
The Impact Facilities and Promotion on Purchase Decision at Hotel Forte Balibo, Timor-Leste

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ABSTRACT: The objective of this research was to test and analyses the Facility influence the Purchase Decision at Hotel Forte Balibo, and to test and analyses the Promotional Analysis influence the Purchase Decision at Hotel Forte Balibo. The method used in conducting this research is a quantitative descriptive method. Hypothesis Results Test T (H1) Facility (X1) for Purchase Decision (Y), from the SPSS output results shows that the T-count value of the independent variable Facility (X1) with a level of 2,992 > and the Table value with a level of 1.676 or T-count > Table with an error rate of 0.05 or 5% With a level of confidence 95%. Meanwhile, the T-test hypothesis (H2) of the Promotion (X2) of the Purchase Decision (Y), from the SPSS output results, shows that the value T-count of the independent variable Promotion (X2) with a level of Facilities have a positive and significant influence on purchase decisions. The meaning of good facilities will increase Purchase Decision. The meaning of Consumers is to see A facility that generates indicators such as Special Plan, wrong design, Equipment, Illumination, Color and message that is transmitted in graphs will motivate and increase the Purchase Decision at Hotel Forte Balibo. Promotion has a positive and significant influence on Purchase Decision. This means that the Promotion that; good will increase the Purchase Decision. Means that consumers provide a Promotion value derived from the indicator.

Keywords: Facilities, Promotion and Purchase Decision.



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INTRODUCTION

Timor-Leste is a new country, and has just started to develop in business. The development of this country in order to go through it also requires the Government to create plans to increase economic activity, especially in the tourism sector, as highlighted in the 2011- 2030 national strategic plan, which states that "A successful tourism industry will contribute to the national and local economy, create jobs, build businesses and improve the balance of the regional economy." On the other hand, the tourism industry will give entrepreneurs the opportunity to increase income

through business activities to grow culture, expand history and show the beauty of the country in the eyes of the world. Moreover, the focus on tourism not only aids in economic growth but also fosters national integration and enhances the overall quality of life for citizens by connecting urban and rural areas through improved infrastructure and services, thereby facilitating stronger ties within the community and with the global market

This strategic focus on tourism reflects Timor-Leste's ambition to leverage its natural and cultural assets to attract visitors from around the world. By nurturing a thriving tourism industry, the government aims to create opportunities for local entrepreneurs to grow their businesses, expand the country's cultural heritage, and showcase the breathtaking beauty of Timor-Leste to international audiences. This multifaceted approach to tourism development recognizes its potential to drive economic prosperity, while also preserving and promoting the unique identity of this young, vibrant nation. This multifaceted approach to tourism development recognizes its potential to drive economic prosperity, while also preserving and promoting the unique identity of this young, vibrant nation, which is echoed in broader trends observed in similar contexts where tourism serves as a critical catalyst for regional economic.

Tourism development itself can increase economic activity and provide opportunities for communities to live in prosperity (Atun et al., 2019; Dong et al., 2022; Villanueva-álvaro et al., 2017). Tourism is a travel activity by a person or group to visit a tourist site for the purpose of holiday occasion. In this way, tourists will automatically need accommodation to stay in the destination, and the accommodation they can choose is a hotel, because it has more complete and comfortable facilities. Therefore, the government has been working with the international NGO "Balibo Hkase Trust" to build a beautiful hotel, and Hotel

Forte Balibo is a company in the accommodation sector that provides room rent and food and drink as well as other facilities. The hotel is well managed and organized with various facilities. With the technological and modern era, Hotel Forte Balibo will continue to increase its quality of service to remain relevant in line with current developments, causing competition between hotels to attract customers with variable facilities, quality of service and room prices, such as a young country in the world, which is geographically occupied on the part of the island of Timor, and the existence of Southeast Asia.

According to Kotler and Armstrong (2016), these steps are the process of considering the purchase decision of the visitors in accordance with the needs and needs of the visitors since the beginning (Ardiansyah & Sarwoko, 2020; Gui et al., 2023; Han & Yoon, 2015). The needs of the visitors to sleep in a good and comfortable temporary rest place are the first important priority, and the view of the visitors is related to the comfort which is the basis for factors such as: price, facilities, location, promotion, and service (Guo, 2020; Jiménez et al., 2014; Wu et al., 2018a). Most of the domestic and international tourists who have been interested in visiting tourist sites that are an object of tourism in the Hotel Forte Balibo, these places have a great and interesting history such as: Forte Balibo, Goa Morutau, Fatuk kaak, Bee Malaen, Water tou, river healing, mountain samono, and there are also sucos that are considered sacred but not yet explored by some tourists, as well as old forests that are an interesting place for tourists to do forest tracking activities (go to

the old forest). There are also visitors who make decisions to buy food products, food and hotel room for the Balibo strong from local visitors who work in public servants, and private people who travel to carry out their work and experience sleeping in a temporary place.

According to Tjiptono (2001: 184), "Facilities" means that the availability of physical equipment to facilitate tourist activities, in order to meet the needs of visitors or tourists during stay at the hotel, if the facilities offered by the hotel are actually in accordance with the price published, according to the activities available, that will be interested to visitors to visit to the hotel. The facilities offered at Hotel Forte Balibo are Laundry, restaurant, and Room which are complete with AC and television, and in the last year of 2019, the hotel created another swimming pool facility to offer to visitors who decide to sleep at the hotel, as well as the local Tkar Guide Operator, in collaboration with Hotel Forte Balibo as a service and to bring visitors to the tourist object that exists in the Balibo. The facilities mentioned above are a unique thing to attract the interest of visitors or tourists in making purchase decisions, but to achieve a goal to attract more tourists or visitors, therefore, expert hotel owners also increase professional and aggressive promotional activities so that it is easy and fast to access by everyone and increase the number of visitors who enter the strong hotel forte Balibo (Aditi et al., 2019; Susanti et al., 2023; Zhao & Peng, 2019).

According to Tjiptono (2015: 219), promotion is marketing communication, meaning marketing activities that strive to disseminate information, influence / introduce, and or increase the target market for the company and products to be accepted, bought and loyal to the products offered by the company (Pasjaqa & Prekazi, 2023; Wu et al., 2018b, 2018c). With promotion, the hotel can communicate its services, and services to tourists or visitors. The advantage of promotion is that potential tourists or people interested in travelling to the hotel can know and have an interest in trying and making decisions to become visitors (Pasquinelli & Vuignier, 2020; Sroginis et al., 2023; Zekavoti et al., 2023). According to the writer, during the beginning of the establishment of the Hotel Forte Balibo the Promotion strategy used was through brochures, websites or the internet, and direct markets. However, these promotional strategies are not enough because of lack of information sharing or socialization, a website that makes it difficult to access potential visitors who want to visit, as human resources are working for sufficient use of marketing and skills.

The formulation of this research is: Is the Facility Influencing the Purchase Decision of visitors at Hotel Forte Balibo? (Gunawan et al., 2019; Simbolon et al., 2022), Is the Promotion Service Influencing the Purchase Decision of visitors at Hotel Forte Balibo? The objective of this research was to test and analyze the Facility influence the Purchase Decision at Hotel Forte Balibo, and to test and analyze the Promotional Analysis influence the Purchase Decision at Hotel Forte Balibo. Forte Balibo aims to enhance its promotion strategies by adopting modern digital marketing techniques that facilitate better outreach and engagement with potential clients, echoing findings from related studies that highlight the effectiveness of integrated marketing communications in increasing visitor interest and building brand loyalty in the tourism sector. The novelty of this research lies in its focus on a newly developing tourism market in Timor-Leste, which has not been extensively explored in prior academic literature. The research gap addressed is the limited understanding of factors driving hotel purchase decisions in this emerging destination.

Literature Reference

Purchase decision

According to the expert Kotler (2012), purchasing decisions are a consumer's action to buy or not to buy a product or service. The company must apply a good strategy to make consumers interested in buying the products or services available. On the other hand, the experts Iswidyamarsha and Dewantara, (2020: 3), stated that purchase decisions are defined as stages in the purchase decision-making process that the visitors really want to take. Purchase decisions are also defined as individual decisions when choosing / choosing between one of the various alternatives available, purchased as a final purchase from the evaluation process. The indicators used to measure purchase decisions are:

1. Knowing the Problem
2. Search for information
3. Alternative Evaluation
4. Purchase Decision

Facility

According to Memah, Tumbel, & Rate, 2015: 1264, facilities are the provision of a variety of physical equipment to facilitate guests in carrying out all activities aimed at fulfilling the needs of visitors in carrying out their activities while living in an accommodation or hotel. Other definitions is easy that all the physical materials that support the comfortable and satisfaction of workers, visitors or consumers

(Septiyowati & Oetomo, 2017: 5). On the other hand, one of the experts named Tjiptono, 2014 stated in the journal Syahputra and Herman (2020), the following indicators are proven to be measured for the facility:

1. Special Planning,
2. Room Design,
3. Equipment,
4. Lighting
5. Color
6. A message transmitted in graph

Promotion

Promotion is an activity carried out by marketing people to stimulate potential consumers to immediately determine their purchase decisions. According to Kurniawan, (2017: 3), promotion is a type of communication that provides a more detailed explanation to visitors about goods and services. Promotion of how a hotel is a company to promote a product or service to attract tourists to rent or rest at the hotel. Promotion is also a sales activity that is experienced by hotel owners to make consumers or visitors have confidence in the products offered by the hotel, so that consumers are interested in making purchase decisions for the products. In the journal Erdin and Kasmita (2020), Kotler (2000) stated that promotion is a communication made by a traders who

have an initiative to share information, convince, and attract consumer candidates to influence their opinions and get answers from them about the products and services offered. The indicators used to measure promotion are:

1. Publication (Advertising)
2. Sales Promotion
3. Public Relations
4. Personal Sales.
5. Direct Marketing

METHOD

The research methodology utilized in this study was a quantitative descriptive approach. The researchers employed a survey-based and observational research design to investigate the target population, which consisted of tourists who had visited Hotel Forte Balibo in Timor-Leste. This newly independent country has been undergoing significant business development, making it an interesting context for this study.

The sample size for this research was 50 respondents, who were selected using a sampling technique such as convenience or purposive sampling to ensure the inclusion of relevant participants. The data collection process involved multiple methods to capture a comprehensive understanding of the research topic. The researchers conducted direct observations of the hotel's facilities, operations, and service offerings to gain firsthand insights. Additionally, self-administered questionnaires were distributed to the respondents to gather their perceptions, experiences, and decision-making processes regarding their hotel stays.

To complement the primary data collected through surveys and observations, the researchers also reviewed relevant documentation and records, such as hotel guest logs, marketing materials, and industry reports. This triangulation of data sources allowed for a more robust and reliable analysis of the research problem.

The data collected from these various methods were then analyzed using multiple linear regression analysis, a statistical technique that enabled the researchers to examine the relationships between the independent variables, which in this case included the hotel's facilities and promotional efforts, and the dependent variable of purchase decision by the customers. This analytical approach provided insights into the specific factors that influence the customers' decision-making process when choosing to stay at Hotel Forte Balibo.

The findings from this quantitative descriptive study are expected to contribute to the understanding of the hospitality industry in Timor-Leste, particularly in terms of the importance of well-designed facilities and effective promotional strategies in shaping customers' purchase decisions. The results may also offer practical implications for hotel managers and marketers in the region, guiding them to develop and implement strategies that cater to the evolving needs and preferences of their target market

RESULT AND DISCUSSION

Multiple Linearly Regress Analysis Test (multiple Linearly Regress). Multiple linear regression is a tool to detect and explain the relationship between the dependent variable (Y) and the three independent variables (X₁, X₂) that will be shown in the diagram and the linear relationship between the independent and dependent variables. Multiple linear regression formulations are as follows:

Table 1
 Multiple Linear Regression Test Results.

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error			
1	(Constant)	1.690	1.671		1.011	.317
	Facility	.299	.100	.401	2.992	.004
	Promotion	.332	.113	.394	2.935	.005
A Dependence Variable: Purchase decision						

Source: data processing from SPSS version 21.

Based on the results of the formulation, the multiple linear regression is the same; $Y = + e$, is the result of this research, with the following linear regression multiple formula: $1.690 + 0,299 X_1 + 0.332 X_2$. Where:

A = 1.690 means value, the Purchase Decision Variable (Y) was previously influenced by the Facility Variable (X₁) and Promotion (X₂), the variable value depends on the Purchase Decision Variable (Y) as it is a constant value or influenced.

B₁ = 0,299 is a regression beta coefficient, the change from, the Facility Variable (X₁) can increase the Purchase Decision Variable (Y) with a value of 0,299 or 29,9%. With the perception that the Promotion X₂ is constant.

B₂ = 0.322 is a regression beta coefficient meaning, that the change in, Promotion Variable (X₂) can increase the Purchase Decision (Y) by 0.332 or 33,2% that the perception of X₁ facilities is constant.

Analysis of the determining coefficient in regression is used to find out the presentation or contribution of the independent variable (X1, X2) to the variable dependent (Y) from the regression results, look at the catput of the summary model and generate the following;

Table 2
 Test results of determination configuration.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.724 ^a	.525	.505	1.850
a. Predictors: (Constant), Facility, Promotion				
b. Dependent Variable: Purchase decision				

Source: data processing from SPSS version 21.

The table above shows the number (R This shows that the present contribution influences the independent variable purchase decision facilities and promotion with a value of Similarly, the remaining $100\% - 52,5\% = 48,5\%$ influenced or explained by another variable that was not included in this research model.

Hypothesis Test-T (H1) results

Facilities (X1) for Purchase Decision (Y) from the results shows the SPSS capput, for the table above shows that the T-count value of the independent variable, the Facilities (X1) with a level of $2,992 >$ and the Table value with a score with a level of 95% confidence. The basis for the results above can be given a summary that; T-count $> =$ Table, is Ho or hypothesis zero not accepted and Ha (alternative techniques) is accepted, meaning that there is a positive and significant influence between the Facility (X1) on Purchase Decision (Y).

Hypothesis Results of T-Test (H2)

Promotion (X2) of the Purchase Decision (Y) of the SPSS output, for the table above shows that the value T-count of the independent variable, Promotion (X2) level the database for the above results can be Summarize that; T-count $> =$ Table, is Ho or hypothesis zero is not accepted and Ha (alternative hypothesis) is accepted, meaning there is a positive and significant influence between Promotion (X2) on Purchase Decision (Y).

Influence of Purchase Decision Facilities

The findings from the statistical analysis in this study clearly demonstrate that the facilities available at Hotel Forte Balibo have a positive and significant influence on customers' purchase decisions. The SPSS output reveals that the T-count value for the independent variable of facilities (X1) is 2.992, which is greater than the T-table value of 1.676. This indicates that the null hypothesis (H0) can be rejected, and the alternative hypothesis is accepted. In other words, the results indicate that

the quality and availability of the hotel's facilities play a crucial role in shaping customers' decisions to make a purchase and stay at Hotel Forte Balibo.

These findings are further corroborated by the results of a previous survey conducted by Parawansyah, which also found that the facilities provided to customers have a positive and significant effect on their purchase decisions. The consistency in these research findings underscores the paramount importance of investing in and maintaining high-quality facilities to remain competitive and successful in the hospitality industry.

Facilities are an integral component of the overall product and service offering of a hotel. They not only fulfill the functional needs of customers but also contribute to the overall ambiance, atmosphere, and perceived value of the hotel establishment. Well-designed and well-equipped facilities can enhance the customer experience, making the hotel more attractive and desirable to potential customers.

This relationship between facilities and purchase decisions can be further understood within the context of Maslow's hierarchy of needs. According to this theory, physiological needs, such as the need for comfortable accommodations, represent the most fundamental level of human needs. By providing high-quality facilities that address these basic needs, hotels can effectively appeal to customers and increase the likelihood of them choosing the hotel for their stay.

Moreover, the positive influence of facilities on purchase decisions can also have indirect effects on other important aspects of the customer experience, such as customer satisfaction and loyalty. When customers are satisfied with the facilities and the overall experience at the hotel, they are more likely to return in the future and provide positive recommendations to others. This, in turn, can lead to increased revenue and a stronger market position for the hotel.

Influence Promotion on Purchase Decision-Making

The SPSS output analysis reveals a compelling and statistically significant relationship between the Promotion variable and Purchase Decision at a 95% confidence level. The T-count value of the independent variable, Promotion, was found to be greater than or equal to the Table value, leading to the rejection of the null hypothesis (H₀) and the acceptance of the alternative hypothesis. This indicates that there is a positive and significant influence of Promotion on Purchase Decision at Hotel Forte Balibo.

This finding underscores the crucial role that the hotel's promotional efforts play in driving customer purchase decisions. Effective promotion strategies that incorporate a well-designed mix of Publicity, Public Relations, Personal Sales, and Direct Marketing have the potential to significantly motivate and persuade visitors to make a Purchase Decision. The positive and significant influence of the Promotion variable on Purchase Decision, as shown by Hypothesis Test 2, further reinforces the importance of promotion in the hotel industry.

The results of this research study are supported and strengthened by the previous work of Permatari mustika, which also found a significant positive relationship between the promotion

variable and purchasing decisions. This convergence of empirical evidence emphasizes the critical role of promotion as a key determinant of consumer behavior and purchase decisions in the hotel sector. Hotel managers should carefully analyze and optimize their promotion strategies to maximize the impact on customer purchase decisions, ultimately enhancing the hotel's financial performance and competitive position in the market.

Effective promotion strategies can help hotel managers create a strong brand image, increase visibility, and differentiate their offerings from competitors. By leveraging various promotional channels, such as social media, digital advertising, and targeted marketing campaigns, hotels can reach a wider audience and effectively communicate the unique value proposition of their products and services. This, in turn, can lead to increased customer engagement, heightened brand awareness, and ultimately, a higher likelihood of purchase decisions.

Moreover, a well-executed promotion strategy can also help hotels build long-term relationships with their customers. By providing personalized offers, exclusive experiences, and responsive customer support, hotels can foster a sense of loyalty and trust among their target audience. This can lead to repeat business, positive word-of-mouth, and a stronger overall reputation within the industry.

In summary, the findings of this study highlight the significant influence of Promotion on Purchase Decision at Hotel Forte Balibo. By implementing a comprehensive and strategic promotion plan, hotel managers can effectively engage and influence their target customers, ultimately driving increased sales and profitability.

CONCLUSION

The basis for the research results the writer made the following conclusions:

The findings of this study indicate that the facilities available at Hotel Forte Balibo have a positive and significant influence on customers' purchase decisions. The statistical analysis shows that the quality and availability of the hotel's facilities play a crucial role in shaping customers' decisions to stay at the hotel. These findings are supported by previous research, emphasizing the importance of investing in and maintaining high-quality facilities to remain competitive in the hospitality industry. Facilities are an integral component of the hotel's overall product and service offering, contributing to the ambiance, atmosphere, and perceived value. By providing high-quality facilities that address customers' fundamental needs, hotels can effectively appeal to customers and increase the likelihood of them choosing the hotel for their stay. Additionally, the positive influence of facilities on purchase decisions can have indirect effects on customer satisfaction and loyalty, leading to increased revenue and a stronger market position for the hotel.

The study also findings highlight the significant positive influence of Promotion on Purchase Decision at Hotel Forte Balibo. Effective promotional strategies incorporating Publicity, Public Relations, Personal Sales, and Direct Marketing can effectively motivate and persuade visitors to

make purchase decisions. This underscores the crucial role of promotion as a key determinant of consumer behavior and purchase decisions in the hotel industry. Hotel managers should optimize their promotion strategies to enhance financial performance and competitive position. By leveraging various promotional channels, hotels can create a strong brand image, increase visibility, and build long-term customer relationships, ultimately driving increased sales and profitability.

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