

INFLUENCE OF MARKETING PERFORMANCE & DIGITAL MARKETING ON ONLINE BOOKING VILLA INDUSTRY IN BALI DURING THE COVID-19 PANDEMIC

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Abstract

The impact of the Covid-19 pandemic on the world economy has caused instability. Likewise with Indonesia, especially the condition of tourism in Bali. The level of tourist visits has decreased quite drastically. The use of the internet in the form of online bookings is expected to be able to improve the marketing performance of the villa industry during the pandemic and the tourism recovery period after the pandemic. Even so, the Villa Industry in Bali in particular has not fully recovered as it was before the pandemic. The high interest in Online Services and Online Shops proves that the digital economy has the potential to improve and strengthen the Indonesian economy in the midst of the Covid-19 pandemic. To answer the research questions above, the literature on strategies and practices during the economic crisis was reviewed and compiled based on marketing mix tools using a systematic literature review approach. Design/methodology/approach due to the recession caused by the COVID-19 crisis is one of the key drivers of the business environment and changing customer behavior. This assumption is in accordance with the findings of previous empirical research which states that it includes three factors, namely (1) data and information completeness factors, (2) service product promotion factors, (3) business transaction processing factors.

Keywords: *Covid-19 Pandemic, Marketing Performance, Online Booking*

INTRODUCTION

The discovery of a new pneumonia outbreak case in Wuhan, China shocked the world in late 2019 (Okada et al., 2020). This outbreak is named coronavirus disease 2019 (COVID-19) caused by Severe Acute Respiratory Syndrome Coronavirus-2 (SARS-CoV-2). The impact of this epidemic, various countries experienced instability Indonesia's economy is no exception. The world of hospitality as an industry that plays a role in providing services lodging, food, drinks, and various other services that are managed commercially (Sulastiyono, 2007 in Setiyarti, 2019), takes a fairly important position in support the tourism sector itself. Many tourists are followed by a long time Time to stay in a tourist destination will certainly have a positive impact on the occupancy rate of hotel rooms. Research conducted by Susanto, et al. (2015) concluded that the occupancy rate of hotel rooms has an indirect effect on income and profitability, therefore the hotels are trying to increase the rate room occupancy so that the continuity of the hotel is guaranteed. Since the pandemic, decline the number of tourists visiting Bali resulted in hotels and accommodation being closed temporary. During 2018 to 2020 cited in the Central Bureau of Statistics Bali Province, the highest occupancy rate was in July 2018 reaching 74.4%, while the lowest figure was in May and June 2020 which both reached 2.07%. The overall average occupancy rate of rooms decreased over the three years lately.

The impact of the Covid-19 pandemic on the world economy has caused instability. Likewise with Indonesia, especially the condition of tourism in Indonesia Bali. The level of tourist visits has decreased quite drastically. The Bali Tourism Office (Dispar) revealed the number of domestic tourists who coming to the Island of the Gods throughout 2021 reached 4,301,592 people. Amount The most visits were recorded in December 2021 which reached 629,590 people. Meanwhile, the number of foreign tourists (tourists) in 2021 to Bali recorded only 51 people. This number decreased sharply from the previous year, in 2020, as many as 1,050,504 and in 2019 as many as 6,275,210 people. Most tourists from Japan and China. One of the effects of the pandemic COVID-19 is a business

person who has difficulty marketing their products them, what's more, the brands that were built previously are no longer re-recognized because the government set large-scale social restrictions (PSBB) and social distancing to reduce the number of cases growth positive. According to (Wirapraja, 2018) the development of the current era requires for marketers to update their sales systems so that they are able to compete in today's era. One of the business tips made to realize This system is with online marketing which is expected to renew conventional marketing system that is already known to the public. The marketing system through online booking is starting to be aggressively implemented again in order to provide the easiest access for tourists who want to go online reservations. The use of the internet in the form of online booking is expected to be able to improve the marketing performance of the villa industry during the pandemic and tourism recovery after the pandemic.

The Villa Industry in Bali especially those who have not fully recovered as before the pandemic. Problem This is thought to have happened because the villa industry players in Bali are still unsure whether The impact of the Covid-19 pandemic on the world economy has caused instability. Likewise with Indonesia, especially the condition of tourism in Indonesia Bali. The level of tourist visits has decreased quite drastically. The Bali Tourism Office (Dispar) revealed the number of domestic tourists who coming to the Island of the Gods throughout 2021 reached 4,301,592 people. Amount the most visits were recorded in December 2021 which reached 629,590 people.

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1	Senin	7 Maret	2022	4,46 %
2	Selasa	8 Maret	2022	21,09 %
3	Rabu	9 Maret	2022	14,04 %
4	Kamis	10 Maret	2022	31,16 %
5	Jumat	11 Maret	2022	28,39 %
6	Sabtu	12 Maret	2022	30,63 %

Therefore, innovative steps are needed to restore national economic resilience and tourism in Bali. Such as economic utilization digital for companies which of course have enormous opportunities. The digitalization of the economy

in Indonesia continues to grow, a lot tourism companies currently prefer to carry out their economic activities by online. The level of internet and social media users in Indonesia occupies third position as the highest internet user in the world which is productive age contributed to a fairly large number as an internet user in Indonesia (Kemp, 2020). High interest in Online Services and Online Shop prove that the digital economy has the potential to improve and strengthen Indonesia's economy in the midst of the Covid-19 pandemic.

The Villa business in Bali has not fully recovered and has to compete with other hotels in Bali. Therefore, the villa industry in Bali must develop and formulate an effective marketing communication strategy and efficiency in order to attract hotel guests. Of course every villa is required to be able to provide good service and facilities to guests so that can obtain guest satisfaction and loyalty and have the trust and sense of security to be able to use the service. Hotel as a component of tourism is a business unit which requires a variety of business activities to sustain, one of the sub-activities is marketing. The reliance to the Internet makes information request of hotels raises [3]. Along with the development of Internet technology, businesses, especially hoteliers, naturally take part in utilizing the Internet for marketing, in this case termed digital marketing [4]. The development and penetration of the internet which is increasingly fast has developed the growth of online transactions which in addition to intensifying economic life but will also grow the public into consumers. During a normal situation marketing has been an important role [5], and since the Internet era the term digital marketing is becoming more important as the centre of marketing activities because the marketing activities is becoming increasingly digital [6]. For some hotels and airlines, the role of digital marketing is very important. However, there are still in certain circumstances some hospitality company get the most clients offline or by a conventional way and conventional marketing activities [7]. Today, the digital marketing is used to promote products online. Currently the usage of digital marketing in hotels has become increasingly very high with Search Engine Optimization (SEO), Social

Media Marketing (SMM), and video marketing through you tube. Searching hotels online is the new trend of digital marketing and it increases the possibilities to success to find [8]. In the marketing a hotel, the use and integration of digital marketing is real need [9].

LITERATURE REVIEW

Definition of Hotels

Hotel is a company or entity accommodation business that provides lodging services, providers food, drink and room facilities to sleep to those who travel and be able to pay with a reasonable amount accordingly services received without any special agreement (Sujana, 2015).

Definition of Marketing

According to Hutama and Subagio in (Atmoko, 2018) marketing isa series of activities starting from the internal process manufacture, communicate introduce and offer deals value for consumers, clients, partners, and society in general. In other words, marketing can be interpreted as a series of processes comprehensive, which is intended to be able to bridging the information of a product for the sake of fulfillment of customer needs. Understanding of how to market a product also needs to be understood more further, so that the marketed product can well received, and can fulfill

consumer needs and wants. (Kristiutami, Brahmanto, & Pirastyo, 2019) Marketing strategy Strategy is a whole concept how a company organizes himself and all activities with the purpose of running a successful business, compete, and make returns results to shareholders (Atmoko,2018).

Room Occupancy Rate

Room occupancy rate is astate of the extent to which the number of rooms sold, when compared with the entire number of rooms that can afford to for sale. The definition of occupancy ratio is benchmark for the success of hotels in selling its main product, namely room. The room occupancy rate is percentage of

occupied or unoccupied rooms rented out to guests being compared by the total number of rooms leased which is calculated in term time of day, month, or year (Damaryanti, 2006: 121).

Online hotel booking

Reservation/Ordering or booking is an activity to order something place according to the desired time and date of travel (Tesone, 2006). Online is a situation when someone is connected to a network or bigger system. Online booking is part of someone's activities place an order or reservation for a product or service through the media online (Indonesian Ministry of Tourism and Creative Economy, 2012). Tourism industry has achieved a competitive advantage over other sectors, because it has been able to transfer more customers online. According to the Central Bureau of Statistics the term hotel can defined as a business that uses a building or part of it building provided specifically, for everyone to stay, eat, obtain services and use other facilities with payment. Characteristic What's special about the hotel is that it has a restaurant that is managed directly below the hotel management. Meanwhile, the hotel class is determined by the Directorate General Tourism or the Regional Tourism Office (Diparda). While Desire (intention) according to Peter & Olsen (2000) intention is a plan to be involved in a specific behavior to achieve a goal.

Digital Marketing

Digital marketing or digital marketing can be defined as effort in market a product or service with using electronic devices/internet with various marketing and media tactics digital. The Internet is quite an influential tool for business. The Internet offers opportunities to sell products immediate needs of daily life to customers in the market consumption (consumer market) or consumers on the industrial market as said (Pradana, 2015). Roger Dalam (Purwana, Rahmi, & Aditya, 2017) revealed Internet features are as follows: Interactivity, device capabilities technology facilitates intercommunication individual as face to face. Communication is very interactive so that participants can communicate more

accurately, effectively, and satisfactorily. Demassification, messages can be exchanged to the participants involved in the amount big. Asynchronous, communication technology have the ability to send and receive messages at that time desired by each participant. There are various accesses that can be used in digital marketing, such as social media. Zhu and Chen divides social media into two group according to the nature of the connection and interactions (Purwana et al., 2017):

Profile-based, namely social media based profiles that focus on individual members. The group's social media is encouraging connections that occur because individuals are interested to social media users eg Facebook, Twitter, WhatsApp. Content-based, namely focused social media to content, discussion, and comments of the content displayed. Aim the main thing is to connect individuals with content provided by particular profile because of that individual like it example Youtube, Instagram, Pinterest. According to Buyer, Juju & Ferry, and Bajpai, Pandey, & Shriwas in (Wardhana, 2015) that social media is a form of relationship the most transparent public relations interesting and interactive at this point. Media social media tend to be faster in attracting attention rather than direct interaction in real world. This moment is then created as a way to build consumer trust with support social media. The open nature of social media then used by business actors to market their products.

Situation and Impact of the COVID-19 Pandemic

A pandemic or pandemic is a level or the volume of disease spread belong to the highest. A disease It is said to be a pandemic when it has spread quickly around the world with levels high infection (Soetjipto, 2020). Even though the Corona virus has been declared as a pandemic, WHO confirms that this pandemic can still be controlled. On currently the pandemic that is happening is a pandemic HIV/AIDS and Corona Virus disease (COVID-19). Figures for the spread of Corona Virus (COVID-19) based on data from Worlometers until Tuesday May 19 2020 has totaled 4,885,035 (4.88 million) cases. From the amount 319,779 cases have occurred death. Meanwhile 1.9 million cases declared cured

(Mukaromah, 2020). To break the chain of transmission of COVID-19, WHO and the government suggest to do prevention, namely by restrictions on gatherings or social interactions (Social Distancing), doing all over activities at home (stay at home), advice maintain environmental and personal hygiene by washing hands as often as possible with soap or hand sanitizer as well spraying disinfectant in places high risk of transmission to imposing PSBB (Social Restrictions Large Scale).

Doing social distancing is believed by some people as a powerful way in reducing the spread of the epidemic infectious diseases. Although not yet measurement of COVID-19, social distancing is now a strategy used to slow down spread of this virus (Masrul et al., 2020). From an economic standpoint the consequences of the policy work at home (work from home) study at home (studying from home) as well Large-Scale Social Restrictions (PSBB), entrepreneurs suffer losses as a result many places of business closed because quiet buyers plus regional policies that enforce social distancing the curfew makes the atmosphere even more gripping. As a result, there are many employees who had to be terminated. From a social and cultural point of view too having trouble with implementation stay at home & social distancing include recommendation not to go home and enforce PSBB makes social interaction very social limited. With movement restrictions and interaction, of course, will have an impact on tourism industry whose industrial focus in service and interaction. Thus, the tourism industry becomes an industry the most affected by the COVID-19 pandemic which has caused many of Entrepreneurs in the field of tourism and services tourism accommodation out of business or even Lid. Chairman of the Republican Hotel Association Indonesia (PHRI) Haryadi Sukamdani at in kompas.com, stated up with Monday April 6 2020 it is recorded as existing 1,226 hotels closed (Rully, 2020).

Strategy Implementation Steps Marketing

There is an activity restriction policy social distancing in public spaces or Social Restrictions Large-Scale (PSBB) implemented in Bali during the COVID-

19 pandemic, had a real impact on the division Hotel marketing. Consequence implementation of the policy of the Department Marketing can't run the job maximum marketing, because limitations in carrying out sales activities Call which generally becomes one the most effective way of recruiting candidates customer. Hence the steps in the implementation of marketing strategies as well change as the strategy changes hotel marketing. Management changes in the framework of adaptation government policy is to adjust market segmentation owned by the hotel, market segmentation re-targeting the market in that segment broad, which includes the activities function, event, food and beverage as well room rental. currently only focused to attract the required customer to travel, and need a place quality stay. Focus Customer networking is also focused on determination of market segment only for local guests. In determining the Hotel market in Bali targeting its products to customers who are looking for lodging with a level hygiene and good health. Activity and interaction restriction policy also have a real social impact the way Hotel In Bali does marketing. Consequences can not do sales call activities as appropriate, management can only do limited promotion and marketing through digital marketing media only.

METHOD

.This research will examine the role of digital marketing as a marketing tool in the hospitality sector in Bali with a qualitative case study method. Case studies are used in this research because the focus of this research is to answer the question of the behaviour of the parties to be investigated and it cannot be manipulated, specifically examining only one context and the unclear boundaries between phenomena and contexts to be studied. Multiple case study was chosen as a research strategy because it allows researchers to explore differences in and between cases. The aim is to replicate the results of research between cases. The selection of cases is done carefully, namely by choosing 3 5-star hotels, 3 4-star hotels, 3 3-star hotels, and 3 non star hotels so that the total number of hotels to be investigated is 12 hotels.

This study is a qualitative study based on case studies. Case study research is applied as its significance at a theoretical and practical link level [16]. And the

methodology consisting of: a) the exploration of the role of present digital marketing; b) semi-structured interviews to the hotelier staffs who knew and experienced the digital marketing in the hotels studied. The research location are hotels in Badung regency. The hotels used as research locations are 3 5-star, 4-star, 3-star hotels and non-star hotels, hence the total number of hotels to be studied is 12 hotels in Bali. The selection of this hotel is based on the willingness of the hotel to be used as a research location. Different levels of hotels are used to determine whether there are differences in the implementation of digital marketing in these hotels. Data collected by in-depth interview. A staff in a hotel was appointed by the hotel as an informant and interviewed, respectively. The informants are people who knows and experienced the market, marketing, social media, competitors, potential guests and all market related knowledge. The informants are those involved in the digital marketing, they can be the staff from the digital marketing division or department, marketing department, sales department or reservation department who are considered know well on the digital marketing by the hotel management.

RESULTS AND DISCUSSION

It is found that the common role of marketing department or the marketing activity which was responsible to the sales achievement in a company [11], performance [12], as well as occupancy [13] has decreased significantly as the pandemic's consequences. It is found that the role of the digital marketing staff of the hotels in Badung regency is still active and important during the pandemics which is contrary compared with other staffs from different departments. In the normal situation almost all the hotel's activities which represented by respective department have important role and all employees worked full weekdays working schedule. While, in the abnormal situation, in this case the Covid-19 pandemics it is found that some of the activities are in lame-like. Some department became inactive due to the absence of the tourists. Kitchen, restaurant, housekeeping, room attendant are the examples of departments or divisions which nearly shut downed completely except some very minor activity such as keeping the

equipment clean and ready to gear up when the situation turning normal again. Some small part of departments or divisions like the security and the engineering are still active. The security department reduced staffs on duty to secure the hotel's premises. "However, we have to secure our properties, that's why we are still put most of the security staff on job," explained the hotel through the informant. A director of sales explained: "We don't know when the pandemics will end. That's why we have to be prepared to be able to start immediately as soon as it is normal". Hence some staffs of engineering keep on duty to make sure all the hotel equipment is in a ready to use condition.

However, some innovative and sometimes brilliant ideas came up from this pandemic's situation. There was a brilliant hotel management policy in Ubud village during this Covid-19 pandemic. Instead of laying off its employees totally, they made use the pandemics time to rejuvenate the buildings using the staffs those do not have job at the pandemic's situation. Therefore, they do not need to lay off employees and, they do not need to hesitate to bother the guests because of the noise caused by construction activities. But this took place for 2 months only. Thereafter the management should apply like other hotels do. "We wish to make use of the staff, so we don't spend some rehabilitation money to outsourcing parties," said the manager of one hotel.

While the hotel is empty the digital marketing is very busy to create activities to overcome the potentially being drowned or collapsed amid this situation. By the collaboration with other departments the activities can be creating and promoting innovative products such as use the pastry and kitchen division to produce and sells take away foods, and pro-actively hunting for the new potential client and evaluating bad comments from the social media [2]. Open the swimming pool for public also an option taken by some hotels. Other innovative products also can be made in the reservation and payments side, there is a phenomenon during the Covid-19 pandemics among the hotel industries which is called "pay now stay later". This payment and reservation method is

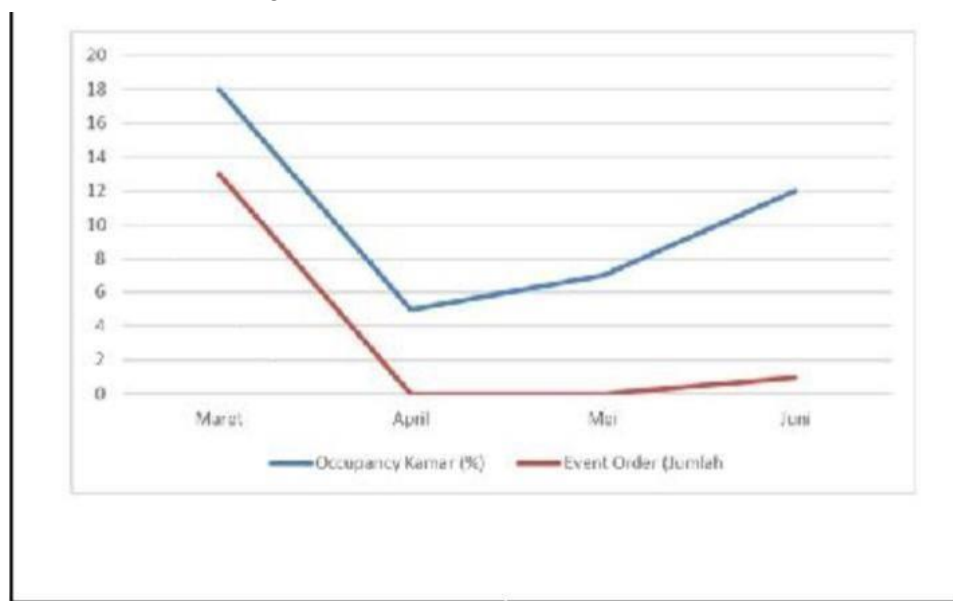
mainly aiming to keep the cash to flow in the hotel so the hotel can keep its premises alive. Although the pay now stay later product is reservations and sales department job, but the digital marketing also has role to promote it. The hotels have made appropriate short time diversification action [2] to keep varies strategies to support survival performance [13]. Some hotel owner affords to pay the salaries of the employees even there is no guest at all stay in the hotel or zero guest. However, they did not pay 100%. Some pay 70%, 50%, and 30%. Beside the reduction of the salary, usually the management will reduce the weekdays of the employees by scheduling them in a 2- or 3-days' work in a week. However only a few owners afford to pay their employees amid zero guest. A digital marketing of a hotel in Nusa Dua area said:” My boss is paying the salary for digital marketing activities during the pandemics using his own money”.

There is a current COVID-19 pandemic change everything including culture Public. Today's society is more choose to interact through social media because of some warnings from the government which prohibits direct interaction. In addition, interaction through social media considered safer and less risky. Bali villas are capitalizing on the trend by doing promotions using digital marketing, wrong One way is through social media. Besides due to delays in marketing activities in doing marketing, nowadays people are paying more attention to their smartphones. This can indirectly support marketing strategy done by hotels. This was also reinforced by staff statements sales marketing which mentions that at this time, promotional activities that can optimized only in the form of promotion via social media. Efforts to implement social-based promotions media is also strengthened by doing collaboration between Front Office departments and Marketing. Where is the Front department Office becomes the executor and spearhead marketing as a department that is 24 hours providing services to guests. Marketing via social media is carried out by optimizing account management.

This indicates the important role of digital marketing. Implementation of digital-based promotions marketing that focuses on reviews regarding customer and guest satisfaction staying at the Grand Asrilia Hotel get a positive response.

Because of promotion through digital marketing provides convenience for customers especially for potential new customers requires a variety of positive reviews for convince yourself that hotel services Grand Asrilia guaranteed quality and the safety. Application of marketing through digital marketing can bring increase in room occupancy Hotels, as follows:

Table 1. Online Booking



see from the graph above increased occupancy occurred after changing the marketing strategy Marketing. The increase can support business continuity Hotel during the COVID-19 pandemic.

CONCLUSION

Hotel during the COVID-19 pandemic. Digital marketing as a marketing tools for hotels in Badung area is very important. Even it is becoming more important during the Covid-19 pandemics. The role of digital marketing as a marketing tools is described as follows.

- As a tool, digital marketing suite the Internet to enable making use of Internet as a marketing media such as marketing in social media particularly Facebook, Instagram, or marketing in other media such as Trip Advisor, Online Travel Agents, Search Engine Optimizer. These activities also support the existence of the hotel to prepare for post pandemics period by maintaining the relationship with the customers. Therefore, the role of digital marketing as a marketing tools become even more important due to the pandemics.

- As a marketing tools for assisting the hotel to survive during this Covid-19 pandemic, by promoting unusual innovative product that a hotel has created such as a takeaway food, swimming pool open to public, half day use room, pay now stay later etc.

- As a marketing tools, digital marketing is indicated as an important department or division so that it does not need to lay off its employees. And it gets full budget to operate during the pandemics. This indicates the important role of digital marketing department for survival activities.

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