, Program Pascasarjana Universitas Pasundan

### III. Internet

- Sofa. Konsep Penting Dalam Distribusi. <http://massofa.wordpress.com/2009/0303/konsep-penting-dalam-distribusi/> 17 September 2010.