

THESIS

THE INFLUENCE OF MARKETING 5.0 ON HOTEL ROOM PURCHASE DECISION THROUGH TRAVELOKA

(CASE STUDY OF FOUR POINTS BY SHERATON HOTEL)

NUR ZHABYLA IFTHYTAH MAHARANIE PUTRI FAHD

A021201163



**DEPARTMENT OF MANAGEMENT
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS HASANUDDIN
MAKASSAR
2024**



THESIS

THE INFLUENCE OF MARKETING 5.0 ON HOTEL ROOM PURCHASE DECISION THROUGH TRAVELOKA (CASE STUDY OF FOUR POINTS BY SHERATON HOTEL)

as one of the requirements to obtain
Bachelor of Economics degree

compiled and submitted by

NUR ZHABYLA IFTHYTAH MAHARANIE PUTRI FAHD
A021201163



submitted to

**DEPARTMENT OF MANAGEMENT
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS HASANUDDIN
MAKASSAR
2024**



THESIS

THE INFLUENCE OF MARKETING 5.0 ON HOTEL ROOM PURCHASE DECISION THROUGH TRAVELOKA (CASE STUDY OF FOUR POINTS BY SHERATON)

Complied and submitted by

NUR ZHABYLA IFTHYTAH MAHARANIE PUTRI FAHD

A021201163

Has been checked and approved for examination

on July 26, 2024

Main Supervisor



Prof. Dr. Hj. Manlia Muis, S.E., M.Si., CWM

NIP 19660622 199303 2 003

Co-Supervisor



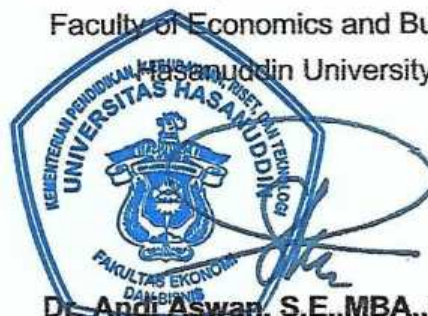
Rianda Ridho H. Thaha, S.E., MBA.

NIP 19940309 202101 5 001

Head of the Department of Management

Faculty of Economics and Business

Hasanudin University



Dr. Andi Aswan, S.E., MBA., M.Phil.

NIP 19770510 200604 1 003



Optimized using
trial version
www.balesio.com

THESIS

THE INFLUENCE OF MARKETING 5.0 ON HOTEL ROOM PURCHASE DECISION THROUGH TRAVELOKA (CASE STUDY OF FOUR POINTS BY SHERATON)

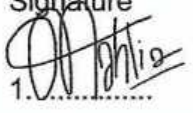

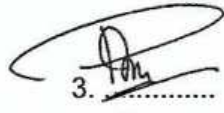

Complied and submitted by

NUR ZHABYLA IFTHYTAH MAHARANIE PUTRI FAHD

A021201163

Has been maintained in the thesis examination
on August 28, 2024 and
has been approved to pass the graduation requirement

Approved by,
Examiner's Committee

| Num. | Examiner's Name | Position | Signature |
|------|--|-----------------|--|
| 1. | Prof. Dr. Hj. Mahlia Muis, S.E.,M.Si.,CWM | Main Supervisor | 1.  |
| 2. | Rianda Ridho H. Thaha, S.E., MBA. | Co-Supervisor | 2.  |
| 3. | Prof. Dr. Ria Mardiana Y, S.E.,M.Si | Examiner I | 3.  |
| 4. | Prof. Dr. Indrianty Sudirman, S.E.,M.Si.,CRMP.,CRGP | Examiner II | 4.  |

Head of Management Department
Faculty of Economics and Business
Universitas Hasanuddin


Dr. Andi Aswan, S.E., MBA., M.Phil.
NIP. 19770510 200604 1 003



STATEMENT OF AUTHENTICITY

The undersigned below,

Name : Nur Zhabyla Ifthytah Maharanie Putri Fahd

Student ID Number : A021201163

Department : Management

I hereby declare truthfully that the thesis entitled.

**"THE INFLUENCE OF MARKETING 5.0 ON HOTEL ROOM PURCHASE
DECISION THROUGH TRAVELOKA (CASE STUDY OF FOUR POINTS BY
SHERATON)"**

is my own scientific work, and to the best of my knowledge, there is no scientific work submitted by others to obtain an academic degree at a university. There is no work or opinion written or published by others, except as expressly cited in this thesis and mentioned in the citation sources and bibliography.

If it is later proven that there are elements of plagiarism in this thesis, I am willing to accept the consequences of such actions and will be processed in accordance with applicable regulations (Law No. 20 of 2003, Article 25 paragraph 2 and Article 70)

Makassar, 22 July 2024



Nur Zhabyla Ifthytah



PREFACE

Bismillahirrahmanirrahim.

All praise to Allah Subhanahu wa ta'ala who has given grace, favor, and guidance to researcher so that finally research can complete the thesis entitled "The Influence of Marketing 5.0 on Hotel Room Purchase Decision Through Traveloka (Case Study of Four Points by Sheraton)" as one of the requirements to obtain Bachelor of Economics degree at Universitas Hasanuddin.

Alhamdulillah, finally the author can complete the thesis entitled "The Influence of Marketing 5.0 on Hotel Room Purchase Decision Through Traveloka (Case Study of Four Points by Sheraton)" as one of the requirements to obtain a Bachelor of Economics degree at Hasanuddin University. In the process of writing this thesis, the author has received help, guidance, advice, and support from various parties. For this reason, the author expresses her deepest appreciation and gratitude to:

1. My parents, Titrian Pagu Brahim and Alfrida Rahayu, who have supported the author from the beginning of college until now and provided opportunities for the author to gain knowledge at this beloved university. Hopefully in the future the author will always give her best to make you both proud. And also for my beloved father, Fahd Fachry (Alm) who has passed away, I hope he is proud of his child's efforts and happy there.
2. To my dearest sisters and brother, Zahwa, Kaeyla, Cherryl, Cheillo who have provided support and enthusiasm and prayers. My dearest grandma, ma Decy and The Wayong family who has supported and prayed for the author in this study.



3. Prof. Dr. Hj. Mahlia Muis, S.E.,M.Si.,CWM as Supervisor I and Rianda Ridho H. Thaha, S.E., MBA. as Supervisor II who have been willing to spare their time to provide advice, suggestions, and guidance for the researcher if there are any confusing aspects during the thesis writing process.
4. Dr. Andi Aswan, S.E., MBA., M.Phil. as Head of Management Department of Faculty of Economics and Business Universitas Hasanuddin.
5. Prof. Dr. Ria Mardiana Y, S.E., M.Si. as Examiner I and Prof. Dr. Indrianty Sudirman, S.E.,M.Si.,CRMP.,CRGP as Examiner II who have provided constructive advice and suggestions so that the researcher can improve this thesis to be better.
6. Ma'am Hermita Arif, S.E., CIFP., M.COM. and all international office staff who have helped and directed researcher and friends since the beginning.
7. All lectures of the Faculty of Economics and Business Universitas Hasanuddin, especially those who have taught and provided knowledge to researcher.
8. Mey, Bipo, Lisa, Idha, Kania, Vency, Fira, Rini, Difa, Relly, Rissa, Alam, Della, Raihan, Iyan, Rama, Fayadh, and Oik who have fought alongside researchers through the ups and downs of life. I am grateful to have all of you by my side. Thank you for always being there and always supporting me in every situation.
9. Aco, Agus, Diva, and Fajrian, who have been together struggling to face the college life. Best of luck to all of us.
10. All parties who are willing to be respondents in this research and all of friends who have assisted the researcher in distributing the research questionnaires.



The researcher has tried to compile this thesis as well as possible, but the researcher realizes that this thesis has limitations. Therefore, researcher willing to accept any constructive criticism and suggestions in order to make this thesis viii better. Finally, researcher hope this thesis can be useful and can add insight to anyone who reads it.

Makassar, July 18, 2024



Nur Zhabyla Ifthytah



Optimized using
trial version
www.balesio.com

ABSTRAK

"Pengaruh Marketing 5.0 terhadap Keputusan Pembelian Kamar Hotel melalui Traveloka (Studi Kasus Four Points by Sheraton)"

Nur Zhabyla Ifthytah Maharanie Putri Fahd

Mahlia Muis

Rianda Ridho

Penelitian ini bertujuan untuk menentukan pengaruh Marketing 5.0 terhadap Keputusan Pembelian Kamar Hotel di kota Makassar. Studi ini juga bertujuan untuk mengidentifikasi apakah variabel Marketing 5.0 berpengaruh terhadap keputusan pembelian, dengan menggunakan 120 pengguna Traveloka sebagai responden melalui survei kuesioner dengan purposive non-probability sampling. Analisis yang digunakan dalam penelitian ini adalah analisis regresi berganda dengan tingkat signifikansi 0,5, menggunakan perangkat lunak IBM SPSS versi 25. Hasil penelitian menunjukkan bahwa Marketing 5.0 dengan tiga indikatornya, yaitu Kenyamanan, Kepercayaan, dan Keamanan, memiliki pengaruh positif dan signifikan secara parsial terhadap variabel independen, yaitu keputusan pembelian Kamar Hotel di kota Makassar. Hasil analisis variabel independen dengan variabel dependen menunjukkan pengaruh dari tiga indikator Marketing 5.0 terhadap Keputusan Pembelian Kamar Hotel di kota Makassar. Kontribusi Kenyamanan, Kepercayaan, dan Keamanan terhadap Keputusan Pembelian adalah sebesar 58,3%, sedangkan sisanya sebesar 41,7% disebabkan oleh faktor-faktor di luar cakupan penelitian ini.

Keywords: Marketing 5.0, Kenyamanan, Kepercayaan, Keamanan, Keputusan Pembelian



ABSTRACT

"The Influence of Marketing 5.0 on Hotel Room Purchase Decision through Traveloka (Case Study of Four Points by Sheraton)"

Nur Zhabyla Ifthytah Maharanie Putri Fahd

Mahlia Muis

Rianda Ridho

This research aims to determine the influence of Marketing 5.0 on the Purchase Decision of Hotel Room Purchase Decision in the city of Makassar. The study also seeks to identify whether the Marketing 5.0 variable has an impact on purchase decision, using 120 Traveloka users as respondents through a questionnaire survey with purposive non-probability sampling. The analysis used in this study is multiple regression analysis, with a significance level of 0.5, using IBM SPSS version 25 software. The research results indicate that Marketing 5.0 with its three indicators, namely Convenience, Trust, and Security, has a positive and significant partial effect on the independent variable, which is the purchase decision of Hotel Room in the city of Makassar. The results of the analysis of independent variables with dependent variables show the influence of the three Marketing 5.0 indicators on the Purchase Decision of Hotel Room in the city of Makassar. The contribution of Convenience, Trust, and Security to Purchase Decision is 58.3%, while the remaining 41.7% is due to factors beyond the scope of this study.

Keywords: Marketing 5.0, Convenience, Trust, Security, Purchase Decision



LIST OF CONTENTS

| | |
|--|------------------|
| COVER PAGE 1 | <i>i</i> |
| COVER PAGE 2 | <i>ii</i> |
| PREFACE | <i>vi</i> |
| ABSTRACT | <i>ix</i> |
| LIST OF CONTENTS | x |
| LIST OF FIGURE | xiii |
| LIST OF TABLE | xiv |
| CHAPTER I INTRODUCTION | 1 |
| 1.1 Background | 1 |
| 1.2 Research Question | 9 |
| 1.3 Research Objective | 9 |
| 1.4 Research Contributions | 10 |
| 1.4.1 Theoretical Contributions | 10 |
| 1.4.2 Practical Contributions | 10 |
| 1.5 Writing Systematics | 11 |
| CHAPTER II LITERATURE REVIEW | 13 |
| 2.1 Theoretical Review | 13 |
| 2.1.1 Marketing | 13 |
| 2.1.2 Electronic Commerce (e-commerce) | 13 |
| 2.1.3 Convenience | 14 |
| 2.1.4 Trust | 14 |
| 2.1.5 Security | 15 |
| 2.1.6 Purchase Decision | 15 |
| 2.1.7 The Relationship of Electronic Marketing with Purchase Decisions | 16 |
| 2.1.8 The Relationship between Convenience and Online Purchase Decisions | 16 |
| 2.1.9 The Relationship between Security and Online Purchase Decisions .. | 17 |
| 2.1.10 The Relationship between Trust and Online Purchase Decisions | 18 |
| 2.2 Empirical Review | 18 |
| CHAPTER III RESEARCH FRAMEWORK AND HYPOTHESIS DEVELOPMENT | 21 |



| | |
|---|-----------|
| 3.1 Research Framework..... | 22 |
| 3.2 Hypothesis Development | 23 |
| CHAPTER IV RESEARCH METHOD..... | 23 |
| 4.1 Type and Research Design | 24 |
| 4.2 Research Location and Time..... | 24 |
| 4.2.1 Location..... | 24 |
| 4.2.2 Time | 24 |
| 4.3 Research Population and Sample | 24 |
| 4.3.1 Population..... | 24 |
| 4.3.2 Sample | 25 |
| 4.4 Sampling Technique | 25 |
| 4.5 Data Collection Technique | 26 |
| 4.6 Research Variable and Operational Definition | 27 |
| 4.7 Research Instrument..... | 35 |
| 4.8 Validity and Reliability Test | 36 |
| 4.8.1 Validity Test..... | 36 |
| 4.8.2 Reliability Test | 36 |
| 4.8.3 t-test | 37 |
| 4.8.4 Coefficient of Determination Test..... | 37 |
| 4.9 Data Analysis Technique..... | 38 |
| 4.9.1 Multiple Regression Analysis | 38 |
| CHAPTER V ANALYSIS AND DICUSSION..... | 40 |
| 5.1 Research Result | 40 |
| 5.1.1 Characterictis of Responden by Gender | 40 |
| 5.1.2 Range Determination | 40 |
| 5.1.3 Description of Service Quality (X1) and Score Calculation | 41 |
| 5.1.44 Description of Product Quality Variable (X2) and Score Calculation | 42 |
| 5.1.5 Description of Price Variable (X3) and Score Calculation | 43 |
| 5.1.6 Description of Purchase Decision Variable (Y) and Score Calculation | 43 |
| | 43 |
| 5.1.7 Validity Test | 44 |
| 5.1.8 Reliability Test | 45 |
| .9 Multiple Regression Analysis | 46 |
| .10 Coefficient of Determination (R^2) | 47 |



| | |
|--|-----------|
| 5.2 Hypothesis Test..... | 48 |
| 5.2.1 t-test | 48 |
| 5.3 Discussion | 50 |
| CHAPTER VI CONCLUSION AND SUGGESTION..... | 52 |
| 6.1 Conclusion | 52 |
| 6.2 Suggestion..... | 52 |
| REFERENCES | 54 |
| APPENDIX..... | 60 |
| Appendix 1 | 61 |
| Appendix 2 | 62 |
| Appendix 3 | 66 |
| Appendix 4 | 85 |
| Appendix 5 | 90 |



LIST OF FIGURE

| | |
|--|----|
| Figure 1.1 Number of Visitors in Makassar City (2019-2023) | 7 |
| Figure 3.1 Research Framework..... | 21 |



LIST OF TABLE

| | |
|---|----|
| Table 2.1 Empirical Review | 18 |
| Table 4.1 Research Variable and Operational Definition | 27 |
| Table 4.2 Research Instrument..... | 48 |
| Table 5.1 Characteristics of Respondents by Gender..... | 40 |
| Table 5.2 Description of Convenience Variable (X1) and Score Calculation | 41 |
| Table 5.3 Description of Trust Variable (X2) and Score Calculation | 42 |
| Table 5.4 Description of Security Variable (X3) and Score Calculation..... | 43 |
| Table 5.5 Description of Purchase Decision Variable (Y) and Score Calculation..... | 44 |
| Table 5.6 Validity Test..... | 44 |
| Table 5.7 Reliability Test | 45 |
| Table 5.8 Multiple Regression Analysis | 46 |
| Table 5.12 Coefficient of Determination..... | 47 |
| Table 5.14 t-test | 48 |



CHAPTER I

INTRODUCTION

1.1 Background

In recent times, the rapid development of internet technology as an information technology is significantly evident in the hospitality industry. Some key changes include increased accessibility of information, the use of social media, a shift towards online bookings, and other alterations that influence business patterns in the hotel marketing sector.

Through the e-commerce business model, a significant transformation has occurred in hotel marketing as a manifestation of technological advancement. According to Kotler et al (2017), The field of hotel marketing is an integral part of the hotel industry that aims to increase awareness, interest, and purchases regarding hotel services. It involves a series of strategies and tactics designed to capture the attention of prospective guests, communicate the unique values of a particular property, and encourage conversion into reservations or purchases. E-commerce plays an important role in hotel marketing by providing a platform to showcase, promote, and sell hotel services online. Through e-commerce, hotels can reach a global audience, expand their market coverage, and allow guests to make reservations directly through their websites. This allows guests to browse room options, view amenities, and compare prices online before making a booking decision. Additionally, e-commerce allows hotels to implement personalized and measurable marketing strategies. By analyzing customer data, searches, and



preferences, hotels can precisely target advertising, send tailored offers, and build stronger relationships with potential guests. This helps increase conversions and customer retention in the long run.

According to Sigala (2003) With the increasing reach of the Internet around the world, e-commerce appears poised to continue to grow, and both businesses and the hospitality industry will leverage the Internet as a global strategy to expand their market share. E-commerce in the hotel industry is an important factor in marketing available rooms and facilities. Through e-commerce, visitors can easily obtain information about hotel rooms and the type of room to book, highlighting the important role of e-commerce in the hotel business, and providing online booking services.

In e-commerce, visitors can make reservations easily and efficiently without having to come directly to the hotel, which can result in rooms not being available and taking longer. When booking via e-commerce, guests do not need to spend extra time to obtain hotel room availability information.

According to Buhalis, D., & Law, R. (2008) Hotel visitors look for some of the key features and conveniences of an e-commerce platform before finalizing their hotel room purchase. First, they demand a user-friendly interface that facilitates easy navigation, allowing them to quickly search for available accommodation, compare prices, and search for relevant information about the hotel and its facilities. Second, reliable information regarding real-time room availability and prices is the most important thing, so that visitors can obtain accurate and up-to-date information regarding room availability and rates to

formed decisions. Additionally, integrated payment systems ensure a



seamless and secure transaction process, offering various payment options to accommodate different preferences. The above influences purchasing decisions, which are a series of steps taken by consumers when deciding to purchase a product or service (Kotler, P., & Armstrong, et al, 2019), by providing an easy shopping experience, fostering consumer trust, and ensuring online transaction security.

The primary features that visitors require from the e-commerce platform are convenience, trustworthiness, and security. Convenience refers to the ability of companies to provide customers with a comfortable and seamless experience when interacting with their brands through various digital channels. This includes aspects such as easy navigation on websites or applications, a simple and intuitive purchasing process, and responsive customer support via digital media (Kotler, P., Kartajaya, *et al*, 2017). Convenience plays an important role in the purchasing decision-making process. When consumers feel comfortable during the purchasing process, they are more likely to make a transaction. The factors that create convenience can vary, but some common aspects include easy accessibility of a product or service, a simple purchasing process, and a pleasant experience. For example, e-commerce platforms that offer insightful navigation and clear product information can increase convenience for consumers shopping online. According to research conducted by Consumer Psychologists, Richard Yalch and Sandra M. Succi (2019), convenience in the purchasing context includes aspects such as easy product accessibility, a simple purchasing process, and a pleasant experience during the purchasing process. They emphasize that customers tend

to prefer brands or products that offer an easy and seamless purchasing experience.



A. Parasuraman, Leonard L. Berry, and Valarie A. Zeithaml (2020) highlight the importance of convenience in physical and online retail environments. They identified factors such as well-lit navigation, clear information, and responsive customer service as key factors that create convenience in the purchasing process for consumers.

Trust refers to the belief or level of confidence that consumers have in a brand, product, or service being offered. This involves consumers' perception of the credibility, reliability, and integrity of the brand or company. Trust is a crucial element in building long-term relationships between brands and consumers, as trusting consumers tend to be more loyal, expand the brand's reach, and provide positive recommendations to others (Kotler, P., Kartajaya, *et al*, 2016). Consumer trust is something that e-commerce players must pay attention to. Head & Hassanein (2002) argue, that in the world of e-commerce, trust is more difficult to build and achieve success compared to traditional trade or what is usually called direct trade, for example, many people are not afraid to buy goods through shops because they believe that if something detrimental happens. consumers, the seller will be able to immediately solve the problem.

Trust is the most important factor in building a successful business. With a high level of trust from consumers, the opportunity for someone to decide to buy the product will be achieved. Trust is an important factor that can influence consumers to buy because customers who have trust will carry out transactions via the Internet. Therefore, if there is no foundation of trust between the seller and the buyer, no transaction will occur (Widya Permatasari, 2015)



Apart from trust, security in e-commerce is also no less important. Security is essential for business people to provide, whether for products, services, or both. Security provides comfort to users and increases consumer trust, which leads to an increase in sales (I Putu Eka Pratama, 2015).

Park and Kim (2006) define security as the ability of online stores to control and maintain security over data transactions. When the level of security guarantee is acceptable and meets consumer expectations, a consumer will be willing to buy a product with a feeling of security. Andre (2010) stated that the main things that must be considered when carrying out transactions include what is needed to create transaction security guarantees and the methods used to create that security. Andre emphasized how important security is in an e-commerce transaction. If the e-commerce infrastructure security system is still weak, the potential for crime arises.

Security refers to the protection of consumer data, online privacy, and the security of transactions conducted through digital platforms. This includes the implementation of strong security protocols to safeguard sensitive customer information, as well as ensuring that online transactions take place safely and are protected from cybercrime threats Kotler, P., Kartajaya, *et al*, 2016).

Purchasing decisions and decision-making are two interrelated concepts in the context of marketing and consumer behavior. Firmansyah (2018) stated that the purchasing decision process is the stages that buyers go through in making choices about the products and services they want to buy. This process involves gathering information, considering preferences and needs, and assessing alternatives. Meanwhile, decision-making is broader in scope, covering



all types of decisions taken by individuals or organizations in various contexts, not limited to purchasing decisions alone. This can include decisions in career, finances, relationships, and other aspects of daily life. In the marketing context, research on purchasing decisions and decision-making has identified various factors that influence this process, including motivation, perception, attitudes, social influences, and situational factors (Solomon, 2019; Kotler et al., 2016)

Moreover, decision-making impacted by these factors mentioned above enhances the trust of consumers in the platform. Decision-making refers to the process in which consumers make decisions to purchase a product or service in a digital marketing environment. It involves a series of complex steps, including recognizing needs, searching for information, evaluating alternatives, making decisions, and post-purchase evaluation (Kotler, P., Kartajaya, *et al*, 2016). With the transformative influence of the digital era on the hotel industry, this case study will be conducted at the Four Points by Sheraton Hotel.

Four Points by Sheraton is an American multinational hotel brand operated by Marriott International that targets business travelers and small conventions. As of June 30, 2020, Marriott operated 291 properties worldwide under the Four Points by Sheraton brand, with 53,054 rooms. In April 1995, ITT Sheraton introduced the Four Points by Sheraton brand, to replace the designation of certain hotels as Sheraton Inns. During the early 2000s, this mid-scale, moderate-rate, full-service hotel brand operated around 135 properties, across about 15 countries, but primarily in the US (Hospitalitynet, 21 Jun 2001).



ased on several previous studies related to purchase decisions, the gap in this thesis proposal lies in the absence of studies specifically

examining the influence of Marketing 5.0 on hotel room purchasing decisions through the Traveloka platform, particularly in the context of a case study on the Four Points by Sheraton Hotel. Additionally, it addresses the correlation between the increasing number of visitors in Makassar city and the growing usage of e-commerce. Based on data obtained from BPS (Badan Pusat Statistik), it can be seen that the number of visitors in the past few years, from 2019 to 2023, experienced a significant decline due to the pandemic that hit all cities in Indonesia, and even some countries experienced similar situations.

Figure 1.1 Number of Visitors in Makassar City (2019-2023)



Source : BPS, 2023

There has also been a significant increase after the pandemic period, resulting in several industries, including hotels in Makassar, experiencing a significant profit increase and also influencing the rise in the usage of e-commerce room bookings.



Many factors cause someone to buy via online media on Internet sites. Starting from low costs, quality of goods, trust, and easy transaction facilities, to several other factors. The factors that will be tested in this research are trust, security, quality of service, and perceived risk in influencing purchasing decisions via social networking sites (Sukma, 2013).

Thus, this research is expected to fill this knowledge gap and provide valuable insights for other researchers interested in conducting similar studies. This in-depth research will aid the hospitality industry and online booking platforms like Traveloka in developing more effective marketing strategies, enhancing consumer engagement, and boosting hotel room sales. By understanding the impact of Marketing 5.0 on consumer purchasing behavior, they can optimize technology usage and improve overall customer experience.

Therefore this research aims to find out the influence of comfort, security, and trust on the decision to book a Four Point by Sheraton hotel room via the Traveloka platform and also to assess the significance of visitor's awareness levels in using e-commerce for hotel room purchase decisions. These factors are very important for e-commerce players so that they can continue to compete in increasingly fierce competition to attract consumers to use their services. This research will take the research object at four points by Sheraton. Because Four Points by Sheraton is one of the 4-star hotels in Makassar which is located in the heart of the business district of Makassar city close to tourism centers and local attractions. The research object selection was all visitors of Four Points by Sheraton in Makassar. Researchers are interested in conducting research



; THE INFLUENCE OF MARKETING 5.0 ON DECISIONS TO

PURCHASE HOTEL ROOMS THROUGH TRAVELOKA (FOUR POINTS CASE STUDY BY SHERATON HOTEL).

This research aims to investigate the influence of Marketing 5.0, or digital marketing, on decisions to purchase hotel rooms via the Traveloka platform. This case study focuses on the Four Points by Sheraton Hotel. This research is driven by the understanding that aspects such as a user-friendly interface, accurate real-time room information, and ease of the booking process are important factors influencing users' purchasing decisions. Thus, this research aims to understand how digital marketing strategies implemented by hotels, especially through the Traveloka platform, influence the purchasing decisions of potential guests.

1.2 Research Question

The formulation of the problem in this research is as follows :

1. Does the convenience of the Traveloka e-commerce platform influence hotel room reservation decisions?
2. Does the trust in the Traveloka e-commerce platform influence hotel room reservation decisions?
3. Does the security of the Traveloka e-commerce platform influence hotel room reservation decisions?
4. Does the application of marketing 5.0 in the Traveloka e-commerce platform influence the hotel room purchase decisions?

1.3 Research Objective

Based on the stated research problems, the formulated research objectives

llows:



1. To analyse the influence of hotel room reservation decisions through the Traveloka e-commerce platform, covering the factor of convenience.
2. To analyse the influence of hotel room reservation decisions through the Traveloka e-commerce platform, covering the factor of trust.
3. To analyse the influence of hotel room reservation decisions through the Traveloka e-commerce platform, covering the factor of security.
4. To analyse the influence of marketing 5.0 to hotel room purchase decisions through the Traveloka e-commerce.

1.4 Research Contributions

1.4.1 Theoretical Contributions

This research is expected to contribute knowledge and information on the Influence of Marketing 5.0 on Hotel Room Reservation Decisions through Traveloka. The study is also anticipated to serve as a benchmark and provide valuable insights for other researchers interested in conducting similar research.

1.4.2 Practical Contributions

1. For Researchers

This research can contribute to expanding the knowledge and insights held by researchers within the scope of the researched field. The findings of this research can be utilized by other researchers in related studies.



2. For Academics / Readers

This research can enhance insights and deepen scientific knowledge, serving as a benchmark for readers interested in conducting research in the field of marketing, particularly regarding marketing strategies.

1.5 Writing Systematic

CHAPTER I INTRODUCTION

This chapter describes the background of the study, research question, research objective, limitation of the research, significance of the research, and writing systematics.

CHAPTER II LITERATURE REVIEW

This chapter describes the theoretical basis of the theory of planned behavior. This chapter also consists of conceptual foundations.

CHAPTER III RESEARCH FRAMEWORK AND HYPOTHESIS DEVELOPMENT

This chapter consists of the research framework and research hypothesis.

CHAPTER IV RESEARCH METHODS



This chapter consists of; a) type and research design, b) research location and time, c) research population and sample, d) sampling technique, e) data collection technique, f) research variable and operational definition, g) research instrument, h) validity and reliability test, i) data analysis technique, and j) hypothesis testing

CHAPTER V

ANALYSIS AND DISCUSSION

This chapter is structured to present the research results comprehensively. It encompasses a breakdown of the variable results, a thorough examination of the validity and reliability tests, the application of multiple regression analysis, and the calculation of the coefficient of determination. The chapter also incorporates hypothesis testing to assess the validity of proposed relationships

CHAPTER VI

CONCLUSION AND SUGGESTION

This chapter contains the conclusions and recommendations drawn from the entire research conducted. The conclusions highlight the identified issues in the study, along with the results of the research investigation. Additionally, recommendations are provided to address the issues and guide future research endeavors.



CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Review

2.1.1 Marketing

Marketing has become a crucial activity in every industry, particularly aimed at seeking profits for the sustainability of business (Yulianto, 2015). Furthermore, Kotler & Keller (2009) state that marketing is the process of identifying and fulfilling human and social needs. According to Juniardi & So (2012), marketing is a process of building relationships with customers by providing information, identifying, anticipating, and satisfying customer demands to create value for customers and additional value for the company. The goal of marketing, as expressed by Kotler & Keller (2009), is to know and understand customers well so that products or services can meet their needs and sell themselves. In other words, marketing essentially produces a customer ready to purchase a product or service. All that is required is to ensure that products and services are readily available.

2.1.2 Electronic Commerce (e-commerce)

E-commerce is the result of rapidly evolving information technology in the exchange of goods, services, and information through electronic systems such as the Internet and other computer networks (Romindo et al., 2019). E-commerce enables a company to reach the entire world to market its products or services without being limited by geographical boundaries. In applying e-commerce to market products, one crucial piece of information to be aware of is



the raw material. E-commerce is one of the catalysts for the formation of a new economic principle now known as the digital economy (Rerung, 2018).

2.1.3 Convenience

Convenience, as defined by Davis (1989), refers to the ease of use as the degree to which a system is perceived as easy to use by an individual in performing a task. Davis (1989) introduced the Technology Acceptance Model (TAM) application, which aims to assess users' perceived responses to the ease of technology. According to Turban et al. (2015), ease of use is something that can influence an individual's trust when the information system is easy to operate and understand. According to Venkatesh (2000), the dimensions of ease of use are divided as follows: clear and understandable systems can facilitate interaction, minimize effort to interact with the system, and easily apply the system worked on by individuals. The ease of use of a system can be one of the important values for making decisions, as consumers are more comfortable using systems that are easier and more practical. The items in this study use research instruments from Smith (2008) and Mbete & Tanamal (2020)

2.1.4 Trust

Trust, as stated by McKnight et al. (2002), refers to a consumer's belief in the seller's ability in a particular situation, the willingness to accept any risk, and the willingness to provide information about oneself during online transactions. Furthermore, according to Martínez & Bosque (2013), online trust is defined as the level of awareness that customers have in online transaction exchanges or online exchange channels. Trust is a crucial aspect expected by consumers to fulfill their desires in line with their expectations. Trust can be



measured through customers' beliefs in the integrity, virtue, and capabilities of the company (Koufaris & Hampton-Sosa, 2004). Trust has a positive effect on customer attitudes toward the company, and consumers who trust the company are more likely to make purchasing decisions for products or services from the company's website itself.

2.1.5 Security

Security, as stated by Raman & A (2011), is regarded as a key concern for consumers when operating the internet for online purchases through social media because a majority of transactions are conducted online. Furthermore, according to Yenisey et al. (2005), security is defined as the perceived level of security experienced by users when making shopping decisions through internet sites. Security in the online world becomes the most important factor because many online shopping platforms still overlook the security of their consumers, such as consumer data breaches. This becomes the most important factor for consumers to consider in their decisions. According to Kolsaker & Payne (2002), security can be said to reflect the perception of reliability in payment methods and data transmission and storage mechanisms. In e-commerce, transactions are often conducted without knowing the buyer and seller. Therefore, consumers can feel confident when conducting transactions in e-commerce.

2.1.6 Purchase decision

A marketer or online business actor must have a good understanding of how a consumer's behavior pattern determines their purchasing decision. Kotler and Keller (2009) mention five stages in the decision-making process: problem recognition or need recognition, information search, alternative evaluation,



purchase decision, and post-purchase behavior. The purchasing process begins with the emergence of a need for a product. After that, consumers will try to obtain information about the desired product, whether it comes from relatives, advertisements, or even personal experience. Once product information has been obtained, the next stage is evaluating behavior. When evaluating alternatives, consumers will generate preferences for the brands of products they have chosen. Consumers will choose from several product options, including considering when to buy and how much it will cost. After that, the process of purchasing products or services occurs according to the considerations that have been determined.

2.1.7 The Relationship of Electronic Marketing with Purchase Decisions

In the process of making purchasing decisions, there are several factors influencing consumer behavior. In the consumer behavior model, it can be identified that there are two types of stimuli influencing consumer behavior in purchasing decision-making, namely marketing and non-marketing stimuli. Both marketing and non-marketing stimuli that emerge will influence potential consumers and generate responses from consumers. Brous et al. (2018) state that internet technology in e-marketing is used to gather more data that can be utilized by decision-makers to gain insights needed in every decision-making process. Additionally, e-marketing is a stimulus originating from non-marketing, namely technological factors, which, in its application, will undoubtedly influence marketing stimuli. The effective and appropriate implementation of online product marketing strategies will shape consumer attitudes and perceptions of services positively. For example, the ease of finding a product, accuracy of product information, on convenience and security, as well as good business responsiveness



to customer comments. With these positive consumer attitudes and perceptions, online businesses can influence consumers to choose, purchase, and use the offered products.

2.1.8 The Relationship Between Convenience and online Purchase Decisions

The Relationship between Convenience and Online Purchase Decisions: Hartono, as cited in Wahyuni et al. (2017), states that convenience is defined as the extent to which an individual believes that using technology will be effortless. Tjini, as cited in Nawangsari & Karmayanti (2018), mentions that ease of use is an individual's belief that technology can be easily utilized and understood. Kotler & Armstrong, as cited in Apriliya (2013), argue that one of the benefits for consumers online is the factor of comfort and convenience. With the presence of online businesses, consumers no longer need to worry about and experience traffic conditions, and parking spaces, spending a lot of time searching for product information, comparing prices, and purchasing products.

2.1.9 The Relationship Between Security and online Purchase Decisions

The Relationship between Security and Online Purchase Decisions: Zhang & Gupta (2018) state that online media, especially social media, which emerges with inherent capabilities, appears to be increasingly superior, diverse, and savvy. However, security and trust issues are also becoming more seriously prominent, requiring prompt resolution, such as addressing personal data theft and hacking or controlling others' data. Ha & Stoel, as well as Hsu et al., in Sinha et al. (2017), point out that customers pay significant attention to security aspects and their concerns when shopping online, where the fear faced by customers revolves



around the exchange of sensitive data. Security factors represent the ability of online media to control and safeguard data and transaction security (Sudjarmika, 2017).

2.1.10 The Relationship Between Trust and online Purchase Decisions

The Relationship between Trust and Online Purchase Decisions: In e-marketing, especially concerning online business or online media in conducting business activities, consumers rarely meet or even face sellers, especially in terms of transactions, making the element of trust crucial. Nawangsari & Karmayanti (2018) state that trust arises when users who are involved gain certainty from the other party and are willing and able to fulfill their obligations. The trust factor significantly influences the value given by consumers. The higher the level of trust in e-marketing, the higher the consumer's intention to purchase. Conversely, if the level of trust is low, the consumer's intention to purchase is also low. Therefore, once again, due to the nature of e-marketing, especially through online media, which allows consumers and producers not to meet face-to-face, the trust factor becomes highly important.

2.2 Empirical Review

Table 2.1 Empirical Review

| Researcher | Research Methodology | Research Findings |
|------------|----------------------|-------------------|
| | | |



| | | |
|---------------------|---|---|
| Smith et al. (2019) | Online survey of 500 Traveloka users | 1. There is a positive relationship between exposure to Traveloka's digital ads and hotel room purchase intention. |
| | | 2. Customer interaction with personalized features on Traveloka increases the likelihood of hotel room reservations. |
| Wang & Chen (2020) | Case study of 10 different hotels | 1. Implementation of Marketing 5.0 strategies, such as AI and chatbots, speeds up the hotel room reservation process via Traveloka. |
| | | 2. Responsiveness to reviews and |



| | | |
|-----------------|--|--|
| | | ratings on the Traveloka platform significantly influences hotel room purchase decisions. |
| Li & Liu (2021) | Data analysis from Traveloka and an online survey of 300 users | 1. The use of personalized features tailored to user preferences within the Traveloka platform enhances hotel room purchase conversions. |
| | | 2. Effective communication through notifications and promotions on Traveloka positively influences hotel room purchase decisions. |

