CUSTOMER VALUE AND ITS INFLUENCE ON THE SUCCESS OF HOTEL MARKETING STRATEGIES IN JEMBER

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ABSTRACT

This research will discuss the influence of customer value as a success factor in hotel marketing strategies in Jember. So that through this research can contribute thoughts to the Jember hotel and restaurant union association and more specifically to hotel service business actors as a reference in taking policies in developing marketing strategies with value. The purpose of this study is to analyze the influence of customer value in the success of hotel marketing strategies in Jember. The data were analyzed by multiple linear regression by partial and simultaneous tests. The results of this study show that partially physical value variables, emotional value variables, intellectual value variables have an influence but are not significant on the success of marketing strategies, while spiritual value variables have a significant influence on the success of marketing strategies, simultaneously or together the variables of physical value, emotional value, intellectual value, spiritual value have a significant influence on the variable success of the hotel marketing strategy in Jember.

Keywords: Customer Value; Marketing Strategy; Hotel

INTRODUCTION

The proliferation of the Hotel business in Jember regency makes the competition in this business even higher and sharper. To achieve a strong market position and win the competition, hoteliers need to develop an effective marketing strategy by inviting many *customers* and creating loyal customers.

The increasingly competitive hotel business creates "pressure" for companies in the industry to devise effective strategies that can satisfy *customers*, make them loyal *customers*, and even more new *customers* through them. The subjective experience *of customers* becomes the benchmark for measuring their quality and satisfaction. By grouping *customers* in segments that fit the value groups, hotel companies will be able to design the right service marketing (7P) (Kotler and Fox;

1995).

Products and services must be adapted to the demands of *the customer's* subjective value. Only then, *customers* will feel that they have obtained what they want. According to LaSalle and Briton, (2003) the value that humans crave is four levels, namely a) physical value, b) emotional value, c) intellectual value, and d) spiritual value. While this approach does not guarantee that they will be loyal and continue to "buy" your company, it will go a long way towards improving the achievement of a more professional market position.

Loyal customers in addition to continuing to return to purchase will also expand the scope of their purchases and contribute positive cash flow that forms the company's financial value. According to Oliver (1997) consumer loyalty.

Is a firmly held commitment to repurchase or repatronlifying the preferred product service consistently in the future. Since the goal of all hotel companies is to maximize their financial value, one of the ultimate goals of a hotel marketing strategy is to create as many loyal customers as possible. This is the main key to the success of a company's marketing strategy**.** The purpose of this study is to analyze the influence of *customer* value in the success of hotel marketing strategies in Jember.

LITERATURE REVIEW

Tourism Industry

According to Pendit (1990) the tourism industry is a collection of various companies that jointly produce the goods and services (*good and services*) needed by tourists in particular and trevellers in general, during their journey. To market a product, a marketer must and absolutely first know in detail the product he will market. According to Yoeti (2001) tourism industry products are all forms of services enjoyed by tourists, since he left the place where he used to live, while in the tourist destination he visited, until he returned to his original place of origin.

Customerx Value

Satisfaction in the context of service is measured based on the magnitude of the gap between the reality it experiences and its expectations (Parasuraman, Zeithaml, and Berry; 1994). The higher the reality versus expectations, the higher the quality of service.

In general the notion of value commonly used in business contexts is the magnitude of the difference between the benefits and sacrifices required to obtain those benefits (Kotler, Bowen and Makens, 2014).

According to LaSalle and Briton, (2003) concluded that the values that humans crave can be grouped into four levels that are personal and subjective, namely a) physical value, b) emotional value, c) intellectual value, and d) spiritual value (see Table 1).

Table 1. Values – The Values that Humans Crave

Physical	Emotional	Intellectual property	Spiritual
Exhilaration	*Well-being*	*Learning*	*Fullfilment*
Joy	Welfare	Learning	Fulfillment
Pleasure	*Personal growth*	*Knowledge*	*Peace*
Pleasure	Personal growth	Knowledge	Peace
Comfort	Recognition	*Appreciation*	*Freedom*
Pleasure	Confession	Appreciation	Freedom
Convenience	*Nurturing*	*Rarity*	*Trust*
Comfort	Grow	Kejarangan	Believe
Independence	*Caring*	*Excellence*	*Integrity*
Independence	Watch	Very good	Integrity
Security	*Relationship*	*Control*	*Spiritual growth*
Security	Relationship	Control	*Spiritual growth*
Survival	*Status*	*Quality*	growth
Endure	Status	Quality	Spiritual expression
	Self-expression	*Choice*	*Spiritual expression*
	Self-expression	Options	Creative expression
	Self-esteem	*Reliability*	*Creative expression*
	Self-esteem	Reliability	Social consience
	Belonging	*Consistency*	*A sense of* social concern
	Become a part	Consistent	*Aesthetic connection*
	Happiness	*Satisfaction*	Aesthetic relationships
	Happiness	Satisfaction	
	Harmony	*Performance*	
	Harmony	Performance	
	Personal identity	*Efficiency*	
	Personal identity	Efficiency	

Source : La Salle and Britton (2014)

Segmentation by Value Groups

Thesegmentation of the market is divided into two large segments (business and non-business) even though it is not enough to explain specifically what each segment is actually looking for. Do all business guests have the same value? Can all the guests who come to have fun be satisfied in the same way? Each segment can still be broken down into various sub-segments (Kashyap and Bojanic 2000). By realizing that customers can be segmented based on value groups, the identification of the needs of each group can be ascertained more precisely.

Customers who adhere to the same values are referred to as a value group. Each value group has different aspirations. Each value group will look for services that can meet these aspirations. Therefore, to maximize customer satisfaction through the conformity of expectations and reality, you need to detect what each of these value groups is looking for. Once it is clear what they consider important, the service marketing alloy is "7P" (product, place, price, promotion, people, process, and physical evidence, (Zeithaml and Bitner, 2003)

Marketing Strategies based on Customer Value

A strong strategy is one that is able to create a sustainable compatitive advantage (SCA) (Aaker 2001). Just excelling at competing in the past or in the present is not enough. An enterprise must be able to win the competition in the

future. They need to create an advantage in competition that is difficult to replicate. In the horeka industry this is not easy because the services of a company are generally easy to imitate by other companies (Morrison 1989).

A strategy based on the Customer's mamugeting ability can be an SCA that is difficult to replicate. According to Ragas and Bueno (2002) Developing an effective strategy based on the Customer value group requires the following steps (a) mengidentify and select the value group, (b) redesign products and services according to the aspirations of each value group, (c) ensure that the company's strategy is supported by all its members, (d) this new positioning communication effectively, (e) providing reality beyond customer expectations.

METHOD

The data analysis method in this study uses descriptive statistical analysis, validity test, reliability test, and by using multiple linear regesi which will use SPSS for Windows Ver. 22.0.

Descriptive analysis is used to obtain an in-depth and objective picture of the object of study. Descriptive analysis using measuring instruments, namely the mean. The mean analysis is used to determine the average frequency of answers from respondents to each statement on each total variable and on each dimension of the variable.

The validity test in this study was carried out to test the accuracy of the items of the questionnaire statement in measuring research variables. The technique used is pearson product moment correlation. A statement item is declared valid if pearson's product moment correlation results in a significance value (α) < 0.05 (Sugiyono, 2013).

The reliability test in this study was carried out to test the reliability of the questionnaire in measuring research variables by producing consistent measurements. The technique used is the Cronbach's Alpha test. The items of the statement in the questionnaire are declared reliable if the value of Cronbach's Alpha > 0.6 (Ghozali, 2012).

RESULTS AND DISCUSSION

Test the Validity of Research Variables

The validity test in this study uses construct validity, which is tested by correlating each question or item with a total score for each variable. An item on the questionnaire is called valid if the coefficient is positive and greater than 0.1729. The results of the validity test on the question items as an indicator of the Physical Value variable (X1) have values above the construct validity, namely with the lowest value of 0.357456 on the indicator. the validity test of the questions of the emotional value variable (X2) with 5 questions asked obtained a strong construct with an average value above 0.357456. The results of the validity test on the question items as an indicator of the Intellectual Value variable (X3) have values above the construct validity, namely with the lowest value of 0.700 on the indicator. The results of the validity test on the question items as indicators of the Spiritual Value variable (X4) have values above the construct validity, namely with the lowest value of 0.776 on the indicator. The results of the validity test on the

question items as an indicator of the Marketing Strategy Success variable (Y) have values above the construct validity, namely with the lowest value of 0.827 on the indicator. Overall the indicators used are declared valid.

Research Variable Reliability Test

Reliability tests in this study were conducted with Cronbach Alpha (α). The instrument is said to be reliable if it has a Cronbach Alpha (α) value > 0.3291. reliability results can be stated that all variables studied in α = 0.05 have the status of reliable (reliable). The results of each Cronbach Alpha (α) were 89.7 % for the Physical Value variable, 91.2% for the Emotional Value variable, 86.4% for the Intellectual Value variable, 87.6% for the Spiritual Value variable and 93.3% for the Marketing Strategy Success variable. The criteria for all these variables can be said to be very strong, so that the five research variables (X1, X2, X3, X4 and Y) can be analyzed by multiple linear regression.

Test of Classical Assumptions

To obtain the right empirical model, the regression coefficient must meet the Best Linear Unsbiased Estimation (BLUE) requirement. To obtain the result the BLUE coefficient must meet the classical assumption that there is no autocorrelation, no multicholinearity, no heteroskedasticity, data distributed normally or close to normal.

Autocorrelation Test

Autocoleration is defined as the correlation between members of a series of observations sorted by time. Autocorrelations arise because successive observations over time are related to each other. To test for the presence of autocorrelation can be detected with the Durbin-Watson test. From the results of the Durbin-Watson test (d) conducted, a value of 1.918 was obtained. Based on the autocorrelation tests that have been carried out, it can be seen that the empirical model built has met the assumptions based on the criteria, namely Ho will be accepted if dL < d < 4 - dU or 1.2078 < 1.658< 1.7277. So it can be concluded that there is no autocorrelation between independent variables. This means that if dL is smaller than the test results d (Durbin-Watson) and d (Durbin-Watson) are smaller than dU then it can be stated that there is no autocorrelation between variables.

Multicholinearity Test

Multicholinearity means that there is an intercorrelation between free variables indicating the presence of more than one significant linear relationship. If the correlation coefficient of the variable concerned the value is located outside the boundaries of acceptance (critical value) then the correlation coefficient is meaningful and multicholinearity occurs. If the correlation coefficient lies within the limits of acceptance then the correlation coefficient is meaningless and there is no multicholinearity.

Tabel 8 Collinearity Statistic

Testing	Variable	Bright	Information
And	X1	3,653	VIF < 10 Tidak ada Multicholinearity
	X2	4,252	
	X3	2,485	
	X4	1,977	

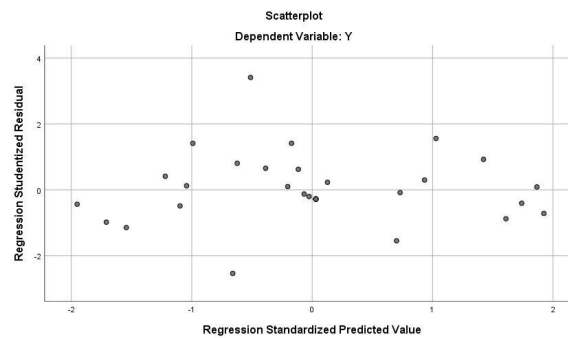Source : Data Processing Results 2022

Heteroskedasticity Test

Figure 1 Results of Heterochedasticity Testing of the Effect of X1, X2, X3, X4 On Y

From the graph, it can be seen that the dots are spread randomly, do not form a certain clear pattern, and are scattered both above and below the number 0 (zero) on the Y axis, this means that there is no deviation of the classical assumption of heterochedasticity in the regression model created, in other words accepting the hypothesis of homoskedasticity.
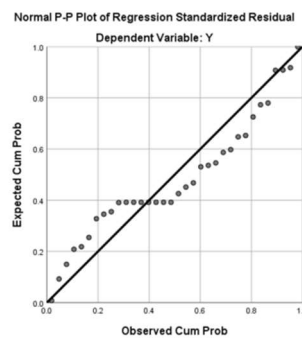
Normality Test

Figure 2 Normality Testing Results

From the figure, it is obtained that all data are distributed normally, the distribution of data is around a diagonal line.

Simultaneous Testing (F test)

Significant testing of all dependent variables (Physical Value, Emotional Value, Intellectual Value, Spiritual Value) against independent variables (Success of Marketing Strategies) simultaneously (together) using the F test i.e. comparing between F_{count} and F_{Table} at a confidence level of 95% (α=0.05). From the calculation results in the appendix to the Anova table, it shows that F_{counts} 20.308 which means it is greater than F_{Table} by 2.65 at a confidence level of 95%.

Based on the test results, it can be seen that $F_{calculates} > F_{Table}$, this means that simultaneously or together the variables Physical Value, Emotional Value, Intellectual Value, Spiritual Value have a significant influence on the variables of Marketing Strategy Success. Thus, the hypothesis that states it is suspected that the variables Physical Value (X_1), Emotional Value (X_2), Intellectual Value (X_3), Spiritual Value (X_4) have a significant influence on the Success of Marketing

Strategies (Y) Hotels in Jember jointly (simultaneously) proven to be correct (H_{a1} received).

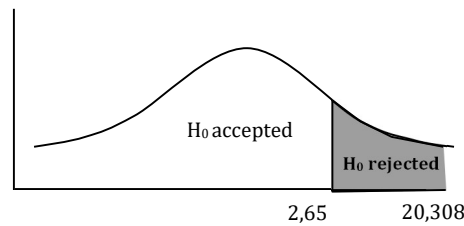When depicted in a normal curve, it can be seen in the following figure:

Figure 3 Normal curve of significance testing with F-test

Partial/Singly Test (t test)

The t test used is a two-sided t test using a 95% confidence level ($\alpha = 0.05$) which is to determine the influence of each dependent variable partially on the independent variable, whether the effect is significant or not. The t test is performed by comparing the value between the calculation and the tTable. And from the presentation obtained the following results:

Table 9 Test Results t (t Test)

Variable	B	t_{count}	t_{Table}	Itself.
Physical Value (X_1)	.127	2.03224	.700	.490
Emotional Value (X_2)	-.005	2.03224	-.026	.980
Intellectual Value (X_3)	.189	2.03224	1.256	.219
Spiritual Value (X_4)	.641	2.03224	4.789	.000

Source: Data Processing Results 2022

Based on the table, it can be known the magnitude of the influence of each dependent variable on the independent variable as follows

Effect of Physical Value variables (X_1) on Marketing Strategy Success (Y)

From Table 9 it can be seen that $t_{counts} > t_{Table}$ which is 0.700 <2.032 and the probability level is greater than α which is 0.490 > 0.05. Since $t_{count} < t_{Table}$ and the probability level is greater than 5%, then H_0 is accepted, meaning that partially the physical value variable (X_1) has an influence but is not significant on the success of the marketing strategy (Y). When depicted in a normal curve, it appears in the image below:
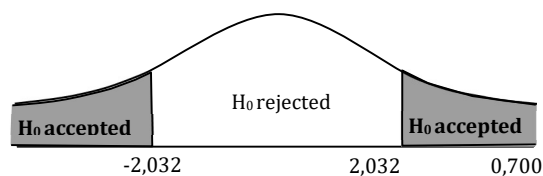

Figure 4 Normal t-test curve for Physical Value variables

Influence of emotional value variables (X_2) on the Success of Marketing Strategies (Y)

From Table 9 , it can be seen that the calculation of < tTable is -0.026< 2.032 and the probability level is smaller than the α which is 0.980 > 0.05. Because the

calculation < tTabel and the probability level is greater than 5%, then H0 is accepted, meaning that partially the emotional value variable (X2) has an influence but is not significant on the Success of the Marketing Strategy (Y). When depicted in a normal curve, it appears in the image below:
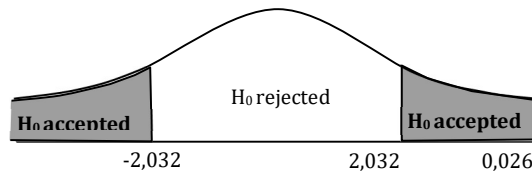

Figure 5 Normal t-test curve for emotional value variable

Influence of the Variable Intellectual Value (X3) on the Success of Marketing Strategy (Y)

From Table 9 , it can be seen that the calculation of the < tTabel is 1,256 < 2,032 and the probability level is greater than the α which is 0.219 > 0.05. Because the calculation < tTabel and the probability level is greater than 5%, H0 is accepted, meaning that partially the intellectual value variable (X3) has an influence but is not significant on the Success of the Marketing Strategy (Y). When depicted in a normal curve, it appears in the image below:
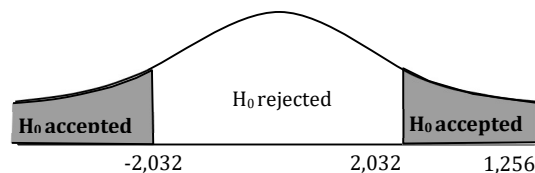

Figure 5 Normal t-test curve for Intellectual Value variables

Influence of spiritual value variables (X4) on the Success of Marketing Strategies (Y)

From the Table 9 it can be known that thitung > t^{Table} i.e. 4,789 > 2,032 and the rate of probability is less than α which is 0.000 > 0.05. Because the calculation > tTabel and the probability level is less than 5%, ha is accepted, meaning that partially the variable Spiritual Value (X4) has a significant influence on the Success of the Marketing Strategy (Y). When depicted in a normal curve shown in the image below:
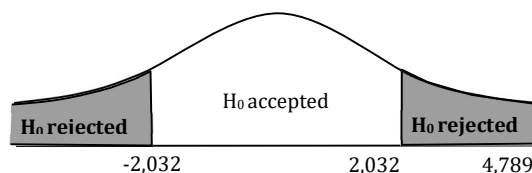

Figure 6 Normal t-test curve for Spiritual variables

Multiple Coefficient of Determination Analysis (R2)

In this study, to determine the signification of the magnitude of the influence of independent variables (Physical Value, Emotional Value, Intellectual Value, Spiritual Value) simultaneously on the dependent variable (Success of Marketing Strategy) can be seen from the coefficient of multiple determination (R^2).

Table 10 Coefficients of Determination x2, x3, x1, x4Infrom Y Model Summary[b]

R	R Square (R^2)	Adjusted R Square
0,858a	0,737	0,701

Source: Data Processing Results 2022

Effect of $\epsilon 1$ (variables other than x2, x3, x1, x4 on Y)

$$= \sqrt{1 - R2}$$

$$= \sqrt{1 - 0{,}701}$$

$$= \sqrt{0{,}299}$$

$$= 0.547 \text{ or } 54.7\%$$

The results of the analysis showed that the magnitude of the Rvalue 2 was 0.547, this means that 54.7% of the variation in teacher discipline changes was influenced by Physical Value, Emotional Value, Intellectual Value, Spiritual Value and the remaining 45.3% was influenced by other variables outside the variables studied.

Multiple Linear Regression Analysis Results

After all samples and data have been obtained, data analysis is then carried out using multiple linear regression analysis. Multiple linear regression analysis is used to test whether there is an influence of independent variables (Physical Value, Emotional Value, Intellectual Value, Spiritual Value) on the dependent variable (Marketing Strategy Success). The test results can be presented in the following table

Table 11 Influence of Physical Value, Emotional Value, Intellectual Value, Spiritual Value on the Success of Marketing Strategies

Variable	Regression Coefficient
Physical Value (X_1)	0,127
Emotional Value (X_2)	-0,005
Intellectual Value (X_3)	0,189
Spiritual Value (X_4)	0,641
Constant	1,944
R	0,858
R^2	0,737

Source: Data Processing Results 2022

From these results can then be obtained multiple linear regression equations as follows:

Y = 1.944+ 0.127 x_1 + (-0.005x_2) + 0.189x_3 +0.641 x_4 + e

Analysis of the results of such an analysis can be stated as follows:

A constant of 1,944, indicating the magnitude of the Success of the Marketing Strategy (Y) at a time when the variables Physical Value (X_1), Emotional Value (X_2), Intellectual Value (X_3), Spiritual Value (X_4), are equal to zero. In this case, the marketing strategy is still achieved even without these four variables caused by other factors.

b_1 = 0.127, meaning that if the variables emotional value (X_2), Intellectual Value (X_3), Spiritual Value (X_4), are equal to zero, then an increase in the variable Physical Value (X_1) will increase the Success of the Marketing Strategy (Y).

b_2 = -0.005, meaning that if the variables physical value (X 1), Intellectual Value (X$_3$), Spiritual Value (X$_4$), are equal to zero, then an increase in the emotional value variable (X 2) will increase the success of the marketing strategy (Y).

b_3 = 0.189, meaning that if the variables of Physical Value (X$_1$), Emotional Value (X$_2$), Spiritual Value (X$_4$) are equal to zero, then an increase in the Intellectual Value variable (X$_3$) will increase the Success of Marketing Strategy (Y).

B_4 = 0.641, meaning that if the variables physical value (X$_1$), emotional value (X$_2$), intellectual value (X$_3$) are equal to zero, then an increase in the variable Spiritual Value (X$_4$) will increase the success of the marketing strategy (Y).

CONCLUSIONS

The results of this study show that partially physical value variables, emotional value variables, intellectual value variables have an influence but are not significant on the success of marketing strategies, while spiritual value variables have a significant influence on the success of marketing strategies, simultaneously or together variables of physical value, emotional value, intellectual value, spiritual value have a significant influence on the success variable hotel marketing strategy in Jember.

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