

ANALYSIS OF MARKETING POLICY AT THE ZURI HOTEL PALEMBANG

Rizky Allia Septiana¹, Sulaiman Helmi²
Fakultas Ekonomi dan Bisnis, Universitas Bina Darma

ARTICLE INFO

Keywords:
Marketing Policy
Hotel Operational

E-mail:
[Sulaimanhelmi@binadarma.a
c.id](mailto:Sulaimanhelmi@binadarma.ac.id)

ABSTRACT

Hotel marketing is an activity that employs a strategy designed to tell a story about the services that a hotel may offer. The purpose of this study was to determine whether marketing practices had an impact on hotel operations. A qualitative case study research method was used. Instruments, interviews, and observations were used. The study's findings indicate that The Zuri Hotel follows the steps in the marketing strategy of paying attention to the current marketing mix, beginning with paying attention to each existing product and establishing pricing based on market scenarios and conditions. Employees and others involved in hotel operations are taught so that their work adheres to business operating requirements. Keep in mind that The Zuri also offers a variety of promos to entice tourists.

Copyright © 2022 Economic Journal. All rights reserved.

Is Licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License \(CC BY-NC 4.0\)](https://creativecommons.org/licenses/by-nc/4.0/)

1. INTRODUCTION

In today's competitive world, the advancement of science and technology recognizes that human resources are the primary model in a corporation. Thus work quality must be appropriately established[1]. Tourism in Indonesia shows signs of relatively advanced growth, as evidenced by the number of foreign visitors visiting the country[2]. Hospitality lodging services are one of the developed assets, as hospitality is one of the supporting components of tourism activity[3]. It is evidenced by the numerous hotels placed around the tourism region, demonstrating that the world of tourism cannot be isolated from these lodging services.

The hotel is a complicated organization with various sections and departments that work together as a cohesive team with their roles and obligations. In addition to planning, organizing, managing personnel, directing, and monitoring, the management team, is a liaison for the hotel owner (owner)[4][5]. As a result, the hotel is divided into many departments, including the Front Office, Housekeeping, Food and Beverage, Marketing and Sales, Accounting, Human Resources, Engineering, and Security[6]. The corporation must constantly monitor customer behavior changes to predict the company's behavior, which can then be utilized as a study to better its marketing approach[7].

In essence, marketing aims to know and comprehend the character of customers in order to sell the items supplied [8][9]. In service marketing, this type of person is vital in production or operations and in creating direct contact with customers[10][11]. The conduct of those directly involved significantly impacts the quality of services provided and the image of the service firm in question, which is an essential component of the marketing mix [12]. Marketing is no longer viewed as a method of selling a service but instead tries to please consumers, attract new customers, and keep current customers by satisfying their expectations.

Promotion is a technique of presenting marketing characteristics critical for organizations to utilize in marketing services. Inside the hotel, there is just one department: Sales and Marketing. Salespeople market, whereas marketing is a marketing strategy that seeks clients [13]. Due to the high competition in the hotel industry, business owners must work hard to devise the most acceptable

marketing approach to attract clients [14]. Many factors can influence the growth of the hospitality industry. One of them is how the hotel attracts and maintains consumers by delivering high-quality services that leave guests pleased [15]. Currently, the development of the service industry, particularly hotels, can attract entrepreneurs and investors in the service sector because Indonesia is frequently a meeting place for business people to conduct business transactions, seminars, and training from government agencies and companies [16][17]. So hotel marketing is an activity that employs a strategy designed to tell a story about the services that a hotel can offer.

In the hotel sector, the phrases visitor (guest) and customer are interchangeable (client). Sales are the appropriate individuals for marketing since they always have the means to attract clients directly or indirectly [18]. Directly, I enjoy seeing consumers in person, partnering with travel aggregators, and indirectly, I enjoy being active on social media, creating entertaining and quality films, and setting clear advertising goals [19]. In this situation, the author believes that all staff at The Zuri, particularly Sales and Marketing, must always give their utmost in order to pique visitor interest and boost guest pleasure. Based on this, this study was carried out to determine if marketing policies had an impact on hotel operations.

2. METHOD

The author employs a descriptive study approach with a case study methodology in this work. The researcher wants to explain the circumstance observed in the field in more detail and depth. The data for this practical-based report came from interviews and direct observation of all Zuri front office staff about employee performance assessments. This study lasted four months, beginning on May 23, 2022, and ending on September 23, 2022. This study's data sources were classified into primary and secondary data. Primary data is information gathered by research at the Zuri Palembang concierge via receptionist interviews and observations. Secondary data, such as corporate profiles and hotel visitor statistics, is provided as public report data. The data is then qualitatively processed. The analytical model is divided into three stages: data reduction, data display, and interpretation of the results.

3. RESULT AND DISCUSSION

3.1 The Zurich Hotel Overview

The Zuri Hotel has been open since May 1, 2018. It is a 4-star hotel located at Jalan Brigdjen Dhani Efendi (Jalan Radial) No. 1371 Palembang. It has 214 rooms, ten conference rooms, one ballroom, a sky pool, and a sky gym on the 25th floor, making it the highest hotel in Palembang. The owner of The Zuri Palembang is Nicodemus Kasan Kurniawan. Initially, it was a 5-in-1 superblock area with apartments, hotels, shop houses, malls, and shop houses, but the idea was changed over time to 3 blocks with malls, hotels, and shop houses. The name was originally premiere, but because of the 3-in alteration, it became THE ZURI Hotel.

ZHM is a hotel management company with 17 properties in Indonesia, organized into three hotel brands: The Premier for 4-star hotels and above, Grand Zuri/The Zuri for three-four-star hotels, and Zuri Express with the innovative hotel concept for three-stars and lower. With a height of 1,100m, the Zuri Hotel is the highest in South Sumatra. Guests may swim in the pool on the 25th floor while taking in the beauty of Palembang. They are located in business and shopping areas such as Palembang Icon, Palembang Square, and Transmart. It makes it easier for guests to find what they want or want to get around Palembang city with a very close distance of 3km from Zuri to Besak City Fort, Ampera, and Great Mosque, and guests can also use the LRT Station, which is 500 m from the hotel.

This four-star hotel has eight departments, four operations, and four back offices, each with its working hours. The front office consists of four operations: sales and marketing, food and beverage, and housekeeping, while the back office consists of accounting, human resources, an assistant manager, and a secretary. Each department has a different number of members. However, each department has one HOD (Head of Department). The HOD is the department's head or boss, whose job is to supervise and be accountable. Each department must also have one administrator whose role it is to create schedules and other necessities such as paperwork such as leave forms, PH forms, and Store Requests.

The leave form serves as a leave information platform for all workers who have worked for at least one year.

3.2 Target Visitor Data of The Zuri Hotel

Table 1. Visits Per May-September 2022

Visitor	Target	Month
May	5000	6000
June	4000	3500
July	4500	5000
August	3000	2500
September	3500	3000

Table 2. Group Meeting Data as of September 2022

Group Name	Total People
PT. Putra Laskar Merdeka	20
Bank Sumsel Babel	42
Harley Davidson	30
PT. Pertamina	66
KAI	35

Table 3 Meeting Package

No	Package	Capacity	Duration	Facility	Price
1	Full Meeting Day	Min: 25 Pax	8 hour	2x Coffee Break (Lunch or Dinner)	IDR 350.000 Nett/Pax
2	Half Meeting Day	Min: 25 Pax	6 hour	1x Buffet Meal (Lunch or Dinner)	IDR 250.000 Nett/Pax
3	Full Meeting Board	Min: 25 Pax	4 hour	1x Buffet Meal (Lunch or Dinner)	IDR 450.000 Nett/Pax
4	Meeting and Stay	Min: 30 pax	12 hour	Breakfast 2x buffet meal (lunch or dinner) 2x Coffee Break	IDR 1.200.000 Nett/Pax
5	Room Rental	Min: 20 Pax	4 hour	1x Lunch Box & 1x Snack Box	IDR 125.000 Nett/Pax

3.2 Sales & Marketing Department

The hotel's sales and marketing department are in charge of selling rooms and conference packages, calculating selling prices, promoting other hotel items through brochures and other media, and engaging in foreign tourism markets and the like[20]. The personnel of this department all have the same work and are closely controlled by the general manager since they are assigned a monthly target, such as selling 1000 rooms this month. If the goal is attained, they will be compensated. Sales & Marketing Member:

1. The sales Manager is responsible for leading and directing the Sales team, managing sales quotas and objectives, and developing the company's sales plan.
2. A Sales Executive is the person in charge of the company's overall sales strategy, which includes other teams outside Sales.
3. Internet marketers are public relations professionals. to disseminate information to the public via print and electronic media

3.3 Strategi Marketing

Sales Call

A sales call is a tactic to introduce and promote The Zuri hotel through direct visits to consumers. This sales call notion is frequently meant as a reminder or reminder to employ all prior offers or activities that are expected to be picked or reused for clients.

Sales Trip

Sales trips are promotional visits to public and private organizations. It is an introduction or a visit to get closer to clients outside Palembang. Hotel The Zuri has prepared or planned a sales trip for the coming year, including the projected departure date and budget. The Hotel The Zuri must also prepare a list of objectives to visit. As with providing a product to organizations such as schools, you must schedule an appointment ahead of time.

Online Marketing

Online travel agencies such as Traveloka, Agoda, Pegi-Pegi, and tiket.com are used by Hotel The Zuri for online marketing. The Zuri Hotel Palembang's Facebook and Instagram accounts are @thezuripalembang, as are its Tiktok accounts. Every day, an OTA marketer is assigned to update and monitor pricing. Furthermore, it would help if you considered the achievement of advance room bookings to avoid overbooking. It would help if you also constructed a separate promo that is put on the OTA as promotional material. The promotion is distinct from the hotel's offer and is exclusively available through OTA. The material on OTA is mostly about The Zuri Hotel's rates and services, although there are also reviews from guests who booked via the OTA. Besides OTA, The Zuri Hotel frequently conducts promotions via social media, particularly Instagram on the Instagram account @thezuripalembang and the Tiktok account @thezuripalembang are up-to-date and present unique material that helps the sale of The Zuri hotel items. In addition to promotions for accommodations or food and beverages. The Tiktok Hotel Instagram account and Tiktok Hotel The Zuri are constantly updated on the newest news and significant events since it is utilized for more than just marketing; it also occasionally updates everyday employee activities and work experiences. Working for a long time.

Personal Selling

Personal selling is the seller's direct engagement with potential customers. Personal selling targets clients who come directly to the hotel to reserve a stay, often known as Walk In Guests, and those who call. There is something called Corporate in Zuri Palembang. Corporate is a collection of organizations already operating and contractually bound together for mutual benefit. Hotel The Zuri Palembang has a problem carrying out its marketing plan as part of Zuri Hotel Management. What may be utilized as input for Hotel The Zuri Palembang is to consistently post unique and engaging videos on social media platforms such as Instagram and Tiktok daily. This hotel is a 4-star hotel with high quality. However, the personnel needs to be upgraded to pay more attention to the surrounding environment, such as the air conditioner that is not cold, and the lobby is still tiny compared to other comparable hotels. Then there is the elevator, which is frequently broken, and there should be a special elevator for employees so that guests and employees do not have to share one elevator. A swimming pool with too many chemicals, such as chlorine, which makes the eyes sting when swimming, for a trolley of goods, please add more because waiting for the trolley for the goods is very long if it is check-out time, for the room, which is not soundproof, so if there is still sound.

4. CONCLUSION

Hotel Zuri uses phases in a marketing plan to pay attention to the existing marketing mix, beginning with paying attention to every existing product and establishing pricing based on market scenarios and conditions. Employees and others involved in hotel operations are taught so that their work adheres to business operating requirements. Not to mention, The Zuri offers a variety of promos to entice tourists. Marketing strategies and methods are designed to convey information about a hotel's

services. Efforts to promote items or services using an organized planning pattern and processes with the organization selling services in huge volumes. Characteristics such as cleanliness, hospitality, timeliness of service, appropriateness, and originality can determine a hotel's level of marketing success. Marketing is critical since it may assist your firm in meeting its goals. The main goal is to boost your sales, which includes assessing your quality. The researcher recognizes that there are still many flaws in writing and research. So it is highly anticipated that future researchers will be able to examine various aspects, such as looking for a title that is easier to understand and ensuring the location chosen follows different abilities and research methods.

REFERENCES

- [1] I. Sitepu and M. Sembiring, "Analisis Pemasaran Jasa Di Suite Pakar Hotel Berastagi," *J. Reg.*, vol. 3, no. 2, pp. 23–33, 2021, [Online]. Available: <http://www.portaluniversitasquality.ac.id:5388/ojsystem/index.php/REGIONOMIC/article/view/586%0Ahttp://www.portaluniversitasquality.ac.id:5388/ojsystem/index.php/REGIONOMIC/article/viewFile/586/390>
- [2] F. Oematan, "Analisis Bauran Pemasaran Di Hotel Sasando Kupang," *Agora*, vol. 5, no. 3, pp. 1–13, 2017.
- [3] W. S. Astini and H. Suyuthie, "Strategi Pemasaran di Hotel Four Points by Sheraton Jakarta Pada Masa Covid-19," *J. Kaji. Pariwisata Dan Bisnis Perhotelan*, vol. 2, no. 2, pp. 116–126, 2021, doi: 10.24036/jkpbp.v2i2.29372.
- [4] T. P. H. Atmoko, "Strategi Pemasaran Untuk Meningkatkan Volume Penjualan Di Cavinton Hotel Yogyakarta," *J. Indones. Tour. Hosp. Recreat.*, vol. 1, no. 2, pp. 83–96, 2018, doi: 10.17509/jithor.v1i2.13769.
- [5] H. Suprpto, "Analisis Strategi Pemasaran Dalam Menghadapi Persaingan Antar Jasa Penginapan Di Kota Lamongan (Studi Pada Hotel Mahkota Lamongan)," *J. Manaj.*, vol. 4, no. 3, pp. 1049–1060, 2019, doi: 10.30736/jpim.v4i3.271.
- [6] R. Rachmadizal, J. P. Ayu, A. G. C. Bramundita, and F. Adam, "Strategi Pemasaran Jasa Pada Hotel di Era New Normal," *J. Res. Bus. Tour.*, vol. 2, no. 1, pp. 15–29, 2022, doi: 10.37535/104002120222.
- [7] B. Setyadi and S. Helmi, "Google Form-assisted Consumer Service Quality Instrument : Exploration Factor Analysis (EFA)," *Int. J. Artif. Intelligence Res.*, vol. 6, no. 1, pp. 1–8, 2022, doi: 10.29099/ijair.v6i1.378.
- [8] N. Ivanova, O. Popelo, R. Avhustyn, O. Rusak, and A. Proshchalykina, "Marketing Strategy of the Small Business Adaptation to Quarantine Limitations in the Sphere of Trade Entrepreneurship," *Int. J. Comput. Sci. Netw. Secur.*, vol. 22, no. 1, pp. 149–160, 2022.
- [9] B. Setyadi, S. Helmi, and A. Hidayat, "The mediation role of brand image on the effect of sales promotion on small and medium enterprise (sme) product purchase decisions," *Seybold Rep.*, vol. 17, no. 10, pp. 287–300, 2022, doi: 10.5281/zenodo.7162325.
- [10] N. A. Morgan, K. A. Whitler, H. Feng, and S. Chari, "Research in marketing strategy," *J. Acad. Mark. Sci.*, vol. 47, no. 1, pp. 4–29, 2019, doi: 10.1007/s11747-018-0598-1.
- [11] B. Setyadi, S. Helmi, S. Ismail, and S. Mohamad, "The Effect of Internal Marketing of Islamic Banks in Palembang City on The Quality of Customer Service With Job Satisfaction as a Mediator," *Ikon. J. Ekon. dan Bisnis Islam*, vol. 7, no. 1, pp. 57–74, 2022, doi: <https://doi.org/10.24042/febi.v7i1.13703>.
- [12] C. Katsikeas, L. Leonidou, and A. Zeriti, "Revisiting international marketing strategy in a digital era: Opportunities, challenges, and research directions," *Int. Mark. Rev.*, vol. 37, no. 3, pp. 405–424, 2020, doi: 10.1108/IMR-02-2019-0080.
- [13] K. Fahmi, M. Sihotang, R. H. Hadinegoro, and ..., "Health Care SMEs Products Marketing Strategy: How the Role of Digital Marketing Technology through Social Media?," *UJoST-UNPRI J. ...*, vol. 1, no. 1, pp. 16–22, 2022, [Online]. Available:

- <https://ujost.org/index.php/journal/article/view/55%0Ahttps://ujost.org/index.php/journal/article/download/55/3>
- [14] L. Nirmalasari, A. Alwiyah, P. A. Sunarya, and A. S. Panjaitan, “A Digital Marketing Strategy Based on Applications to Rise Customer Satisfaction,” *Int. J. Cyber IT Serv. Manag.*, vol. 2, no. 2, pp. 139–145, 2022, doi: 10.34306/ijcitsm.v2i2.110.
 - [15] N. A. Goncharova, T. Z. Solosichenko, and N. V. Merzlyakova, “Brand platform as an element of a company marketing strategy,” *Int. J. Supply Chain Manag.*, vol. 8, no. 4, pp. 815–823, 2019.
 - [16] D. Xie and Y. He, “Marketing Strategy of Rural Tourism Based on Big Data and Artificial Intelligence,” *Mob. Inf. Syst.*, vol. 2, no. 1, pp. 1–7, 2022, doi: 10.1155/2022/9154351.
 - [17] V. A. Vieira, M. I. S. de Almeida, R. Agnihotri, N. S. D. A. C. da Silva, and S. Arunachalam, “In pursuit of an effective B2B digital marketing strategy in an emerging market,” *J. Acad. Mark. Sci.*, vol. 47, no. 6, pp. 1085–1108, 2019, doi: 10.1007/s11747-019-00687-1.
 - [18] G. N. Bayazovna and D. S. Saidjonovich, “the Relevance of a Small Business Marketing Strategy,” *Int. Conf. Sci. Educ. Humanit. Adv. Hosted*, vol. 2, no. 4, pp. 4–6, 2021.
 - [19] R. Varadarajan, “Customer information resources advantage, marketing strategy and business performance: A market resources based view,” *Ind. Mark. Manag.*, vol. 89, no. February, pp. 89–97, 2020, doi: 10.1016/j.indmarman.2020.03.003.
 - [20] G. Hancu and A. Modroiu, “Chiral Switch: Between Therapeutical Benefit and Marketing Strategy,” *Pharmaceuticals*, vol. 15, no. 2, pp. 1–15, 2022, doi: 10.3390/ph15020240.