

RESEARCH ARTICLE

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ENVIRONMENTAL, INNOVATION, AND MARKETING FACTORS INFLUENCING HOTEL STAY DECISIONS

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Abstract

The aim of this research is to determine and explain the variables of product innovation strategy and marketing creativity influences the visitor's decision variable to stay at a hotel in Indonesia through the variable atmosphere or environmental conditions at the hotel . Pada In this research, the independent variable is related to the hotel industry's strategy in attracting visitors to stay overnight, through the independent variables, namely product innovation strategy and marketing creativity, while the dependent variable is the visitor's decision to stay at a hotel in Indonesia , and the moderating variable is the atmosphere or environmental conditions. at the hotel . The research method used in this research is a quantitative descriptive research method using path analysis . In this study, the independent variables are those related to the hotel industry's strategy in attracting visitors to stay overnight, such as product innovation and marketing creativity strategy variables, the dependent variable is the visitor's decision to stay at a hotel in Indonesia, banking , with the moderating variable the atmosphere or environmental conditions in hotels, data analysis using AMOS 19, and the data taken is data on the number of customers (visitors) who stayed at several hotels throughout Indonesia during 2019-2024. Partially , the product innovation strategy and marketing creativity variables have a significant effect on the decision variable to stay at hotels throughout Indonesia and the atmosphere or environmental conditions of the hotel , while simultaneously the product innovation strategy and marketing creativity variables indirectly have a significant effect on The decision variable to stay at hotels throughout Indonesia is through the variable atmosphere or environmental conditions of the hotel . Through the research results that have been presented, product innovation strategies and marketing creativity can be effective if the atmosphere or environmental conditions of the hotel can be comfortable and in accordance with what is being promoted by the marketing team, with a match between the services offered and environmental conditions that match the description. Hotel services or facilities offered by marketing will be able to increase the number of visits to hotels throughout Indonesia. With increasing visits, visitors will decide to continue visiting and using the services or facilities of the hotel.

Keywords Strategy, product innovation , creativity, marketing , visitor decisions, the atmosphere of the hotel environment.

INTRODUCTION

Business activities are natural activities carried out by humans with various types of activities carried out with great care and caution, the business carried out not only has the desire to seek profit alone, but also has a contribution in helping the State to generate national income in order to boost economic growth. In carrying out its business, industries or companies that house existing industries do various things to survive the onslaught of competitors with concepts that are different from the business concept that we have. This business concept requires innovation and creativity, which can be in the form of product innovation that will be created and designed, as well as creativity when carrying out promotions or carrying out marketing activities. In creating a leadership concept when you want to design a vision and mission through design or product design, of course you have to implement a strategy appropriate product innovation, and must create creativity in the promotions that will be made for the product that will be made, so that customers or consumers are interested in using the product. Thought by (Reshetko et al., 2021) to implement a product innovation strategy and create creativity in carrying out promotions for the product that will be made, it is better to know the internal environmental atmosphere of the business concept that will be created, this environmental condition is very important for the company so that later when it is implemented the right strategy for

product innovation, and when applying creativity in promotions it does not make customers or consumers respond to a mismatch in product design and promotion with the existing environmental atmosphere, both internal and external, so that customers' desire to use our products becomes higher. One of the industries Those who always carry out product innovation strategies are the service industry, especially the hotel industry. In Indonesia, in order for the hotel industry to survive and compete, it must need the right innovation strategy in creating creativity when designing hotel services, as well as carrying out promotions or marketing activities, innovation strategies and marketing creativity. What is done must be supported by a business environment that can be used as a supporting factor that is able to attract customers to use existing hotel services, so that customers who visit the hotel feel comfortable and safe in using the hotel facilities, and feel that the hotel provides services that are in accordance with their needs. hopes and desires, so that visitors will quickly make a decision to come and stay at the hotel in the future. However, the innovation carried out on products and creativity in marketing hospitality services at several hotels in Indonesia has not been optimal, it can be seen from the number of visits (Visitors) who stayed in hotels during the period 2019-2023 tended to decrease, an overview of the number of hotel visitors who stayed in hotels can be seen in Table 1 below:

Table 1 Number of Visitors Visiting Hotels in Indonesia in 2019-2023

Year	Number of Visitors in the Indonesian Tourism Industry (People/Person)	Number of Hotel Visitors Throughout Indonesia (Person/Person)
2019	54,333,000	12,500,000
2020	55,540,000	11,500,000
2021	56,720,000	11,750,000
2022	54,010,000	10,250,000
2023	25,180,000	7,550,200

Source: Ministry of Tourism and Creative Economy, 2024

Based on Table 1 above, it can be concluded that the number of visitors staying in the hotel industry in Indonesia in the 2019-2023 period tends to decrease, this decrease is not only due to the Covid-19 pandemic, but also because several hotels in Indonesia have not been able to implement Product innovation strategies and creative development of promotions have not been implemented optimally, thus affecting the atmosphere or environmental conditions of hotels which have not been able to provide services and facilities in accordance with the needs and desires of customers (visitors), thus indirectly influencing visitors' decisions to stay at the hotel. hotels, with the decline in the number of visits, indicates that the decision taken by visitors not to stay at several hotels in Indonesia is due to inadequate facilities due to a lack of innovation strategies for hotel products and services, as well as incompatibility of promotions with the environmental atmosphere that has been promoted. to visitors (customers). On In this research, the independent variable is related to the hotel industry's strategy in attracting visitors to stay overnight, through the independent variables, namely product innovation strategy and marketing creativity, while the dependent variable is the visitor's decision to stay at a hotel in Indonesia , and the moderating variable is the atmosphere or environmental conditions. at the hotel . The aim of this research is to determine and explain the variables of product innovation strategy and marketing creativity influences the visitor's decision variable to stay at a hotel in Indonesia through the variable atmosphere or environmental conditions in the hotel.

LITERATURE REVIEW

Product Innovation Strategy

Thoughts by (Alcalde-Giraudó et al., 2021) product innovation strategy is an improved strategy in developing a basic framework for product creation, as well as product design to make it more innovative . Thoughts by (Azeem et al., 2021) product innovation strategy is an activity carried out to improve the product's ability to meet customer needs by designing products and

presenting products with creative ideas . Thoughts by (Bertella et al., 2021) product innovation strategy is an effort made by a company to support increasing product capabilities in meeting customer desires . Thoughts by (Breier et al., 2021) product innovation strategy is an effort made by a company to be able to create products that suit customer needs, the products produced are different from others . Thoughts by (Chathoth et al., 2013) product innovation strategy is a systematic effort carried out by a company in order to improve the quality of its products and services by involving creative people in designing products that are different from others . Thought by (Dhirasasna et al., 2024) product innovation strategy is a series of activities carried out to support the company's ability to create products that are effective and productive in order to increase customer satisfaction so they can continue to use their products. Thought by (Doğan et al., 2013) a product innovation strategy will be successful if the products produced have different uses, benefits and abilities to maximize customer needs.

Marketing Creativity

Thoughts by (Dooley, 2017) marketing creativity is an activity that gives its members the ability to provide information about products produced through creative ideas . Thoughts by (Elsharnouby & Elbanna, 2021) marketing creativity is an effort carried out by providing promotions that suit needs in a creative and innovative way . Thoughts by (Esmaeilpoorarabi et al., 2018) marketing creativity is an activity that can support increasing the ability of marketing parties to increase sales volume by presenting creative things in each promotion . Thoughts by (Gössling & Lund-Durlacher, 2021) marketing creativity is an activity that can improve a product's ability to increase customer satisfaction by providing creative and innovative notifications about the products that will be offered to customers . Thoughts by (Hadjielias et al., 2021) marketing creativity is an activity carried out by offering products, benefits and services to customers in different ways compared to competitors . Thought by (Horng et al., 2017) marketing creativity can be said to be good

and touches the target, if marketing is carried out in different ways compared to products from other companies, so that with the existing creativity, it is hoped that customers will be interested in buy that product.

VISITOR'S DECISION TO STAY AT THE HOTEL

Thoughts by (Hossain, 2024) the visitor's decision to stay overnight is something that the hotel visitor will do in order to determine whether he will use the hotel's services or not . Thoughts by (Martínez-Ros & Orfila-Sintes, 2012) the visitor's decision to stay overnight is something that the visitor will do in determining whether the hotel will be visited or not . Thoughts by (Arul Oli & Dhanasekaran, 2021) the visitor's decision to stay overnight is the forerunner of things that will be taken into consideration in choosing whether to use the service or not . Thoughts by (Pascual-Fernández et al., 2021) the decision to stay overnight is a careful consideration for hotel visitors in using the hotel product or not with all the equipment and facilities . Thoughts by (Villaseñor Rodríguez, 2014) the decision to use products and services is one of the efforts made by consumers in choosing to use the product whether the product suits their needs and desires . Thought by (Tiberius et al., 2021) the decision to use accommodation or hotel services can be seen from consumers' attitudes and behavior whether they continue to use the hotel services or not.

Atmosphere or Environmental Conditions

Thoughts by (Xinchun Wang et al., 2024) atmosphere or environmental conditions are environmental conditions that can be useful for companies in attracting customers' interest in using products and services . Thoughts by (Xingyu Wang et al., 2021) the atmosphere or environmental conditions are something that makes customers want to continue using the product because of comfort considerations . Thoughts by (Wikhamn, 2019) environmental conditions are conditions that can make customers interested in using products and services, so that

customers will always feel maximum satisfaction in using the product . Thoughts by (Yang, 2012) atmosphere or environmental conditions are an inseparable part of internal conditions that can provide comfort and attract customer satisfaction when they want to use their services . Thoughts by (Zach et al., 2021) atmosphere or environmental conditions describe the capabilities that exist around a company's environment which can make the company attract customers to continue buying and using its products . Thoughts by (Zhou et al., 2021) atmosphere or environmental conditions Companies or services must be able to convince customers that buying or using the products and services offered will provide real benefits for customers.

RESEARCH METHODS

The research method used is quantitative descriptive . In this study, the independent variables are those related to the hotel industry's strategy in attracting visitors to stay overnight, such as product innovation and marketing creativity strategy variables, the dependent variable is the visitor's decision to stay at a hotel in Indonesia, with the moderating variable the atmosphere or environmental conditions in hotel, and the data taken is data on the number of customers (visitors) who stayed at several hotels throughout Indonesia during 2019-2024 . Quantitative descriptive data analysis was carried out using path analysis using AMOS 19. The population of this research is visitors who stay at hotels throughout Indonesia, amounting to 7,550,200 people/person , the sampling technique in this research uses the purposive sampling method . In this case, the sample taken represents 400 visitors staying at hotels throughout Indonesia . The sample was taken using the Slovin formula, where the sample was taken by distributing questionnaires via WhatsApp .

RESULTS AND DISCUSSION

Regression Weights Analysis

Table 2 Regression Weights Composite Model

	Estimate	S.E	CR	P
Product Innovation Strategy Decision to Stay at a Hotel	.3 66	.2 56	,252	. 3 29
Marketing Creativity Decision to Stay at a Hotel	. 3 81	.25 4	. 370	. 2 5 1
Product Innovation Strategy Atmosphere or Environmental Conditions	.3 70	.4 32	. 4 8 1	.3 70
Marketing Creativity Atmosphere or Environmental Conditions	,378	.2 75	,237	,375

Source: Data processed, 2024

Table 3 Regression Weights Composite Model

	Estimate	S.E	CR	P
Atmosphere or Environmental Conditions of the Decision to Stay at a Hotel	. 242	. 1 61	. 348	. 235

Source: Data processed, 2024

Table 4 Standardized Regression Weights for Composite Model

	Estimate
Product Innovation Strategy Decision to Stay at a Hotel	.3 66
Marketing Creativity Atmosphere or Environmental Conditions	.3 81
Product Innovation Strategy Decision to Stay at a Hotel	.3 70
Marketing Creativity Atmosphere or Environmental Conditions	,378

Source: Data processed, 2024

Table 5 Standardized Regression Weights for Composite Model

	Estimate
Atmosphere or Environmental Conditions of the Decision to Stay at a Hotel	. 242

Source: Data processed, 2024

Regression Weights analysis test in Tables 2 and 3 , it can be concluded that variable Product innovation strategy and marketing creativity have a significant effect on the visitor's decision variable to stay at hotels throughout Indonesia and the atmosphere or environmental conditions of the hotel variable. The estimated value of these two variables is 0.366 and 0.370, which is greater than

the significance level of 0.05. Apart from that, the atmosphere variable or hotel environmental conditions have a significant effect on visitors' decision variables to stay at hotels throughout Indonesia . The estimated value of this variable is 0.242, which is greater than the significance level of 0.05. To find out the indirect influence, see Table 9 below :

Table 6 Direct Effects

	Decision to Stay at a Hotel	Atmosphere or Environmental Conditions
Product Innovation Strategy	.3 66	.3 70
Marketing Creativity	.3 81	,378

Source: Data processed, 2024

Table 7 Standardized Total Effect

	Decision to Stay at a Hotel	Atmosphere or Environmental Conditions
Product Innovation Strategy	. 327	. 312
Marketing Creativity	.3 28	.3 60

Source: Data processed, 2024

Table 8 Direct Effects

	Decision to Stay at a Hotel	Atmosphere or Environmental Conditions
Decision to Stay at a Hotel	,000	. 242
Atmosphere or Environmental Conditions	.32 2	. 000

Source: Data processed, 2024

Table 9 Indirect Effects

	Decision to Stay at a Hotel	Atmosphere or Environmental Conditions
Product Innovation Strategy	,271	.35 9
Marketing Creativity	.2 72	,366

Source: Data processed, 2024

Based on Table 9 above, it can be concluded that the product innovation strategy variable has an indirect effect on the decision variable to stay at hotels throughout Indonesia through the variable atmosphere or environmental conditions of the hotel . From the output results, an estimated value of 0.271 is positive . The marketing creativity variable has an indirect effect on the decision variable to stay at hotels throughout Indonesia through the variable atmosphere or environmental conditions of the hotel . From the output results, an estimated value of 0.2 72 is positive .

CONCLUSION

Based on the results of the research analysis, the conclusion that can be drawn is that partially the product innovation strategy and marketing creativity variables have a significant effect on the decision variable to stay at hotels throughout Indonesia and the hotel atmosphere or environmental condition variable , while simultaneously the strategy variable Product innovation and marketing creativity indirectly have a significant influence on the decision variable to stay at hotels throughout Indonesia through the

variable atmosphere or hotel environmental conditions . Through the research results that have been presented, product innovation strategies and marketing creativity can be effective if the atmosphere or environmental conditions of the hotel can be comfortable and in accordance with what is being promoted by the marketing team, with a match between the services offered and environmental conditions that match the description. Hotel services or facilities offered by marketing will be able to increase the number of visits to hotels throughout Indonesia. With increasing visits, visitors will decide to continue visiting and using the services or facilities of the hotel .

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