

PERSONAL SELLING DONE BY RAFFLES JAKARTA'S SALESPERSONS

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ABSTRACT

Personal selling remains a fundamental aspect of modern marketing strategies, particularly in the hospitality industry. This study examines the nuanced techniques employed by salespersons at Raffles Jakarta, a renowned luxury hotel, to effectively engage potential clients and drive sales. Through qualitative analysis, including interviews and observations, the study explores the personalized approaches, relationship-building tactics, and adaptability demonstrated by Raffles Jakarta's sales team. Findings reveal the significance of tailoring sales pitches to individual client preferences, leveraging interpersonal skills to establish trust and rapport, and the importance of continuous adaptation to evolving market dynamics. Insights gleaned from this study contribute to a deeper understanding of effective personal selling practices within the context of upscale hospitality, offering valuable implications for both practitioners and researchers in the field of sales and marketing.

Keywords: marketing; personal selling; promotion

INTRODUCTION

Tourism is one of the sectors that contributes significantly to foreign exchange for any country who is not in any conflicts. One of the main elements in tourism is accommodation. According to the Indonesia' Constitution Number 10, 2009 stated: What is meant by "accommodation provision business" is a business that provides lodging services that can be complemented with other tourism services. The business of providing accommodation can be in the form of hotels, villas, tourist lodges, campgrounds, caravan stops, and other accommodation used for tourism purposes.

Of the various choices of accommodation types, hotels are the easiest and most common types of accommodation, both in small areas and big cities. Where the hotel does not only offer overnight services, but can also provide fitness, dining, entertainment, and relaxation services. Hotels, as stated in the tourism law in article 25 paragraphs 1 and 2 mentions:

The business of providing accommodation is the business of providing rooms with other facilities as well as the necessary services," "The business of providing each type of accommodation as referred to in paragraph (1) is distinguished by criteria

that are arranged according to the type and level of the facilities provided.

Hotel according to Bagyono (2012) is: A type of accommodation that is managed commercially and professionally to provide lodging, food and beverage service facilities and other services provided for guests and the public who want to stay.

In the luxury hotel organizational system is divided into 8 departments that have different duties and obligations to provide services to guests, one of which is Sales & Marketing.

To attract the market to stay overnight, both in the short and long term, the sales & marketing team needs to have a mature strategy while considering effectiveness. Marketing according to Kotler and Lane in Lukmandaru & Istoto, (2016), says that: Marketing is a social process in which individuals and groups obtain what they need and want by creating, offering, and freely exchanging products of value with others.

The Integrated Sales Promotion by Yeshin in Yudhawijaya (2020) defines promotion as "A Planned and implemented marketing activity that both enhances product or service appeal and changes customer behavior positively in

return for an additional profit for purchase or participation".

According to Buchari (2018): Promotion is used by sellers as a strategy that has been used by various media to promote products or services. Promotion is a very important part of the marketing mix, which is conducted by companies in marketing their products or services.

Without any promotion, the existence of the product receives less attention from consumers or even consumers do not know anything about the product.

The purpose of advertising itself, according to Kotler (2016), is "informing, persuading, reminding or strengthening consumers to try, buy, repurchase products". In implementing advertising, the Marketing Communication division has contributed to the hotel. According to an interview with the Director of Marketing Communications at Raffles Hotel Jakarta, the Marketing Communication division has reached the predetermined target. By making direct contact with the wider community through Instagram uploads, and the Raffles Hotel's official website.

Personal selling is an activity that is integrated with other elements of the promotion mix, Kotler, and Keller (2016) say personal selling is "The most effective

tool at the next stage of the buying process, especially in building buyer preferences, beliefs and actions". Personal selling according to Kotler & Keller (2012) is "Direct interaction with one or more prospective buyers to make presentations, answer questions and receive orders".

Meanwhile, according to Shimp (2014) personal selling is "A form of individual communication in which a salesperson relates to prospective buyers and tries to influence them to buy his products or services".

To conduct personal selling activities, it takes professionals in the field of marketing. The salesperson is a representative of a company. In this case, the author will discuss personal selling by a salesperson at a hotel. As a hotel representative, the salesperson has a key role in the promotion and sale of hotel facilities and services. In-depth knowledge of hotel facilities really helps the marketing and promotion process conducted by the salesperson itself (Kotler, 2016).

The function and purpose of implementing personal selling according to Dwipayani (2017), citing Marks in the book *Personal Selling: An Interactive Approach* 24th edition (2016), is to:

1. Provide understanding and knowledge to consumers,
2. Became source of information,
3. Giving services,
4. Increasing sales
5. And coordination of sales efforts.

Based on an interview with the Assistant Director of Sales, it was stated that the level of hotel purchases or reservations did not meet the target due to non-optimal personal selling activities.

In executing personal selling activities, there are several tools or activities that can be conducted to increase sales based on the Standard Operation Procedure at the Raffles Hotel Jakarta.

Conducting a sales blitz is an activity to visit a location where a company or potential customer is located without making a prior agreement. Sales blitz activities are conducted on companies or consumers who have not collaborated with hotels. By doing a sales blitz, apart from only knowing the location where the company is located, it is also to get information on the contact points owned by the company or potential customers themselves which cannot be accessed via Google Maps.

Then, telemarketing according to Buchari (2018) which says, "Telemarketing is a promotional activity

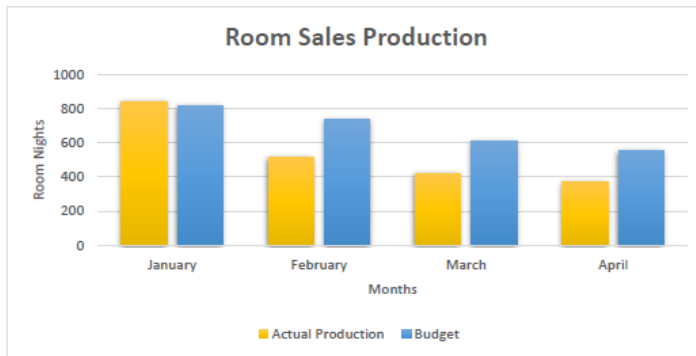
carried out using the telephone call method and socializing the product, which then conducts face-to-face meetings or delivery of goods to buyers". In the telemarketing process, there is also a screening process to determine whether the intended customer is a potential customer or not by digging up as much information as possible in the company. For example, the budget owned by the company is in accordance with the offer given, whether the target company is a potential company or not.

Continued, Bush & Hunt (2011) said that "Sales call is conceptualization as a process of convincing the product in order to gain profit and attract customer interest" so that sales call activities must be conducted effectively and efficiently to obtain optimal results, because of the success in convincing and attracting interest. prospective customers depend on how sales call activities are conducted.

Then, Entertainment is an invitation to potential customers in the form of services owned by the hotel, such as enjoying a meal or drink. The purpose of this activity, apart from introducing services, is also as a tool to dig deeper into the agreements that will be or have been made and the possibility of other collaborations.

And Destination Tour or Site Inspection is an activity to show hotel facilities such as rooms, restaurants, health and recreational facilities, ballrooms, meeting rooms and other areas directly so that potential customers can know and feel it directly.

According to the results of observations made by the author and the results of interviews by the Assistant Director of Sales at the Raffles Hotel Jakarta, there are 2 personal selling requirements that are not conducted properly at the Raffles Hotel Jakarta. Namely confrontation (sales blitz & telemarketing) and response/interactive (sales call & destination tour) which then affects customers not being able to know about the services available at the Raffles Hotel Jakarta, prospective customers do not get the services provided by the Raffles Jakarta hotel, and sales transactions at the Raffles Hotel Jakarta is not optimal which has an impact on the declining of room production by sales managers in the range of January to April with the following data:



Source: Raffles Hotel, Jakarta.

Figure 1. Picture of Room Sales Production January-April 2023

Based on the table above, from January to April there was a decrement in room production at the Raffles Hotel Jakarta. The figures obtained by the salesperson at the Raffles Hotel Jakarta did not reach the target or budget set by the company. This is also directly impacting income or revenue that does not meet the target.

The need for tourists and businesspeople for hotels continues to increase every year. Looking at the development of infrastructure in big cities that are increasingly advanced, entrepreneurs in the hotel sector are actively competing to provide the best service among their competitors.

Therefore, the author is interested in conducting research at the Raffles Hotel Jakarta, not only because of the profile of the hotel itself, but seeing the competition for new hotels that continues to develop in Jakarta, it also relates with article posted

at Kompas.id that tourism destination will pack of tourist especially after COVID era (Mediana 2023, May 19). The effect of that is new hotels will be in line to open service for leisure and traveler. Due to those circumstances the author wants to research also about the sales of the Raffles Hotel Jakarta itself.

LITERATUR REVIEW

Marketing

Marketing according to Kotler and Lane in Lukmandaru & Istoto, (2016), says that: Marketing is a social process in which individuals and groups obtain what they need and want by creating, offering, and freely exchanging products of value with others.

Hotel marketing by Yoeti (2014) says: Marketing is an activity by using tactics and strategies that are planned in such a way as to convey a "story" about the services provided by a hotel and to give excitement or stimulation to guests to choose the message conveyed by the hotel to be compared with other alternatives from competing hotels.

Marketing mix by Kotler & Keller (2012): The marketing mix includes 4 main elements, namely product, price, place & promotion.

1. Product, a combination of goods and services offered by the

company to the target market that must pay attention to the wants and needs of consumers,

2. Price, the amount of money that must be paid by the customer to obtain the product, considering the costs borne by the consumer,
3. Place (distribution), company activities to make products available to target consumers by paying attention to the ease of access for consumers to get products.
4. Promotion (promotion), the activity of communicating product advantages and persuading target consumers to buy marketed products, by communicating with consumers.

Promotion

According to Buchari (2018): Promotion is used by sellers as a strategy that has been used by various media to promote products or services. Promotion is very important part of the marketing mix, which is conducted by companies in marketing their products or services. Without any promotion, the existence of the product receives less attention from consumers or even consumers do not know anything about the product.

Promotion mixes according to Kotler, "Is the set of marketing tools that a company uses to achieve its marketing objectives in the target market. Along the way, tools or benchmarks are needed in achieving sales targets." Promotional tools according to Kotler in Marketing

Management (2012) said that: Each promotion tool has its own unique characteristics and costs.

1. Advertising can be used to make an impression like Coca-Cola or trigger quick sales (weekend discounts).
2. Sales Promotion can be used to provide short-term effects such as dramatically offering products and increasing sales quickly.
3. Publicity and Public Relations. The basics of publicity are divided into three, namely high credibility (new things and features are better and more trustworthy than advertising), can reach people who do not want to deal with salespersons or do not want to read ads, and the third is dramatization (excessively introducing a product or company).
4. Personal selling has three very important things, Direct confrontation (requires an intermediate and interactive relationship between two or more people); Cultivation, providing space for relationships to develop from the sales relationship itself to warm friendships; Response/interactive, the message conveyed may be different from what is captured by others.
5. Direct marketing, all forms of marketing whether through email, telephone, or marketing through the internet, have four things in common, namely, not publicly (messages delivered are usually addressed directly to specific people); different (messages delivered can be prepared in advance to address different individuals); up to date (messages are prepared just prior to sending); interactive (messages may change depending on the response given by each individual).

Personal Selling

Personal selling is an activity that is integrated with other elements of the promotion mix, Kotler, and Keller (2012) say personal selling is "The most effective tool at the next stage of the buying process, especially in building buyer preferences, beliefs and actions". Personal selling according to Kotler & Keller (2012) is "Direct interaction with one or more prospective buyers to make presentations, answer questions and receive orders."

Meanwhile, according to Shimp (2014) personal selling is "A form of individual communication in which a salesperson relates to prospective buyers and tries to influence them to buy his products or services. "

According to Kotler (2012), The characteristics of personal selling include three things, namely:

1. Personal Confrontation, Personal selling creates an immediate and interactive momentum between two or more people. Each can observe the other's reaction.
2. Cultivation, Personal selling also allows all kinds of relationships to emerge, from actual sales relationships to personal friendships.
3. Response/Interactive, Buyers are often given personal choice and are encouraged to provide an immediate response.

To conduct personal selling activities, it takes professionals in the field of marketing. The salesperson is a representative of a company. In this case, the author will discuss personal selling by a salesperson at a hotel. As a hotel representative, the salesperson has a key role in the promotion and sale of hotel facilities and services. In-depth knowledge of hotel facilities really helps the marketing and promotion process conducted by the salesperson itself.

Personal Selling Done by Raffles Jakarta's Salespersons

The Standard Operational Procedures that salespersons need to pay attention to at Raffles Hotel Jakarta are described as follows the personal selling process to prospective clients is a tool to help introduce, promote, and sell hotel facilities by communicating either in person (Sales Blitz, Sales Call, Destination Tour, Entertainment) or via email and telephone.

Communicate a contact point for the hotel to be able to help answer questions, fulfill requests, and negotiate.

Every sales manager has an obligation to open, create, develop communication with prospective clients personally but still prioritize politeness and religious and social norms. Do not provide confidential

information to potential clients for any purpose.

Hotel Raffles Jakarta has a Standard Operational Procedure (SOP) in conducting personal selling, namely:

1. If you already have a database about the company, you are aiming for:
 - a. Telemarketing,
 - b. Sales Call,
 - c. Inviting to come to the hotel for a Destination Tour or Site Inspection which is followed by entertainment by inviting lunch or dinner together.
2. If you do not have a database about the company, you are aiming for:
 - a. Building Mapping Area
 - b. Sales Blitz
 - c. Telemarketing
 - d. Qualifying
 - e. Sales Call
 - f. Inviting to come to the hotel for a Destination Tour or Site Inspection which is followed by entertainment by inviting lunch or dinner together.

From the information above, the SOP of the Raffles Hotel Jakarta already has three characteristics of personal selling, namely Confrontation (Sales Blitz, Telemarketing), Cultivation (Qualifying,

Sales Call) and Interactive/Response (Sales Call, Destination Tour).

RESEARCH METHOD

Data collection was conducted from February 2023 to July 2023, with descriptive research methods. The data that the author uses are secondary and primary data.

Secondary data is data obtained not directly from the object or subject of research and usually comes from theories that support the research, while primary data is data collected and processed by the researcher directly from the subject or object of research.

Data Collection Techniques: The data collection techniques that the author will use are observation, interviews, questionnaire, and library studies.

1. Observation is a data collection technique that is conducted using the five senses of the researcher. From the researcher's point of view the results obtained must be objective or impartial to anyone. Observation is direct observation of decision makers and their physical environment and or direct observation of an ongoing activity. According to Sugiyono (2019) observation is "Systematic observation and recording of the

elements that appear in a symptom in the object of research". In the research observed, Personal Selling conducted by salespersons at the Raffles Hotel Jakarta.

2. Interviews. According to Esterberg in Sugiyono (2019): An interview is a meeting conducted by two people to exchange information or an idea by means of question and answer, so that it can be reduced to a conclusion or meaning in the topic of Literature Studies.
3. Questionnaire. According to Sugiyono (2019) "Questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer". To obtain data and seek theoretical information, the author takes the opinions of several experts related to the object being studied as reference material to compare existing theories with the actual situation.

To measure the level of implementation of personal selling, the author uses the Likert scale measurement method proposed by Sugiyono (2019) the meaning of the Likert scale is as follows: "The Likert scale is used to measure

attitudes, opinions, and perceptions of a person or group of people about social phenomena".

Table 1. Weight Of Value on The Questionnaire

NO	ANSWER CRITERIA	CODE	SCORE
1.	Highly Agree (Always)	HA	5
2.	Agree (Often)	A	4
3	Neutral (Sometimes)	N	3
4	Disagree (Rarely)	D	2
5	Highly Disagree (Never)	HD	1

Source: Sugiyono (2019)

Based on the assessment as in the table above, these values are then measured into a Likert scale with the calculation range (R) as follows:

Function:

$$\text{Interval} = \frac{\text{Highest score} - \text{Lowest Score}}{\text{Number of answer choice criteria}}$$

Directory:

- Highest Score:
 Highest Score x Numbers of Question x Numbers of Respondents
- Lowest Score:
 Lowest Score x Numbers of Question x Numbers of Respondents

RESULT AND DISCUSSION

Personal Confrontation at Hotel Raffles Jakarta

Personal Confrontation according to Hasan (2013) "Interactions that include dynamic, harmonious relationships, are

carried out directly and interactively between salespersons and potential customers". The confrontation referred to by Hasan above is the initiation of contact which can be by telephone or face to face. Making new connections with potential customers and introducing the facilities or services that the hotel has. Telemarketing and sales blitz are forms of confrontation conducted by Hotel Raffles Jakarta. By opening and looking for contact points from the company, communicating hotel promotions, offering Hotel Raffles Jakarta services, and providing sales kits that have been brought before to be read and studied by potential customers. Below is the processed data from distributing questionnaires at the Raffles Hotel Jakarta regarding Personal Confrontation:

Table 2. Implementation Of Personal Confrontation by Salespersons at Hotel Raffles Jakarta

No	Personal Confrontation	Total
1.	open communication with potential customers in a friendly manner while at the same time attracting their attention	49
2.	make potential customers listen to what will be offered	46
3.	do sales blitz to find out where potential customers are and find out where they can be contacted	36
4.	do telemarketing as an effort to create momentum in opening a point of communication with potential customers	39
5.	open, develop and make conversations more interactive	47
6.	dig up information about these potential customers	45

Personal confrontation is one of the three main aspects of personal selling. Personal Confrontation is the first step in implementing personal selling. Where personal selling is the main thing to get an increase in leads.

The following are the results obtained from the salesperson at the Raffles Hotel Jakarta in a personal confrontation. Below are the results of the analysis using a Likert scale:

Range level of Personal Confrontation Interval

Highest Score	510
Lowest Score	102
Interval	$510-102/5 = 81.6$

Interval Scale

HA	5 x 13	65
A	4 x 14	56
N	3 x 16	48
D	2 x 34	68
HD	1 x 25	25

Range level result Personal Confrontation = 262

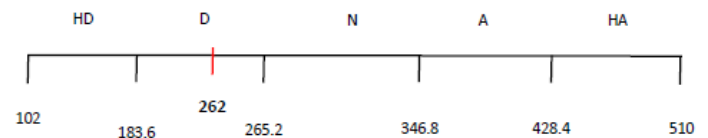


Figure 1. Continuum Line of Personal Confrontation

Judging from the results of the table and the calculation of the Likert Scale above, the results of the questionnaire given show 262 points. This means that

this figure shows that the salesperson at the Raffles Hotel, Jakarta, has yet to conduct personal confrontation to its full potential. Looking at the results of the questionnaire that has been given, the data shows that:

1. Salesperson rarely conducts friendly and interesting communication with customers or potential customers,
2. Salesperson rarely attracts the attention of consumers or potential customers in,
3. Salespersons rarely do sales blitz with the aim of finding out where potential customers are and finding out contact points that can be contacted,
4. Salespersons rarely do telemarketing with the aim of creating momentum in opening a point of communication with potential customers,
5. Salesperson rarely opens, develops, and makes more interactive conversations with potential customers,
6. Salesperson rarely dig up information about potential customers.

Cultivation at Hotel Raffles Jakarta

Cultivation described by Kotler (2012) “Allows all kinds of relationships to emerge, from actual sales to personal friendships”. Maintenance of interaction from the results of previous confrontations

will not only strengthen business relationships but can also turn into good friendships. Which will be an advantage that can help in the future. Evidence of cultivation implemented by Hotel Raffles Jakarta is qualifying activities and sales calls. Where there is intense communication about deeper self-introductions, listening to special requests from potential customers to invitations to eat together for negotiations.

Below is the processed data from distributing questionnaires at the

Table 3. Implementation Of Cultivation by Salespersons at Hotel Raffles Jakarta

No	Cultivation	Total
1.	try to build a good relationship with all potential customers	75
2.	making sales call	71
3.	friendly, polite, and dress expensively to make potential customers believe in the goods sold by them	68
4.	Bringing gifts when making sales calls so that potential customers want to conduct transactions with hotels	71
5.	answer all the questions asked by potential customers	84
6.	come to the location that has been determined by a potential customer even. though it is a far	78

Cultivation is the second of three steps in conducting personal selling. In cultivation, what salespersons do according to Kotler is to build relationships and develop good relationships with potential customers.

With the implementation of cultivation, potential customers/consumers who have made transactions before will choose to make transactions at the hotel where the salesperson offers their products.

The following are the results obtained from the salesperson at the Raffles Hotel Jakarta in a cultivation. Below are the results of the analysis using a Likert scale:

Range level of Cultivation

Interval

Highest Score	510
Lowest Score	102
Interval	$510-102/5 = 81.6$

Interval Scale

HA	5 x 66	330
A	4 x 19	76
N	3 x 11	33
D	2 x 4	
HD	1 x 2	

Range level result Personal Confrontation = 449

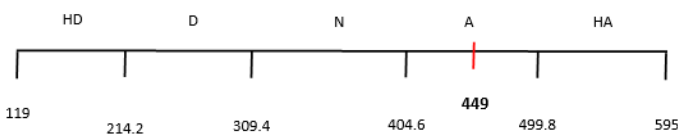


Figure 2. Continuum Line of Cultivation

If seen from the results of the table and the calculation of the Likert Scale above, the results of the questionnaire given show the number of 449 points. In which, this

figure explains that the salesperson at the Raffles Hotel Jakarta, has conducted cultivation quite optimally. Looking at the results of the questionnaire that has been given, the data shows that:

1. Salesperson always tries to build a good relationship with potential customers,
2. Salesperson always makes sales calls,
3. Salesperson is always friendly, polite and dresses expensively to make potential customers believe in the goods sold by him,
4. Salesperson always brings gifts when making sales calls so that potential customers want to conduct transactions with hotels,
5. Salesperson can always answer all questions asked by potential customers,
6. Salesperson always comes to the location that has been determined by the prospective customer even though the distance is far.

Response/Interactive at Hotel Raffles Jakarta

Kotler (2012) describes Response/Interactive "Making potential consumers feel obligated to listen to and respond to statements from salespersons

and salespersons must be interactive to be able to attract attention and persuade potential consumers". From all stages of personal selling, responding and being interactive is very much needed in conducting personal selling. The results of the response/interactive that are manifested by Hotel Raffles Jakarta are sales call and destination tour activities, which include product presentation, question and answer and dealing activities.

The results of a salesperson's performance can be seen from how many incoming leads then turn into prospects and definite which can be measured by the achievement of daily, weekly, and monthly production rooms which are reviewed at the end of the month.

Below is the processed data from distributing questionnaires at the Raffles Hotel Jakarta regarding Response/Interactive:

Table 4. Implementation Of Response/Interactive by Salespersons at Hotel Raffles Jakarta

No	Response/ Interactive	Total
1.	The salesperson invites potential customers to try hotel services to ensure that the services that will be provided are as expected	35

2.	Salesperson being open and always agrees to the requests from potential customers	40
3.	Prospective consumers are required to decide on the spot	38
4.	Salesperson does everything possible to get potential customers to make transactions at their hotel	36

The third and last aspect in the implementation of personal selling is response/interactive. In conducting the response/interactive, there are questions and answers, presentations and encouragement to potential customers or consumers to make choices or decisions.

The following are the results obtained from the salesperson at the Raffles Hotel Jakarta in Response/Interactive. Below are the results of the analysis using a Likert scale:

Range level of Response/Interactive

Interval

Highest Score 340

Lowest Score 68

Interval $340-68/5 = 54.4$

Interval Scale

HA	5 x 6	
A	4 x 4	
N	3 x 11	33
D	2 x 23	46
HD	1 x 24	24

Range level result Response/Interactive =
149

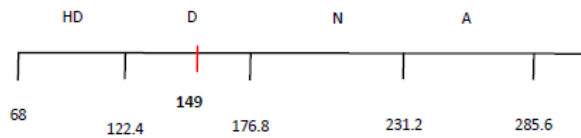


Figure 3. Continuum Line of Response/Interactive

If seen from the results of the table and the calculation of the Likert Scale above, the results of the questionnaire show the number of 149 points. Wherein, this figure explains that the salesperson at the Raffles Hotel Jakarta still has not conducted Response/Interactive optimally. Looking at the results of the questionnaires that have been given, the data shows that:

1. Salesperson very rarely invites prospective customers to try hotel services in convincing potential customers.
2. Salesperson is rarely being open and always agrees to requests from potential customers,
3. Salesperson rarely requires prospective customers to make decisions on the spot,
4. Salespersons rarely do anything to get potential customers to make transactions at their hotel.

CONCLUSION

Based on the results of research conducted by the author and supported by

data obtained from observations and questionnaires distributed to salespersons and then analyzed about personal selling at the Raffles Hotel Jakarta. With this the authors draw conclusions based on each dimension, namely as follows: (1) For Personal Confrontation, based on the final numbers calculated using a Likert scale, it can be concluded that the implementation of personal confrontation is still included in the category of disagree or rarely conducted by salespersons at Raffles Jakarta Hotel. (2) For Cultivation, based on the final numbers calculated using a Likert scale, it can be concluded that the practice of cultivation is still categorized in the agree or often done by salespersons at Raffles Jakarta Hotel. (3) For Response/Interactive, based on the final numbers calculated using a Likert scale, it can be concluded that the implementation of response/interactive is still in the category of disagree or rare conducted by salespersons at Raffles Jakarta Hotel.

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