



Implementation of Advertising and Telemarketing to Increase Room Revenue

Dewa Ayu Astari Intan Puspita¹, I Ketut Astawa²,
I Ketut Suparta³, I Putu Krisna Arta Widana⁴, I Wayan Nurjaya⁵
^{1,2,3,4,5}Tourism Department, Politeknik Negeri Bali

Email: ¹atari.intan17@gmail.com, ²ketutastawa@pnb.ac.id,
³ktutsuparta@pnb.ac.id, ⁴krisnaarta.widana@pnb.ac.id, ⁵wayannurjaya@pnb.ac.id

Received on 7 July 2022	Revised on 7 August 2022	Accepted on 27 August 2022
----------------------------	-----------------------------	-------------------------------

Abstract

Purpose: This study was conducted to determine the application of advertising and telemarketing by a 4-star hotel located in Payangan, Gianyar, Bali, Indonesia and their effect on increasing room revenue.

Research methods: Data collection techniques used are observation, interviews and documentation. The data analysis technique used is multiple regression analysis which aims to determine the magnitude of the influence of advertising and telemarketing to increase room revenue of the hotel, and processed with SPSS 25. Advertising carried out is in the form of print advertisements through brochures or flyers, newspapers, and magazines, electronic advertisements through the internet and social media, as well as special advertisements.

Findings: Based on the results of SPSS 25 calculations on multiple determination analysis, it is known that the coefficient of determination is 66.6%, which means that the contribution of advertising (X1) and telemarketing (X2) variables is 66.6% to the rise and fall of room income at the hotel. While the remaining 33.4% is influenced by other factors not included in this study.

Implication: Partially or simultaneously, the two independent variables have a positive effect on room income.

Keywords: resort and spa, advertising, telemarketing, room revenue.

INTRODUCTION

The island of Bali or known as an island of a thousand temples (Pulau Sejuta Pura) is one of the main tourism destinations in the world. The island has the charm of extraordinary natural beauty and very popular as a cultural tourism destination (Mudana et al, 2021). It has unique customs that cause many tourists to visit Bali. Based on data from the 2020 Bali Provincial Tourism Office, the interest of tourists coming to Bali can be seen from the number of tourist arrivals who have come in the last five (5) years based on Table 1.

Table 1: Number of Foreign Tourist Visits to Bali in 2016-2020
 [Source: Bali Provincial Tourism Office/Dinas Pariwisata Provinsi Bali, 2021]

Year	Number of Foreign Tourist (People)	Growth (%)
2016	4.927.937	-
2017	5.697.739	15.62
2018	6.070.473	6.54
2019	6.275.210	3.37
2020	1.050.301	-83.26

Based on Table 1, it can be seen that the rate of foreign tourist visits to Bali from 2016 - 2017 experienced a growth of 15.62 percent, 2017 - 2018 there was a growth of 6.54 percent, in 2018 - 2019 there was a growth of 3.37 percent and a decrease occurred with a figure of -83.26 percent recorded in 2019 - 2020. The decline that occurred in 2020 was due to the Covid-19 pandemic that hit the whole world so that the movement of tourism activities in Indonesia, especially in Bali, experienced a very rapid decline. This causes hotel management to also carry out various marketing activities, one of which is promotion. Marketing is a social and managerial aspect that causes individuals or groups to get what they need and want through the creation, exchange of products, and values with other parties (Sukaatmadja et al, 2020: 17). Promotion is a communication in the form of information which aims to attract and retain customers for goods or services that have been marketed (Qadarsi, 2017: 40).

Promotion is one way to attract consumer interest in the service products offered (Rahadian, et al, 2013: 777). In conducting promotions, hotel management can implement several promotional mix activities which are the most important part of marketing mix activities in gaining market share. Promotion mix is the specific blend of promotion tools that the company uses to persuasively communicate customer value and build customer relationships (Kotler, Philip, 2012: 408). As we have seen before, the success of a company in marketing its products is greatly influenced by the company's ability to market its products to consumers

As hotels in general, Nandini Jungle Resort and Spa carries out various activities in selling its products in the hope of achieving the predetermined revenue target. The sales strategy carried out by Nandini Jungle Resort and Spa includes promotion in the form of advertising and telemarketing. Advertising is

one of the promotional mixes included in mass selling, where advertising carried out by Nandini Jungle Resort and Spa such as brochures or flyers, magazines, social media and hotel website. This advertising is expected to help increase room revenue at Nandini Jungle Resort and Spa. Advertising can communicate functional and emotional product values to consumers which in turn will create strong, profitable, and unique values in the minds of consumers (Manorek, 2016: 663). The hotel industry must use advertising as the primary tool for its professional gain, it's because advertisements can create brand image and it can also be changed or strengthened through advertisements (Salehi, Hassan & Farahbakhsh, 2014: 127).

Apart from advertising, personal selling is also carried out through management marketing through telemarketing activities. Telemarketing is one of the media used in the application of direct marketing. Telemarketing is an efficient tool that companies can use to get higher revenues (Begam, 2020: 29). Also, telemarketing is an optimal strategy to be implemented in the long term and long-distance promotion, especially to reach companies that are outside the city and outside the island (Dewi et al., 2018: 189). Several promotional activities have been explained that are expected to increase room revenue at Nandini Jungle Resort and Spa. Revenue is the gross inflow of economic benefits arising from the activities of a company or hotel period, in case of inflows result in an increase in equity that do not come from the contribution of investment (Swantari et al., 2019: 189). The following of room revenue data Nandini Jungle Resort and Spa.

Due to the Covid-19 pandemic situation, it is very important for the marketing management of Nandini Jungle Resort and Spa to elaborate and find out how the influence of the established Advertising and Telemarketing activities. Also, how the impact of the implementation of promotional activities that have spent a large amount of money on the revenue space at Nandini Jungle Resort and Spa.

Based on the background, on this occasion, the writer would like to raise a study entitled "Implementation of Advertising and Telemarketing to Increase Room Revenue at Nandini Jungle Resort and Spa". This research was conducted as a material consideration of the marketing management of Nandini Jungle Resort and Spa in implementing promotional policies, as well as seeing how big

the role of advertising and telemarketing has been to increase room revenue at Nandini Jungle Resort and Spa.

This article uses several previous studies that are used as a basis and comparison in research. First, research conducted by Fasana (2017) entitled “Promotional Mix as the Strategic Tool for Improving Brand Equity (A Case in Franchise Fast Food Restaurants in Sri Lanka).” This study sought to analyze brand equity with perceived promotional mix strategies in franchise fast food restaurants in Sri Lanka. The similarities between the previous research and the research conducted by the author are the same research on the promotion mix. The difference is that previous research examined the five promotional mix dimensions (advertising, sales promotion, personal selling, direct marketing, public relations) whereas the current research only examined advertising and telemarketing.

Second, research by Threeranoot (2017) entitled “The Influence of Social Media on Hotel Occupancy: A Case Study of 5-Star Hotels in Pattaya, Thailand”. The aim of this research is to propose to study the relationship between customer reviews on social media and the occupancy of hotels. The similarity between the research and the research that the writer is doing is that both research about tools to increase sales in hotels. The difference is that previous studies examined the effect of social media on room occupancy rates, whereas the current study only examined advertising and telemarketing to increase room revenue in hotels.

Research by Rusby (2017) entitled “Pengaruh Bauran Promosi Terhadap Peningkatan Jumlah Tamu pada Wisma Graha Az-Zahra Pekanbaru”. The purpose of this research is to know the influence of the promotion mix on increasing the number of guests. This research similarity is both examining the marketing mix, while the difference is that in analyzing quantitative data a simple linear regression analysis is used, while the author currently uses multiple regression analysis because it uses two variables from the promotional mix.

Research by Dewi (2018) entitled “Marketing Strategy through Sales Call and Telemarketing to Increase Room Revenue at The Lerina Hotel Nusa Dua”. This research is conducted to know the indicators that become the strengths, weaknesses, opportunities and threats. The similarity of research with research conducted by the author is that both discuss telemarketing activities to increase

room income, while the difference is that the method used by the previous writer is a qualitative descriptive method.

Research by Sari (2020) entitled “Pengaruh Promosi Terhadap Tingkat Hunian Kamar pada Mesra Business dan Resort Hotel di Samarinda”. The purpose of this research is to test and analyze the influence of promotion of room occupancy rates at the Mesra Business and Resort Hotel in Samarinda. What this research has in common with the research that the author is currently doing is that they both research about promotion. The difference is that previous research examined the overall aspect of promotion on room occupancy rates, whereas the current study only examined advertising and telemarketing variables.

RESEARCH METHODS

The research location is a place that has been determined by the researcher, which will be use to conduct research. The location of this research is at Sales and Marketing Department at Nandini Jungle Resort and Spa which is one of the four-star hotel in the Ubud area. Nandini Jungle Resort and Spa is located at Banjar Susut, Desa Buahan, Payangan, Gianyar, Bali, Indonesia.

The object of this research is the implementation of Advertising and Telemarketing to increase room revenue at Nandini Jungle Resort and Spa. In this study, there are two variables, namely the independent variable and the dependent variable. In this study, there are two promotional activities which are the research variables, namely Advertising (X1) and Telemarketing (X2). While the dependent variable in this study is room revenue (Y). The independent variable (X) is the application of the promotion mix consisting of X1 (Advertising), X2 (Telemarketing). Based on the type of media used, advertising (X2) can be divided into several types, namely print advertising, electronic advertising, outdoor advertising, specialty advertising, and transit advertising (Assauri, 2014: 273). Of the several types of advertising, here are the advertisements implemented by Nandini Jungle Resort and Spa; print advertising, namely in the form of magazines, newspapers, and brochures or flyers. Electronic advertising, namely in the form of broadcasts on internet media such as website and social media. Speciality advertising, namely in the form of giving gifts, such as pens, calendars, luggage tags, and sales kits. In this study, all of the advertising costs

from 2018 - 2020 for 36 months will be accumulated in one data in rupiah units. Telemarketing (X2) is one of the media used in the application of personal selling and is also the dominant form of direct marketing.

The form of telemarketing activities carried out by Nandini Jungle Resort and Spa is contacting target markets such as travel agents, wedding organizers, companies, event organizers and government. In this study, all telemarketing costs from 2018 - 2020 for 36 months will be accumulated in one data in rupiah units. Dependent Variable (Y) is room revenue at Nandini Jungle Resort and Spa for 36 months from 2018 - 2020 in rupiah units. The data which is used in this research are the primary data and secondary data. In collecting primary data, researchers conducted in-depth interviews with competent parties in the Sales and Marketing Department regarding the application of advertising and telemarketing at Nandini Jungle Resort and Spa, and the secondary is data obtained from the results of collecting people or agencies, such as the number of tourist visits to Bali obtained from the Bali Provincial Government Tourism Office, data on advertising and telemarketing costs from Nandini Jungle Resort and Spa, and room revenue data from Nandini Jungle Resort and Spa during the last three years, namely the period 2018 - 2020. Data collection method which is used in this research are observation, documentation, and interview. Data analysis technique used in this research are quantitative descriptive analysis, classic assumption test, hypothesis test (t-test and F-test), multiple linear regression, multiple determination analysis, partial correlation analysis, multiple correlation analysis, and statistical analysis test of standardized coefficients beta.

FINDINGS

1. Implementation of Advertising and Telemarketing in Increasing Room Revenue

Advertising is one of the most widely used forms of promotion for companies to promote their products. Where advertising activities are shown to the wider community in persuasive ways and aim to attract potential buyers to the goods and services offered. Advertising activities carried out by Nandini Jungle Resort and Spa are classified into several types, namely print advertising, electronic advertising, and specialty advertising. Print Advertising, several types of print advertisements applied by Nandini Jungle Resort and Spa include flyers, newspapers, and magazines. Flyers usually contain information about superior

hotel facilities and the types of rooms offered, and are usually disseminated through several activities, such as during a sales call visit to travel agents, companies or customers who contribute to Nandini Jungle Resort and Spa, besides that it could also be when site inspection activities carried out by salespersons to clients who come directly to visit Nandini Jungle Resort and Spa, as well as during certain events such as events, exhibitions, etc. Flyers can also be sent in softcopy or so-called e-flyers to all travel agents and corporate databases owned by the sales and marketing department.

Other media used by Nandini Jungle Resort and Spa are newspapers and magazines. These two types of media are often used by Nandini Jungle Resort and Spa to publish articles, whether published daily, monthly or annually, where the articles review reviews of the room and villa facilities offered as well as interesting activities that are being carried out at Nandini Jungle Resort and Spa. Some of the newspapers and magazines that have collaborated with Nandini Jungle Resort are Tribun Bali, Ciudad Magazine, Ok Magazin, Media Indonesia, M&C Asia, Destin Asian, Api-Magazine, Inclover, and so on.

The payment method for advertising at Nandini Jungle Resort and Spa is using the Half Barter system where the advertising payment system pays half in cash and half uses the benefits offered by the hotel to media partners in the form of room vouchers. Electronic Advertising, Nandini Jungle Resort and Spa utilizes internet technology to promote its products, among others, through website and social media. The use of internet media aims to introduce the products offered by Nandini Jungle Resort and Spa to all levels of society in various parts of the world, this is because of the ease of accessing the internet anywhere and anytime. Information about hotel products and facilities, various choices of room types supported by photo galleries and virtual tours, various promo packages and reservation contacts can be accessed through the official website of Nandini Jungle Resort and Spa, namely www.nandinibali.com.

Social media such as Facebook, Instagram, Twitter, Youtube, and Tiktok are also used in advertising activities. Promotions carried out through social media are usually in the form of posts from guests who spend their vacation time at Nandini Jungle Resort and Spa, as well as attractive promos and events at Nandini Jungle Resort and Spa. Several online articles were also published to review the uniqueness of the properties owned by Nandini Jungle Resort and

Spa. Online media that have collaborated with Nandini Jungle Resort and Spa include, kompas.com, tribunnews.com, viva.co.id, traveler.com.au, mirror.co.uk, lavanguardia.com, ok-magazin.de, ciudad.com.ar, mcmag-asia.com and others. Specialty Advertising, special advertising made by Nandini Jungle Resort and Spa is through several souvenir items such as pens, calendars, luggage tags, and sales kits. The aim is to introduce the Nandini Jungle Resort and Spa brand so that guests will always remember it. The distribution of souvenir items is carried out in various ways, namely through room amenities provided in the rooms for in-house guests, through sales calls to travel agents or other companies, and during certain events attended by the hotel.



Figure 1. Advertising Activities

Telemarketing is a communication technology, either through data transmission using the internet or interaction with voice, sending messages (direct mail) and data using the telephone. Telemarketing is done to complement other promotional tools such as advertising and sales promotion. Nandini Jungle Resort and Spa conducts telemarketing activities by conducting promotions in the form of email blasts. Email blasts include press relations in the form of in the know program monthly and yearly promotions, Basic Promos consisting of Early Birds (30-90 days ahead of check-in), Last Minute (0-4 days before check-in) and Campaign Promos are sent using the EDM (Electronic Direct Mail) program, which is done by sending an email that includes e-layer to the email address of the guest, company, and travel agent that has been recorded and stored in an

excel file. Apart from sending an email, Nandini Jungle Resort and Spa also interacts using telephone data to explain in depth about the packages offered.

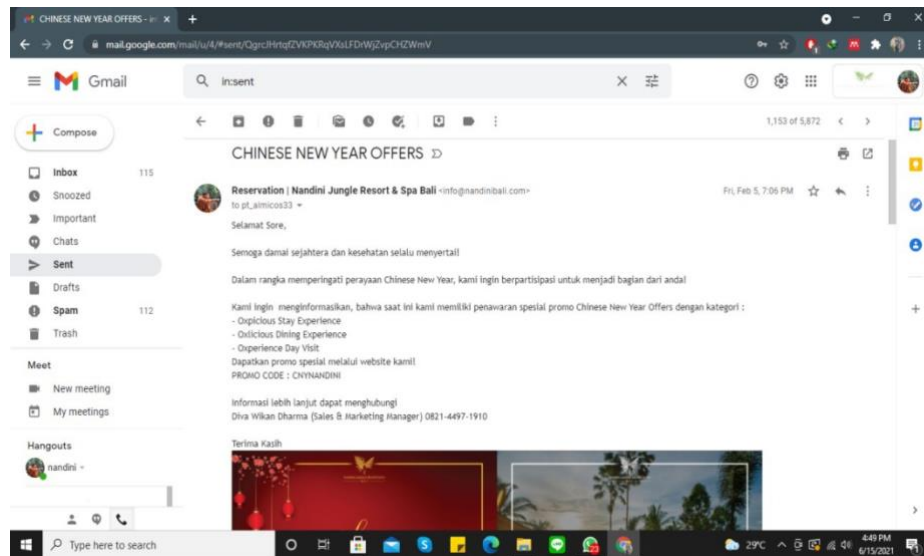


Figure 2. Telemarketing Activities

2. Influence of Advertising and Telemarketing Variables in Increasing Room Revenue

a. Quantitative Descriptive Analysis

The results of the quantitative descriptive analysis above show that during 2018 to 2020 the cost of Advertising has the highest cost in 2018 in April of Rp.20,232,762 while the lowest Advertising costs were in 2020 in September of Rp.955,438. Meanwhile, the highest Telemarketing cost in 2016 in August was Rp.2,694,500 while the lowest Telemarketing cost in 2020 in September was Rp.200,090. The highest Room Revenue was in 2019 in December of Rp.2,291,461,049 and the lowest was in 2020 in September of Rp.73,591,814.

b. Classic Assumption Test

Regression analysis has a number of prerequisites that must be met. This prerequisite is widely known as the classical assumption test. If at the time of testing the classical assumptions that are not fulfilled, the regression analysis cannot be done.

1) Normality Test

The output of the SPSS the significance value of Asymp. Sig (2-tailed) of 0.071 is greater than 0.05, then in accordance with the basis for the decision-making of the Kolmogorov-Smirnov normality test above, it can be concluded that

the data is normally distributed. Thus, the assumptions or normality requirements in the regression model have been met.

2) Heteroscedasticity Test

From the Scatterplot graph, we can see that the dots are spread out and do not form a certain clear pattern, so it can be concluded that the data above meets the heterocytasticity test.

3) Autocorrelation Test

Auto correlation test was performed using the Run test. It is known that the Asymp.sig (2-tailed) value of 0.063 is greater than 0.05, it can be concluded that there are no symptoms or auto correlation problems.

4) Multicollinearity Test

The resulting VIF value for each variable is less than 10, and the resulting tolerance value is more than 0,1. This indicates that in this test there was absolutely no multicollinearity.

5) Hypothesis Test

a. t-test (Partial Test)

This test is used to partially test the effect of each independent variable, namely advertising and telemarketing, with the dependent variable, namely room revenue. Here are the steps to find out whether the previously determined hypothesis is accepted or rejected.

Table 2: t-test Results
[Source: Processed Data SPSS, 2021]

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardize d Coefficients		
	B	Std. Error	Beta		
1 (Constant)	3.015	.686		4.392	.000
<i>Advertising</i>	.438	.196	.438	2.234	.032
Telemarketin g	.447	.214	.409	2.084	.045

a. Dependent Variable: Room Revenue

Based on table 2, it can be seen that the t_{count} value is 2.234. Based on the t-test steps above, it can be seen that the t_{count} value is 2.234 while the t_{table} value is 1.69236. Thus the value of $t_{\text{count}} > t_{\text{table}}$, which means that H_0 is rejected, and

this indicates that there is indeed a partially positive influence between Advertising on Room Revenue at Nandini Jungle Resort and Spa.

Based on table 2, it can be seen that the t_{count} value is 2.084. Based on the t-test steps above, it can be seen that the t_{count} value is 2.084 while the t_{table} value is 1.69236. Thus the value of $t_{\text{count}} > t_{\text{table}}$, which means that H_0 is rejected, and this indicates that there is indeed a partial positive influence between Telemarketing on Room Revenue at Nandini Jungle Resort and Spa.

b. F-test (Simultaneous Test)

The F test is carried out to determine whether there is an influence between all identified independent variables, namely Advertising and Telemarketing on Room Revenue.

Table 3: F-test Result
[Source: Processed Data SPSS, 2021]

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3.248	2	1.624	32.906	.000 ^b
	Residual	1.629	33	.049		
	Total	4.877	35			

a. Dependent Variable: *Room Revenue*

b. Predictors: (Constant), Telemarketing, *Advertising*

Based on table 3, it can be seen that the F_{count} value is 32.906. Based on the F test steps above, it can be seen that the F_{count} value is 32.906, while the F_{table} value is 3.28. Thus the value of $F_{\text{count}} > F_{\text{table}}$, which means that H_0 is rejected, and this indicates that there is indeed a positive influence simultaneously between Advertising and Telemarketing on Room Revenue at Nandini Jungle Resort and Spa.

c. Multiple Regression Analysis

Multiple linear regression analysis is used to analyze the influence of Advertising (X_1) and Telemarketing (X_2) on Room Revenue (Y).

Table 4: Results of Multiple Linear Regression Analysis
[Source: Processed Data SPSS, 2021]

		Coefficients ^a		
		Unstandardized Coefficients		Standardized Coefficients
Model		B	Std. Error	Beta
1	(Constant)	3.015	.686	
	<i>Advertising</i>	.438	.196	.438
	<i>Telemarketing</i>	.447	.214	.409

g

a. Dependent Variable: Room Revenue

Based on the results of the SPSS calculation in table 4, the multiple linear regression equation is obtained as follows:

$$Y = 3,015 + 0,438X_1 + 0,447X_2$$

The interpretation of the above equation is as follows:

- The constant coefficient value = 3,015. This means that if all independent variables are assumed to be constant at a value of 0 (zero), then the amount of room revenue (Y) is 3,015.
- Regression coefficient $X_1 = 0,438$. This means that room revenue will increase by 0,438 if advertising costs increase by 1 unit, assuming constant telemarketing costs at a value of 0 (zero).
- The regression coefficient $X_2 = 0,447$. This means that room revenue will increase by 0,447 if telemarketing costs increase by 1 unit, assuming constant advertising costs at a value of 0 (zero).

d. Multiple Determination Analysis

This test serves to show the magnitude of the contribution of the dependent variable. The higher the R^2 value, the greater the ability of the independent variables, namely advertising (X_1) and telemarketing (X_2), in explaining the variation of changes to the dependent variable, namely room revenue (Y).

Table 5: Multiple Determination Results
[Source: Data SPSS, 2021Processed]

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.816 ^a	.666	.646	.2222

-
- a. Predictors: (Constant), Telemarketing, Advertising
 - b. Dependent Variable: Room Revenue

$$\begin{aligned}
 \text{Coefficient of Determination (D)} &= R^2 \times 100\% \\
 &= 0,666 \times 100\% \\
 &= 66.6\%
 \end{aligned}$$

Based on the results of the SPSS calculation above, it is known that the coefficient of determination is 66.6%, which means that the contribution of the Advertising (X1) and Telemarketing (X2) variables is 66.6% towards the ups and downs of Room Revenue at Nandini Jungle Resort and Spa. While the remaining 33.4% is influenced by other factors not included in this study.

e. Partial Correlation Analysis

This analysis aims to determine the level of the partial relationship between Advertising (X1) and Telemarketing (X2) variables on Room Revenue (Y).

Table 6: Results of Partial Correlation
[Source: Processed Data SPSS, 2021]

Model	Coefficients ^a Correlations		
	Zero-order	Partial	Part
<i>Advertising</i>	.789	.362	.225
<i>Telemarketing</i>	.785	.341	.210

a. Dependent Variable: *Room Revenue*

Based on Table 6, it can be seen that the correlation that occurs between the Advertising (X1) variable and Room Revenue (Y) is 0,362 which means that there is a low positive influence between the Advertising (X1) variable on Room Revenue (Y) at Nandini Jungle Resort and Spa.

Meanwhile, the correlation that occurs between the Telemarketing variable (X2) and Room Revenue (Y) is 0,341 which means that there is a low positive influence between the Telemarketing variable (X2) on Room Revenue (Y) at Nandini Jungle Resort and Spa.

f. Multiple Correlation Analysis

This analysis aims to determine the level of the relationship together between Advertising (X1) and Telemarketing (X2) variables on Room Revenue (Y).

Table 7: Multiple Correlation Results

[Source: Processed Data SPSS, 2021]

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.816 ^a	.666	.646	.2222
a. Predictors: (Constant), Telemarketing, <i>Advertising</i>				
b. Dependent Variable: <i>Room Revenue</i>				

Based on table 7, it can be seen that the correlation between Advertising (X1) and Telemarketing (X2) variables on Room Revenue (Y) is 0,816 which means that there is a very strong positive relationship.

2. The Most Influential Variable in Increasing Room Revenue

a. Statistical Analysis Test of Standardized Coefficients Beta

This analysis aims to see which independent variable between Advertising (X1) and Telemarketing (X2) variables has the most dominant influence on the dependent variable, namely Room Revenue (Y).

Table 8: Statistical Analysis Test Results Standardized Coefficients Beta
[Source: Processed Data SPSS, 2021]

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	3.015	.686		4.392	.000
<i>Advertising</i>	.438	.196	.438	2.234	.032
Telemarketing	.447	.214	.409	2.084	.045

a. Dependent Variable: Room Revenue

Based on table 8, it can be seen that the value of Standardized Coefficients Beta generated by the Advertising variable (X1) is 0,438 with a probability value of 0,032 while the Standardized Coefficients Beta value generated by the Telemarketing variable (X2) is 0,409 with a probability value of 0,045. The smaller the probability value below the significance level used, namely 0,05 the greater the influence of the independent variable on the dependent variable. Which

means, after making a comparison of the respective values of Standardized Coefficients Beta and their significance value, it can be concluded that the Advertising variable (X1) is the variable with the most dominant influence on Room Revenue (Y) at Nandini Jungle Resort and Spa.

CONCLUSION

Based on the discussion and analysis that has been done, there are several things that can be concluded, such as: (1) Implementation of Advertising and Telemarketing to increase Room Revenue at Nandini Jungle Resort and Spa. There are three types of advertising which applied by Nandini Jungle Resort and Spa. They are print advertisements applied by Nandini Jungle Resort and Spa include brochure or flyers, newspapers, and magazines. Electronic advertising is also carried out through internet media, namely websites and social media. Meanwhile, special advertising was carried out through the distribution of souvenirs typical of Nandini Jungle Resort and Spa. Nandini Jungle Resort and Spa conducts telemarketing activities by conducting promotions in the form of email blasts. Apart from sending an email, Nandini Jungle Resort and Spa also interacts using telephone data to explain in depth about the packages offered. (2) The influence of Advertising and Telemarketing Variables to increase Room Revenue at Nandini Jungle Resort and Spa can be summarized. There is a partially positive influence between Advertising on Room Revenue. This is evident from the results of the t test where the value of $t_{count} > t_{table}$ is $2.234 > 1.69236$.

Then based on the partial correlation analysis, the results obtained were 0.362, which means that there was a low positive effect. There is a partially positive influence between Telemarketing on Room Revenue. This is evident from the results of the t test where the value of $t_{count} > t_{table}$ is $2.084 > 1.69236$. Then based on the partial correlation analysis, the results obtained were 0.341, which means that there was a low positive effect. There is a simultaneous positive influence between Advertising and Telemarketing on Room Revenue. This is evident from the results of the F test where the value of $F_{count} > F_{table}$ is $32.906 > 3.28$. Then based on multiple partial correlation analysis, the result was 0.816, which means that there is a very strong positive influence. The amount of influence or contribution of the application of Advertising and Telemarketing

activities to the room occupancy rate based on the analysis of multiple determination, namely 0.666 or 66.6%, while the remaining 33.4% is influenced by other factors not included in this study which can affect Room Revenue such as natural disasters, and so on. (3) The most influential variable in increasing room revenue at Nandini Jungle Resort and Spa. Advertising variable (X1) is a variable that has a dominant influence on Room Revenue (Y). This is evidenced by the value of Standardized Coefficients Beta, where Advertising (X1) produces a value of 0.362 with a probability of 0.032, while Telemarketing (X2) produces a value of 0.341 with a probability of 0.045.

ACKNOWLEDGEMENTS

This study has been guided and directed by the lectures in Tourism Business Management , Politeknik Negeri Bali. The writers do thank them for all supervision and materials proposed regarding the topic discussed.

REFERENCES

- Assauri, S. (2014). *Manajemen Pemasaran Dasar, Konsep, dan Strategi, Edisi 1, Cetakan ke -13*. Jakarta: Rajawali Press.
- Bali Provincial Tourism Office/Dinas Pariwisata Provinsi Bali. (2020). *Rilis Data Statistik Resmi Bulan Oktober 2020*. <https://disparda.baliprov.go.id/rilis-data-statistik-resmi-bulan-oktober-2020/2020/12/>. Accessed on 12 January 2021.
- Begam, S. (2020). Impact of Telemarketing on Retail Enterprises; A Case Of Madurai City In Tamil Nadu. *International Journal of Multidisciplinary Researches*, 6(4), 28–33.
- Dewi, N. L. L. A. R., Triyuni, N. N., & Winia, I. N. (2018). *Marketing Strategy Through Sales Call And Telemarketing To Increase Room Revenue*. 1(2), 197–211.
- Fasana, S. F., & Haseena, A. G. (2017). Promotional Mix as the Strategic Tool for Improving Brand Equity (A Case in Franchise Fast Food Restaurants in Sri Lanka). *International Journal of Engineering and Management Research*, 7(6), 6–11. www.businessweek.com
- Kotler, P. (2012). *Prinsip-prinsip Pemasaran. Edisi Ketiga Belas, Jilid 1*. Jakarta: Erlangga.
- Manorek, S. L. (2016). The Influence Of Brand Image, Advertising, Perceived Price Toward Consumer Purchase Intention (Case Study: Samsung Smartphone). *Jurnal Berkala Ilmiah Efisiensi*, 16(1), 661–670.

- Mudana, I Gede., Ernawati, Ni Made., & Voda, M. (2021). *Analysis Of The Evolving Cultural Tourism Implementation In Bali Indonesia*. 7(6), 608–619. <https://doi.org/10.5281/zenodo.5035637>
- Qadarsi, J. (2017). Analisis Swot Strategi Promosi Advertising di Objek Wisata Curug Bidadari Sentul Paradise Park, Bogor. *Bogor Hospitality Journal*, 1(1), 35–37.
- Rahadian, D., & Pratomo, A. (2013). Pengaruh Bauran Promosi Terhadap Peningkatan Penjualan Kamar di Ho-tel Benua Bandung. *Binus Business Review*, 4(2), 776–780.
- Rusby, Z., Bakhri, B. S., & Rozi, S. (2017). Pengaruh Bauran Promosi Terhadap Peningkatan Jumlah Tamu pada Wisma Graha Az-Zahra Pekanbaru. *Al-Hikmah: Jurnal Agama Dan Ilmu Pengetahuan*, 14(2), 222–241. [https://doi.org/10.25299/al-hikmah:jaip.2017.vol14\(2\).1030](https://doi.org/10.25299/al-hikmah:jaip.2017.vol14(2).1030)
- Salehi, H. & Farahbakhsh, M. (2014). *Tourism Advertisement Management And Effective Tools In Tourism Industry*. 3(10), 124–134.
- Sari, A. I. (2020). Pengaruh Promosi Terhadap Tingkat Hunian Kamar Pada Mesra Business Dan Resort Hotel Di Samarinda. *Jurnal Administrasi Bisnis*, 8(1), 82–91.
- Sukaatmadja, I. P. G., (2020). *Manajemen Pemasaran Pariwisata*. Penerbit Lakeisha.
- Swantari, A., Gantina, D., & Festivalia, F. (2019). Analysis of The Effect of Price Determination on Hotel Revenue (Hotel Case in Puncak, Bogor). *TRJ Tourism Research Journal*, 3(2), 188. <https://doi.org/10.30647/trj.v3i2.62>
- Threeranoot, S., & Chuaychoo, I. (2017). The Influence of Social Media on Hotel Occupancy: A Case Study of 5-Star Hotels in Pattaya, Thailand. *An Overview of the Youth Centers with Regards to Their Community Service Practice: Agr i Youth Center Example*, 3, 1–10.