

Implementation of direct marketing in an effort to increase MICE customer loyalty

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Abstract - This research was conducted with the aim of identifying the implementation of direct marketing and analyzing the application of direct marketing in increasing customer loyalty. The theoretical foundation in this study uses relevant theories, namely regarding direct marketing and customer loyalty. Data collection was used by observation and interview methods which were processed using descriptive qualitative analysis techniques used to measure how well the implementation of direct marketing has been carried out and to analyze customer loyalty to the implementation of direct marketing that has been carried out. The results of this study state that the implementation of direct marketing is very important and has been carried out well by the marketing team. Where maintaining good relations with consumers and excellent service are the main factors for increasing customer loyalty.

Keywords: customers loyalty, direct marketing, mice

I. Introduction

The city of Mgl is one of the cities that is active in the field of tourism in Central Java, the city of Mgl has several tourist destinations, namely natural tourism, culinary tourism and historical tourism. This is an attraction for tourists to visit the city of Mgl. Furthermore, these conditions triggered the development of the trade service industry, tourism services and hotel services in the city of Mgl. The rise of tourists visiting the city of Mgl has caused hotel service providers to continue to increase. This does not rule out the possibility of competition between hotels in the city of Mgl.

According to the Menparpostel Decree No. KM 37/PW.340/MPPT-86 concerning hotel business and management regulations states that a hotel is a type of accommodation that uses part or all of a building to provide lodging, food and beverage services and other supporting services for the public that are managed commercially (Erwin & Boham, n.d.). One of the five-star hotels in the city of Mgl, namely Puri Asri Hotel & Resort, which is located at Mgl city, Central Java. This hotel is often used by government and private agencies to hold employee meetings or training, besides that Puri Asri Hotel & Resort is located in a very strategic location close to downtown Mgl. Customer loyalty is the ultimate goal of the company, especially for companies that have been established since a long time ago. Retaining customers is far more effective and efficient than having to find new customers (Sitepu, 2015).

Loyalty is a condition where customers have a positive attitude towards a brand, have a commitment to the brand, and intend to continue their purchases in the future (Wahyuni, 2017). Customers who are kind to the hotel, are committed to repurchasing products or services and recommending them to other people (Khuong et al, 2015; Putrana et al, 2022; Wahyuni, 2017).

Purchasing decisions are actions taken by consumers to buy or not a product. Purchase decision indicators include: product or service selection, brand selection, timing, choice of method or method of payment (Pratiwi et al, 2019). One of the objectives of the company's marketing activities is to influence consumers or potential customers so that the goods or services provided by the hotel can be used directly by consumers.

The development of information and communication technology cannot be separated from people's lives in this digital era. Technology plays an important role in various aspects of human life. In the past, information was easily accessed by using print and electronic mass media such as newspapers, magazines, television, radio and so on. Along with the times shifted to internet-based media. The internet makes it easy to share information widely through social media, accessible anytime and anywhere. Furthermore, the use of internet-based social media brings information providers and information recipients closer together. Media is a communication device that is connected to the internet that has certain applications or tools that are used as media to share and distribute information (Rizky et al, 2019).

Direct Marketing is a marketing system that enables companies and marketers to communicate directly with their consumers in order to generate responses or transactions that are also direct. Responses resulting from direct marketing include inquiries, purchases, or support for consumers in deciding an action. The success of marketers through direct marketing is largely determined by the company's or marketer's ability to select target markets and design their direct marketing campaigns. (Pratama & Kusniadi, 2019).

Based on the background described by the author, the author is interested in raising the title "Implementation of Direct Marketing in an Effort to Increase Mice Customer Loyalty at Puri Asri Hotel & Resort Mgl". The purpose of this study is to find out how direct marketing is implemented at Puri Asri Hotel & Resort Mgl and to find out how direct marketing can increase customer loyalty at Puri Asri Hotel & Resort Mgl, while the practical benefits of this research are that this research is expected to become information additional and objective input and can be used as input for the implementation of direct marketing in building customer loyalty. The several previous studies that were used as references in this study were (1) Research conducted by (Junaidi, 2017) entitled "The Influence of Direct Marketing on Room Purchasing Decisions at the Grand Rocky Bukit Tinggi Hotel". (2) Research

conducted by (Fitriasti & Priansa, 2021) entitled "Direct Marketing Strategy in Stimulating Interest in Using IndieHome Products" study at PT. Telekomunikasi Indonesia, Tbk. STO Dago in 2021, (3) Research conducted by (Gultom et al, 2020) entitled "Determination of Customer Satisfaction on Customer Loyalty Through Trust", (4) Research conducted by (Supertini et al, 2020) entitled "The Influence Customer Trust and Satisfaction with Customer Loyalty in Kebaya Heritage in Singaraja", (5) Research conducted by (El-Adly, 2019) entitled "Modeling The Relationship Between Hotel Perceived Value, Customer Satisfaction, And Customer Loyalty".

2. Method

This research was conducted at Puri Asri Hotel & Resort Mgl, which is located on Jl. Cempaka No. 09, Kemirirejo, Kec. Central Mgl, Mgl City, Central Java. The distance from Ngurah Borobudur temple takes 30 minutes & 5 minutes to the town square of Mgl. The object of research in this study is the implementation of direct marketing to build customer loyalty. The purpose of the research object is to find answers to the problems that exist in this study. Identification of variables is part of a research step carried out by researchers to simplify this research. In this study, there are 2 types of variables, namely the independent variable, namely direct marketing (X) and the dependent variable, namely customer loyalty (Y). The operational definition of a variable is the limitation and method of measuring the variable to be studied. The operational definition is made to facilitate and maintain consistency in data collection, avoid differences in interpretation and limit the scope of variables (Purwanto, 2019).

The type of data used in this study is quantitative data, namely methods based on postpositivism or interpretive or constructive philosophy used to examine natural object conditions, where the researcher is the key instrument, data collection techniques are carried out by triangulation (combined observation, interviews). , documentation) the data obtained tends to be qualitative data, data analysis is inductive or qualitative in nature, and the results of qualitative research can be potential and problem findings, object uniqueness, the meaning of an event, social processes and interactions, certainty of data truth, construction of phenomena and hypothesis findings (Sugiyono 2021).

In research there are two types of data sources, namely primary data and secondary data. Primary data, namely primary data, namely data that directly provides data to data collectors (Sugiyono & Lestari, 2021). In this study, primary data was obtained by distributing questionnaires to visitors/guests and interviewing the sales & marketing team. Meanwhile, secondary data is primary data, namely data that directly provides data to data collectors (Sugiyono & Lestari, 2021). In this study, primary data was obtained by distributing questionnaires to visitors/guests and interviewing the sales & marketing team.

The data collection method used in this study is: observation, namely the researcher is directly involved in the daily activities of the person being observed or used as a data source in the study. While observing the researcher also joins in or participates in what the data source is doing (Sugiyono, 2017).

The technique of collecting data is by direct observation in which researchers carry out field work practices at Puri Asri Hotel & Resort Mgl. The interview is used when the researcher wants to conduct a preliminary study to find problems that must be studied, and when the researcher wants to know more in depth about the respondent. In this study the authors used in-depth interviews in the form of structured interviews. Structured interviews are used as a data collection technique if the researcher knows for sure what information will be obtained. In this structured interview, each respondent was asked the same questions, and the data collectors recorded them (Sugiyono, 2017).

The data analysis technique used in this study is descriptive qualitative, which is carried out when data collection takes place and after data collection is completed within a certain period. In qualitative data analysis it is carried out interactively and continues continuously until complete so that the data obtained is saturated. There are 3 activities in data analysis, namely (1). Data reduction, meaning summarizing, choosing the main things, focusing on important things or simplification of field notes, so that the data is clearer and makes it easier for researchers to get a clearer picture and carry out further data collection. (2). Presentation of data, data can be described in the form of brief descriptions in the form of charts, tables, graphs, picrograms and so on. With the presentation of data it will make it easier to understand what is happening and easy to understand. (3). Conclusion or

verification. The initial conclusions raised are still temporary and can be changed if strong evidence is not found to support the data support stage. However, if the conclusions have been put forward at an early stage and are supported by valid and consistent evidence when the research returns to the field to collect data, then the conclusions put forward are credible conclusions (Sugiyono, 2017).

3. Results and Discussion

The discussion in this study is about "Implementation of Direct Marketing at Puri Asri Hotel & Resort Mgl" and "Direct Marketing in Increasing Customer Loyalty at Puri Asri Hotel & Resort Mgl". From the results of the discussion, the following results were obtained.

3.1. Implementation of Direct Marketing

Direct marketing is an activity carried out for direct product marketing. The application of direct marketing aims to increase customer loyalty to hotels, with direct communication between the marketing team and new or old customers will give a good impression because they feel closer and feel more valued. The application of direct marketing will also provide more benefits for the marketing team and the hotel, of course. Based on the results of the research conducted, the following results were obtained.

Table 1 Implementation of Direct Marketing Executed by Puri Asri Hotel & Resort		
Num.	Direct Marketing	Implementation
1	Face-to-Face Sales	Sales that are carried out by meeting directly with new or old customers, by appointment or visiting in person or also by following the order
2	Telemarketing	Sales made by communicating directly with consumers who cannot be reached face to face through virtual communication media such as telephone or online meetings..
3	Online Marketing	Sales made by utilizing online media Instagram, Facebook, Website and Whatsapp Business with the aim of offering products that are sold with a wider range.

Source: Informant Interview, 2022

Based on the table above, it can be seen that the implementation of direct marketing carried out at Puri Asri Hotel & Resort Mgl will be described as follows.

3.1.1 Face to Face Sales

Face-to-face sales are sales by meeting directly with consumers who can meet consumers who visit hotels or visiting marketing teams (Sales Visit). For face-to-face sales by visiting potential customers, it is usually done in two ways, namely the first is by prior appointment which is usually done with consumers who have previously held events or used hotel products and the second is by visiting the office of the potential customer directly. With the development of an all-electronic or online era, like today, face-to-face sales still have their own influence and role, with face-to-face meetings, consumers will get clearer information and can also find out how the condition of the hotel is as a candidate for a place to hold a meeting or event and also discuss so that the event to be held can run smoothly.



Figure 1 Sales Visit to BKAD Kab. Bantul

Source: Sales & Marketing Dept. Puri Asri Hotel & Resort Mgl, 2022

3.1.2 Telemarketing

Telemarketing is part of the marketing carried out by the Puri Asri Hotel & Resort Mgl marketing team. If consumers cannot be reached face-to-face, it will be done remotely. Telemarketing is also effective in building customer loyalty, with good communication a good relationship will also be established. Telemarketing carried out at Puri Asri Hotel & Resort uses electronic media in the form of telephone & virtual meetings, the telephone is used when communication occurs suddenly or when there is not much information to be conveyed.

3.1.3 Online Marketing

Online marketing is now widely used in various business ventures to carry out promotions, also with Puri Asri Hotel & Resort Mgl doing it, this online marketing is done on several social media & websites. The social media used are Instagram, Facebook & Whatsapp Business, in the current era social media is media that is widely and frequently accessed, almost everyone has a smartphone and has a social media account. On Instagram and Facebook social media, advertisements are included in the form of flyers and short videos regarding promotions being carried out by Puri Asri Hotel & Resort Mgl. The website also uses advertisements so that when people open Google there is a promotion about Puri Asri Hotel & Resort Mgl in it.



Picture 2 Flyer Family Dining and Flyer Meeting Package Promo

3.2. Direct Marketing in Increasing Customer Loyalty

Direct Marketing is one way that can be done in the tourism industry to promote its products so that they continue to exist and be able to compete in this industry. Direct Marketing at Puri Asri Hotel & Resort Mgl has a big role in increasing customer loyalty. Customer loyalty describes the extent to which our products are known by consumers and the quality of service we have so that consumers can be impressed so that they have the potential to return to using our products in the future. Building customer loyalty is the right step for a company. In increasing customer loyalty at Puri Asri Hotel & Resort Mgl, the role of direct marketing is really needed because with direct marketing there will be more opportunities to create customer loyalty and products will be better known to the public amid the rise of internet users at this time. Based on research conducted by the author by interviewing several key informants, it was obtained data that direct marketing in increasing customer loyalty at Puri Asri Hotel & Resort Mgl, which consists of 4 indicators of customer loyalty, including:

Tabel 2 Direct Marketing in Increasing Customer Loyalty at Puri Asri Hotel & Resort

Num.	Customer Loyalty	Implementation
1	Percentage of purchases	To find out how successful the marketing team is in marketing the products owned by Puri Asri Hotel & Resort Mgl so that consumers are interested in the products we offer.
2	Frequency of visits	After there is interest in buying the products offered then to find out whether consumers are satisfied with the services and

		products of Puri Asri Hotel & Resort Mgl so that they will make repeat purchases at a later time.
3	Recommend to others	If you have succeeded in attracting consumers to buy and are satisfied with the products and services at Puri Asri Hotel & Resort Mgl, it is hoped that consumers will be able to recommend it to others about their satisfaction with Puri Asri Hotel & Resort Mgl.

Source: Informant Interview, 2022

3.2.1 Percentage of purchases

In this percentage of purchases, the role of the marketing team is very influential because if at the first promotion stage the marketing team cannot convince potential customers, then the percentage of purchases itself will be small, but if in the early stages the marketing team is able to convince potential customers, then the percentage of purchases itself will be high.

3.2.2 Visit Frequency

The frequency of visits is how often consumers visit or use hotel products, according to the information obtained by the author in interviewing sources from the Puri Asri Hotel & Resort Mgl marketing team, the frequency of visits from potential customers is good enough, with evidence that several agencies often government and companies hold meetings or hold events every month. Therefore, judging from the frequency of visits, you can find out whether the customer is loyal or not.

Tabel 3 List of Customer Loyalty at Puri Asri Hotel & Resort (*Source: Informant Interview, 2022*)

BULAN	JAN	FEB	MAR	APR	MEI	JUN	JUL	AGU	SEP	OKT	NOV	DES
DPMPSTP KOTA MAGELANG	☑	☑	☑	☐	☑	☐	☐	☑	☑	☑	☑	☑
PT SASAR INDONESIA	☑	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☑
BKPP KOTA MAGELANG	☐	☑	☑	☐	☐	☑	☑	☑	☑	☑	☑	☐
DISPERINDAG MAGELANG	☐	☑	☑	☐	☑	☐	☐	☑	☐	☑	☑	☐
BBWS SERAYU OPAK	☐	☐	☐	☑	☐	☐	☐	☐	☐	☐	☑	☐
PT SURYA MADISTRINDO	☐	☐	☐	☑	☐	☐	☐	☑	☐	☐	☐	☐
UNIVERSITAS TIDAR	☐	☐	☐	☐	☑	☑	☐	☐	☑	☑	☐	☑
BHMTG	☐	☐	☐	☐	☐	☑	☑	☐	☑	☐	☐	☐
PT MICRO MADANI INSTITUTE	☐	☐	☐	☐	☐	☑	☑	☐	☐	☐	☐	☐
PT VKTR TEKNOLOGI MOBILITAS	☐	☐	☐	☐	☐	☐	☑	☑	☐	☐	☐	☐
FE UNIVERSITAS SANATA DHARMA	☐	☐	☐	☐	☐	☐	☑	☐	☐	☐	☐	☑
UNIVERSITAS NEGERI YOGYAKARTA	☐	☐	☐	☐	☐	☐	☐	☑	☑	☐	☐	☐
INSTITUTE PERTANIAN STIPER	☐	☐	☐	☐	☐	☐	☐	☑	☑	☐	☐	☐
BADAN PENGELOLA KEUANGAN HAJI	☐	☐	☐	☐	☐	☐	☐	☑	☐	☐	☑	☐
PDAM KAB PURWOREJO	☐	☐	☐	☐	☐	☐	☐	☐	☑	☑	☐	☐
UNIVERSITAS ISLAM INDOENSIA	☐	☐	☐	☐	☐	☐	☐	☐	☐	☑	☐	☑
KPU KOTA MAGELANG	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☑	☑

In addition to repeated visits from companies and government in large numbers, many individual visits also made return visits to Puri Asri Hotel & Resort Mgl because of satisfaction from previous visits, encouraging them to make return visits at a later date.

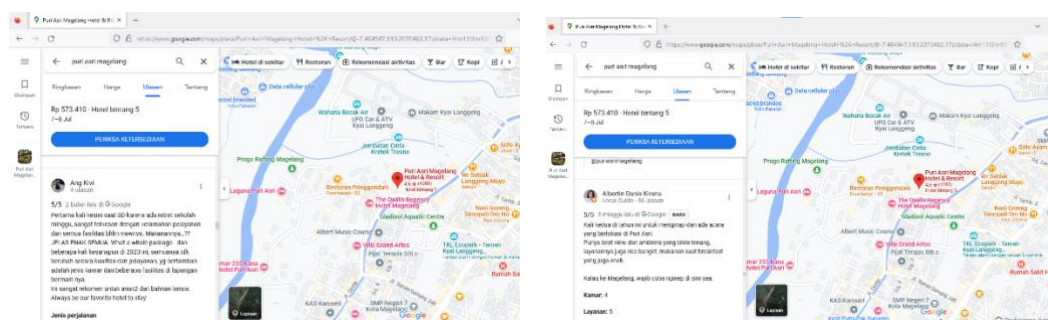


Figure 3 Guest Reviews (*Source : www.google.com, 2022*)

3.2.3 Recommend to Others

Recommending to others is the target of a company, which indicates that its consumers are satisfied with what is given and want to recommend it to others. At Puri Asri Hotel & Resort Mgl itself to recommend it to other people is good enough, it has been proven that many in certain parts of the company or government have recommended it to other parts.

4. Conclusion

After describing the problems related to the implementation of direct marketing in increasing customer loyalty as discussed above, the researchers can conclude that the application of direct marketing in increasing customer loyalty has been running well and optimally because it is supported by the program implemented programs include face-to-face sales, telemarketing and online marketing. Which in this application is in accordance with the aim of increasing customer loyalty. The role of direct marketing in increasing customer loyalty is by running face-to-face sales programs, telemarketing and online marketing. The implementation of this program is focused on building new relationships and establishing relationships and collaboration. With closeness and good relationships and also supported by maximum service, it is expected to increase customer loyalty.

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