

THE IMPACT OF SALES PROMOTION AND CONSUMER TRUST ON STAYCATION INTEREST IN JAKARTA FOUR-STAR HOTEL DURING COVID-19 PANDEMIC

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Abstract

The purpose of this study was to find out how the impact of Sales Promotion and Consumer Trust on Staycation Interest in Jakarta four-star hotel during Covid-19 pandemic. The research method used is descriptive quantitative research method using a sample of 100 respondents and 16 statements. Sales Promotion with a mean of 3.50 is in the very good category, Consumer Trust with a mean of 3.52 is also in the very good category, and Staycation Interest with a mean of 3.36 is in the very high category. Sales Promotion has an effect on staycation interest by 16% and the remaining 84% is influenced by other variables not examined in this study. Consumer Trust has an effect on staycation interest by 43.5% and the remaining 56.5% is influenced by other variables not examined in this study. Sales Promotion and Consumer Trust have an influence on Staycation Interest by 45.1% and the remaining 54.9% is influenced by other variables not examined in this study.

Keywords: Covid-19, Consumer Trust, Staycation Interest, Sales Promotion

Introduction

The Covid-19 pandemic has happened for more than 1 year and it has an impact on the growth of the economy, industry, and tourism. As a result of this pandemic, the Government has formed regulations to require residents to stay at home, and foreign nationals who will come to Indonesia are required to follow quarantine in designated areas. With this regulation, tourism has decreased and has an impact on the tourism industry such as hotels, travel businesses, and other accommodations.

Tabel 1. Room Occupancy Rate at Star Hotels in 2020

Province	2020									
	March	April	May	June	July	August	Sept	Oct	Nov	Dec
DKI Jakarta	36.93	19.84	24.32	26.47	41.03	36.18	38.96	44.33	45.63	45.4

Source: Central Bureau of Statistics

From the table above, it is known that the room occupancy rate at star hotels in DKI Jakarta at the beginning of the 2020 pandemic decreased. This resulted in several hotels having to stop operating or closing several branches in several regions. Some hotels are used as self-isolation areas for people affected by the Covid-19 virus without symptoms and some are used as quarantine areas for foreign tourists and local tourists who have traveled abroad or out of town.

Industries that work with the hotel industry are also affected by this pandemic, such as OTAs (online travel agents). The OTA taken in this study is Traveloka. Traveloka has been known by many people as a software that provides solutions to simplify lifestyle needs, ranging from lodging, flights, trains, tours, and so on. Traveloka is also a leading travel booking software and lifestyle needs in Southeast Asia. They have 24-hour customer service and provide various payment options, ranging from online or offline. Traveloka cooperates with the hotel industry, from non-star hotels to star hotels in various countries. Traveloka provides relatively affordable prices compared to the price of the hotel itself, besides that they also provide quite attractive price rebates. So not a few people are interested in using Traveloka software. Due to the current pandemic, the income of Traveloka and its cooperating hotels has decreased economically and consumers from both local and foreign tourists have declined.

Tabel 2. Room Occupancy Rate at Star Hotels in 2021

Province	2021							
	January	February	March	April	May	June	July	August
DKI Jakarta	41.12	41.53	45.11	46.59	45.23	51.9	31.72	30.8

Source: Central Bureau of Statistics

From the table above, it can be seen that in 2021 the room occupancy rate in star hotels in DKI Jakarta experienced an increase. Regulations drafted by the Government were also relaxed. With this increase, they worked together to find ways to increase their respective companies' revenues. They work together to carry out sales promotions by providing promotions such as price rebates. Traveloka provides the "Paylater" feature to make it easier for consumers to make payments. Some hotels also carry out sales promotions such as consumers can book lodging at relatively affordable prices due to current conditions and the consumer can stay at a later date with a period set by the hotel after booking and payment. In addition, Traveloka provides information on "Clean Accommodation" for hotels that already have CHSE certification that meet the cleanliness protocol from the Ministry of Tourism and Creative Economy.

With the rise and fall of positive cases of Covid-19 in Jakarta, residents still do not dare to leave their homes and do lodging, but there are also some residents who have dared to travel and do lodging even though it is only temporary (staycation) and stay in one place. area close to where he lives. The notification of several hotels being used as quarantine places for local tourists and foreign tourists returning or coming from abroad as well as out of town to Jakarta and the self-isolation of residents affected by the Covid-19 virus without symptoms makes people hesitate to stay in.

Four Star Hotels in Jakarta that are determined from the Traveloka software are:

1. Dwijaya House of Pakubuwono (Gandaria);
2. Sutasoma Hotel (Dharmawangsa);
3. Barito Mansion (Gandaria);
4. Aloft South Jakarta (East Cilandak);
5. Morrissey Hotel Residence (Kebon Sirih);
6. Holiday Inn Jakarta Kemayoran (East Pademangan);
7. S7 Suites Gandaria (Gandaria);
8. Grand Orchardz Hotel Kemayoran (Sahari);
9. Kosenda Hotel (Kebon Kacang);
10. Anara Airport Hotel Terminal 3 (Benda);

During the Covid-19 pandemic, the hotel industry experienced a decline and online travel agents (OTA) such as Traveloka also experienced a decline. The hospitality industry is collaborating with online travel agent (OTA) Traveloka to carry out a promotional strategy, namely sales promotion in the form of price rebate promotions (discounts) to attract consumers' attention and to increase sales. in accordance with Government regulations in the form of CHSE certification to give consumers trust and Traveloka online travel agent also provides information on hotels that already have CHSE certification. Doing this is the reason for this research

Literature Review

Hermawan (2012: 128) says that sales promotion is an impulse that can grab the attention of consumers to make more purchases. While Machfoedz (2010) argues that sales promotion is an activity or material which in its application uses a method under the management of the seller who can provide persuasive information that provokes about the goods delivered by the seller, starting openly or through parties who can control purchasing decisions (in Romyeni and Lubis, 2015: 48).

Romyeni and Lubis (2015: 50) provide sales promotion techniques that are used as a way of introducing a new product, namely:

1. Coupon. Coupons are used to motivate consumers to rate new products or products that are already known or to attract consumers to be interested in buying again. Coupons are generally used to lower the selling price of a product.
2. Rebates. An offer given by a company to cut the purchase price in half to consumers who have already purchased the company's products.
3. Premium. Premiums serve to increase sales and attract consumers to repurchase and offset the motility of competitors. Premium goods are used to add value to the product and reflect advantages over competing products.

Sales promotion in this study uses this theory because there are additional rules relating to the spread of Covid-19 which automatically make the sale of tourism services also change, so that it is seen as a new product that is different from existing products. Hasan (2016: 367) believes that sales promotion is a marketing task centered on communicating marketing plans persuasively to target visitors to create exchanges between companies and visitors. This is also in line with Lupiyoadi (2001) who believes that sales promotion is basically a reference for all activities to increase the distribution of goods and services from producers to final customers.

McKnight reveals that trust is like a person's willingness to depend on others with special consequences. Trust in labels is created by past experiences and previous relationships (in Nadhril Adabi, 2020:35). McKnight believes that there are 3 indicators that will shape consumer trust, namely:

1. Benevolence (good intentions).

The amount of someone's trust in the seller to be nice to the consumer. The seller's ability to pay attention to the needs of the consumer.

2. Integrity (Integrity).

The extent to which a person believes in the openness of the seller to handle and fulfill the agreement that has been designed for the consumer.

3. Competence (Competence).

The amount of one's belief in the advantages that the seller has to help the consumer in doing something is comparable to what is expected by the consumer.

What McKnight said is more or less in line with what was expressed by Royani (2014) who argues that in order to receive consumer trust, the company must have a good reputation, reputation is the equipment given to sellers according to news from other people, reputation can be crucial to shape Consumer's trust when the consumer does not have direct experience with the seller, word of mouth reputation can also be the key to the consumer's interest and trust.

Purchasing interest according to Ali Hasan (2017) is everything that relates to the context of consumers to order special goods and how big the elements of goods are needed in a certain period. In addition, Setiadi (2011: 216) defines buying interest as made from consumer behavior about goods that are formed from consumer beliefs about labels and label assessments make these 2 stages generate interest in buying. According to Ferdinand (2014: 189), the interest that arises in making a purchase forms a motivation that continues to be remembered in his memory and makes a very big action and when a consumer has to complete his interests, the consumer will carry out something that is in his memory.

The indicators according to Ferdinand (2014: 189) are as follows:

1. Transactional interest, namely the tendency of someone to order a product.
2. Referential interest, namely the tendency of someone to suggest a product to other parties.
3. Preferential interest, namely interest that describes the attitude of someone who has priority to the item.
4. Explorative interest, which is an interest that describes the attitude of a person who consistently digs up news about the product he is looking for and digs up news to support the positive morals of the item.

Purchase intention refers to the possibility that a consumer in a particular buying situation could determine a particular product group in the future (Crosno et al., 2009). In other terms, buying interest arises when the consumer feels there is a need that must be available. (Omar et al, 2012).

Based on the theoretical framework of the research above, the composition of the research hypotheses is as follows:

- H1 : There is no impact of sales promotions on staycation interest at four-star hotels in Jakarta during the Covid-19 pandemic.
- H01 : The impact of sales promotions on staycation interest at four-star hotels in Jakarta during the Covid-19 pandemic.
- H2 : There is no impact of consumer trust on staycation interest at four-star hotels in Jakarta during the Covid-19 pandemic.
- H02 : There is an impact of consumer trust on staycation interest at Four Star Hotels in Jakarta during the Covid-19 pandemic.
- H3 : There is no impact of sales promotions and consumer trust on staycation interest at four-star hotels in Jakarta during the Covid-19 pandemic.
- H03 : The impact of sales promotions and consumer trust on staycation interest at four-star hotels in Jakarta during the Covid-19 pandemic.

Methods

The research method is a form of scientific activity to obtain data with certain goals and uses to get answers to a problem where the scientific method in question is a rational, realistic, and systematic activity (Sugiyono, 2017). Data related to this research are:

1. Research subjects: the general public over the age of 18, men and women.
2. Research objects: sales promotion, consumer trust, and staycation interest.

According to Sugiyono (2017), descriptive research methods are research that describes, describes, or describes the state of the object under study as it is, in proportion to the situation and conditions when the research was carried out, while quantitative research methods are research techniques based on the positivism theory used to research specific populations or samples, data collection using research instruments, quantitative/statistical data analysis aimed at describing and testing predetermined hypotheses.

The method chosen for this research is a descriptive research method with a quantitative approach. Sugiyono (2017:38) states that research variables are equipment or properties or values of a person, object or activity that has a special type determined by the researcher to be studied and then draw conclusions. The independent variables in this study are Sales Promotion (X1) and Consumer Trust (X2) and the dependent variable in this study is Staycation Interest (Y). This research was carried out for 5 months, from October 2021 to February 2022 and the place of research was carried out online via google form with data processing carried out with SPSS.

Result and Discusssion

Based on the results of questionnaires distributed via Google Form on November 16 – November 19 to respondents, data was collected for 100 respondents. Then the data can be used as a study entitled "The Effect of Sales Promotion and Consumer Trust on Interest in Staycation at Four Star Hotels in Jakarta (Staycation) During the COVID-19 Pandemic". All of these questionnaire calculations were processed using the SPSS Version 25 program. Following are the results of the processed data:

Validity test

All statement items Variable X1 has a value of $r(\text{count})$ greater than $r(\text{table})$, which is 0.1654. So it can be concluded that from the 6 statements of Variable X1 (Sales Promotion), all statement items are declared VALID in proportion to the core decision making in the validity test, namely if $r(\text{count}) > r(\text{table})$ then the statement is declared VALID, so it deserves further analysis. carry on. Meanwhile, all statement items for Variable X2 have a value of $r(\text{count})$ greater than $r(\text{table})$, which is 0.1654. So it can be concluded that from the 3 statements of Variable X2 (Consumer Trust), all statement items are declared VALID in proportion to the core decision making on the validity test, namely if $r(\text{count}) > r(\text{table})$ then the statement is declared VALID, so it deserves further analysis. carry on. Finally, all items in the statement of Variable Y also have a value of $r(\text{count})$ greater than $r(\text{table})$, which is 0.1654. So it can be concluded that from the 7 statements of Variable Y (Staycation Interest), all statement items are declared VALID in proportion to the core decision making in the validity test, namely if $r(\text{count}) > r(\text{table})$ then the statement is declared VALID, so it deserves further analysis. .

The value of Cronbach's Alpha on the Sales Promotion Variable (X1) indicates a value of 0.848, then according to Cronbach's Alpha criteria if the value is between 0.81 - 1.00 then it includes the "Highly Reliable" criteria.

Reliability Test

The value of Cronbach's Alpha on the Sales Promotion Variable (X1) indicates a value of 0.848, then according to the Cronbach's Alpha criteria if the value is between 0.81 - 1.00 then it includes the "Highly Reliable" criteria. Cronbach's Alpha value for the Consumer Trust Variable (X2) indicates a value of 0.860, then according to Cronbach's Alpha criteria if the value is between 0.81 - 1.00 then it is included in the "Highly Reliable" criteria. While based on the SPSS 25 test, the Cronbach's Alpha value for the Interest Staycation Variable (Y) indicates a value of 0.879 and is in accordance with Cronbach's Alpha criteria if the value is between 0.81 - 1.00 then it is included in the "Highly Reliable" criteria.

Respondents Descriptive Analysis

Based on SPSS 25, it was found that the number of respondents with male sex had a higher percentage than the percentage of female respondents. The total percentage of male respondents is 56% or 56 respondents while the percentage of female respondents is 44% or 44 respondents. From these results, it can be concluded that most of the respondents who filled out the questionnaire in this study were male.

In terms of age, it was found that the percentage of respondents aged above 35 years was greater, namely 64% or 64 respondents, then the age of respondents 18-25 years was 28% or 28 respondents and respondents aged 26-35 years were 8% or 8 respondents. From these results, it can be concluded that most of the respondents who filled out this research questionnaire were over 35 years of age.

In terms of employment, the percentage with the respondent's occupation having a higher percentage is entrepreneur by 27% or 27 respondents, then the same percentage between students and civil servants/private employees is 25% or 25 respondents, then respondents who have other jobs are 21% or 21 respondents, and respondents with a teacher/lecturer occupation of 2% or 2 respondents. From these results, it can be concluded that the respondents who filled out the questionnaire in this study had the most jobs as entrepreneurs.

Average Monthly Income Respondents who have the highest percentage are respondents with income above IDR 5,000,000, namely 53% or 53 respondents, then respondents with income IDR 1,000,000 - IDR 2,500,000, namely 19% or 19 respondents, respondents with an income of Rp. 2,500,000 – Rp. 5,000,000, which is 12% or 12 respondents, respondents with an income of Rp. 500,000 – 1,000,000, which is 9% or 9 respondents, and respondents with incomes below Rp. 500,000, which is 7% or 7 respondents. . From these results, it can be concluded that the respondents who filled out the questionnaire in this study had an average monthly income of more than Rp. 5,000,000.

While the number of percentages with the length of time using the Traveloka application which has a higher percentage are respondents who use the Traveloka application for 1-3 years by 32% or 32 respondents, then respondents who use the Traveloka application for less than 1 year are 25% or 25 respondents, respondents 24% or 24 respondents used the Traveloka application for 3-5 years, and 19% or 19 respondents who used the Traveloka application for more than 5 years. From these results, it can be concluded that the respondents who filled out the questionnaire in this study used the Traveloka application the most for 1-3 years.

Descriptive Statistical Analysis of Sales Promotion Variables (X1)

The results of the questionnaire on statement 1 Sales Promotion Variable (X1), Coupon Sub Variable indicates that respondents who strongly disagree with statement 1 are 3% or 3 respondents, disagree by 5% or 5 respondents, agree by 39% or 39 respondents, and strongly agree by 53% or 53 respondents. From the results of the questionnaire, it can be concluded that respondents STRONGLY AGREE to statement 1 that the Traveloka software provides product/service coupons to consumers.

The results of the questionnaire on statement 1 Sales Promotion Variable (X1), Coupon Sub Variable indicates that respondents who strongly disagree with statement 2 are 2% or 2 respondents, disagree 9% or 9 respondents, agree 35% or 35 respondents, and strongly agree by 54% or 54 respondents. From the results of the questionnaire, it can be concluded that respondents STRONGLY AGREE to statement 2 that four-star hotels in Jakarta provide coupons in the form of rewards or discounted points to consumers who regularly stay at four-star hotels.

The results of the questionnaire on statement 1 Sales Promotion Variable (X1), Sub Variable Rebates indicate that respondents who strongly disagree with statement 1 are 0% or 0 respondents, disagree 2% or 2 respondents, agree 34% or 34 respondents, and strongly agree by 64% or 64 respondents. From the results of the questionnaire, it can be concluded that respondents STRONGLY AGREE to statement 1 that the Traveloka software offers product/service discounts to consumers.

The results of the questionnaire on statement 1 Sales Promotion Variable (X1), Sub Variable Rebates show that respondents who strongly disagree with statement 2 are 0% or 0 respondents, disagree 2% or 2 respondents, agree 35% or 35 respondents, and strongly agree by 63% or 63 respondents. From the results of the questionnaire, it can be concluded that respondents STRONGLY AGREE to statement 2 that four-star hotels in Jakarta that work with Traveloka software offer discounted stay prices to consumers.

The results of the questionnaire on statement 1 Sales Promotion Variable (X1), Premium Sub Variables show that respondents who strongly disagree with statement 1 are 1% or 1 respondent, disagree is 6% or 6 respondents, agree is 41% or 41 respondents, and strongly agree by 52% or 52 respondents. From the results of the questionnaire, it can be concluded that respondents STRONGLY AGREE to statement 1 that the Traveloka software offers premium to consumers. The questionnaire on statement 2 Sales Promotion Variable (X1), Sub Premium Variables shows that respondents who strongly disagree with statement 2 are 1% or 1 respondent, disagree by 4% or 4 respondents, agree by 38% or 38 respondents, and strongly agree by 57% or 57 respondents. From the results of the questionnaire, it can be concluded that respondents STRONGLY AGREE to statement 2 that four-star hotels in Jakarta that work with Traveloka software offer premium to consumers.

Results of Descriptive Statistical Analysis of Consumer Trust Variables (X2)

The questionnaire on statement 1 Consumer Trust Variable (X2), Benevolence Sub Variable shows that respondents who strongly disagree with statement 1 are 1% or 1 respondent, disagree 4% or 4 respondents, agree 32% or 32 respondents, and strongly agree by 63% or 63 respondents. From the results of the questionnaire, it can be concluded that respondents STRONGLY AGREE to statement 1 that respondents believe in staying at four-star hotels in Jakarta because four-star hotels in Jakarta apply good health protocol standards.

The results of the questionnaire on statement 1 Consumer Trust Variable (X2), Integrity Sub Variable shows that respondents who strongly disagree with statement 1 are 0% or 0 respondents, disagree 7% or 7 respondents, agree 36% or 36 respondents, and strongly agree by 57% or 57 respondents. From the results of the questionnaire, it can be concluded that respondents STRONGLY AGREE to statement 1 that respondents believe that four-star hotels in Jakarta have implemented good health protocols and have CHSE certification.

Based on the results of the questionnaire on statement 1 Consumer Trust Variable (X2), Competence Sub Variable shows that respondents who strongly disagree with statement 1 are 1% or 1 respondent, disagree is 5% or 5 respondents, agree 35% or 35 respondents, and strongly agree with 58% or 58 respondents. From the results of the questionnaire, it can be concluded that respondents STRONGLY AGREE to statement 1 that respondents believe workers in four-star hotels in Jakarta have implemented good health protocols.

Descriptive Statistical Analysis of Staycation Interest Variables (Y)

The results of the questionnaire on statement 1 Interest Variable Stay (Y), Transactional Interest Sub Variable shows that respondents who strongly disagree with statement 1 are 1% or 1 respondent, disagree 4% or 4 respondents, agree 40% or 40 respondents, and strongly agree by 55% or 55 respondents. From the results of the questionnaire, it can be concluded that respondents STRONGLY AGREE to statement 1 that respondents choose to stay at four-star hotels in Jakarta because it is safe and has implemented CHSE certification.

The results of the questionnaire on statement 2 Interest Variable Stay (Y), Transactional Interest Sub Variable shows that respondents who strongly disagree with statement 2 are 3% or 3 respondents, disagree 7% or 7 respondents, agree 46% or 46 respondents, and strongly agree by 44% or 44 respondents. From the results of the questionnaire, it can be concluded that respondents AGREE to statement 2 that respondents choose to stay at a four-star hotel in Jakarta for a staycation (temporary stay).

The results of the questionnaire on statement 1 Interest Variable Stay (Y), Sub-Variable Referential Interest showed that respondents who strongly disagreed with statement 1 were 1% or 1 respondent, disagreed by 12% or 12 respondents, agreed by 46% or 46 respondents, and strongly agree by 41% or 41 respondents. From the results of the questionnaire, it can be concluded that respondents AGREE to statement 1 that respondents choose to stay at four-star hotels in Jakarta because of family/friend references.

The results of the questionnaire on statement 1 Interest Variable Stay (Y), Preferential Interest Sub Variable shows that respondents who strongly disagree with statement 1 are 2% or 2 respondents, disagree 10% or 10 respondents, agree 38% or 38 respondents, and strongly agree by 50% or 50 respondents. From the results of the questionnaire, it can be concluded that respondents STRONGLY AGREE to statement 1 that respondents are interested in staying at a four-star hotel in Jakarta because there is a need for a staycation (stay while on vacation).

The results of the questionnaire on statement 2 Interest Variable Stay (Y), Preferential Interest Sub Variable shows that respondents who strongly disagree with statement 2 are 0% or 0 respondents, disagree 4% or 4 respondents, agree 41% or 41 respondents, and strongly agree by 55% or 55 respondents. From the results of the questionnaire, it can be concluded that respondents STRONGLY AGREE to statement 2 that respondents are interested in staying at a four-star hotel in Jakarta because the facilities and services provided are good.

The results of the questionnaire on statement 1 Interest Variable Stay (Y), Explorative Interest Sub Variable shows that respondents who strongly disagree with statement 1 by 1% or 1 respondent, disagree by 11% or 11 respondents, agree by 38% or 38 respondents, and strongly agree by 50% or 50 respondents. From the results of the questionnaire, it can be concluded that respondents STRONGLY AGREE to statement 1 that the respondent asked for information about four-star hotels in Jakarta to people who had stayed there during the COVID-19 pandemic.

The results of the questionnaire on statement 2 Interest Variable Stay (Y), Explorative Interest Sub Variable shows that respondents who strongly disagree with statement 2 are 3% or 3 respondents, disagree 8% or 8 respondents, agree 44% or 44 respondents, and strongly agree by 45% or 45 respondents. From the results of the questionnaire, it can be concluded that respondents STRONGLY AGREE to statement 2 that respondents are interested in staying at a four-star hotel in Jakarta after receiving information from family/friends.

Sales Promotion Variable Mean Analysis (X1)

Based on the results of descriptive statistical analysis, the mean value of each statement indicates the various attitudes of respondents in answering this questionnaire.

The mean of the four indicators of Sales Promotion Variable (X1) is 3.50, if adjusted based on the Interval Value Level Criteria table, it is in the interval 3.26 – 4.00 which is VERY GOOD.

The highest mean value for the Sales Promotion Variable (X1) indicator is 3.62 which is owned by statement 3 which contains "The Traveloka application offers product/service discounts to consumers.", this means that the Sales Promotion value for statement 3 falls into the category VERY GOOD because the Traveloka application offers product/service discounts to consumers.

The lowest mean value for the Sales Promotion Variable (X1) indicator is 3.41 which is owned by statement 2 which contains "Four-star hotels in Jakarta provide coupons in the form of rewards or discounted points to consumers who regularly stay at four-star hotels.", p. This means that the Sales Promotion value for statement 2 is in the VERY GOOD category because four-star hotels in Jakarta provide coupons in the form of rewards or discount points to consumers who regularly stay at four-star hotels.

Mean Analysis of Consumer Trust Variable (X2)

The mean of the three indicators of the Consumer Trust Variable (X2) is 3.52, if adjusted based on the Interval Value Level Criteria table, it is in the interval 3.26 – 4.00 which is VERY GOOD.

The highest mean value for the Consumer Trust Variable indicator (X2) is 3.57 which is owned by statement 1 which contains "I believe in staying at a four-star hotel in Jakarta because four-star hotels in Jakarta apply good health protocol standards.", this is shows that the Consumer Trust value for statement 1 is in the VERY GOOD category because respondents believe to stay at a four-star hotel in Jakarta because four-star hotels in Jakarta apply good health protocol standards.

The lowest mean value for the Consumer Trust Variable indicator (X2) is 3.50 which is owned by statement 2 and statement 3 which contains "I believe that four-star hotels in Jakarta have implemented good health protocols and have CHSE certification." and "I believe that workers in four-star hotels in Jakarta have implemented good health protocols.", this shows that the Consumer Trust value of statement 2 and statement 3 is in the VERY GOOD category because respondents believe that four-star hotels in Jakarta have implemented good health protocol and have CHSE certification.

Mean Analysis of Staycation Interest Variable (Y)

Based on the results of the descriptive statistical analysis in Table 4.30, the mean value of each statement indicates the various attitudes of the respondents in answering this questionnaire.

The mean of the four indicators of Staycation Interest Variable (Y) is 3.36, if adjusted based on the Interval Level Criteria table, it is in the interval 3.26 – 4.00, which is VERY HIGH.

The highest mean value on the indicator of the Variable Staycation Interest (Y) is 3.51 which is owned by statement 5 which contains "I am interested in staying at a four-star hotel in Jakarta because the facilities and services provided are good.", this indicates that the value of Staycation Interest on statement 5 is in the VERY HIGH category because respondents are interested in staying at four-star hotels in Jakarta because the facilities and services provided are good.

The lowest mean value on the indicator of Staycation Interest Variable (Y) is 3.27 which is owned by statement 3 which contains "I choose to stay at a four-star hotel in Jakarta because of family/friend references.", this shows that the value of Staycation Interest on statement 3 included in the VERY HIGH category because respondents chose to stay at four-star hotels in Jakarta because of family/friend references.

Correlation Test

Based on Table 4.31, the value of the Sales Promotion Variable (X1) has a relationship with the Staycation Interest Variable (Y) which is 0.400 according to the Correlation Coefficient Interpretation Table at the STRONG ENOUGH level, which is in the interval 0.400 – 0.599. There is a fairly strong positive relationship between the Sales Promotion Variable and the Staycation Interest Variable, if the Sales Promotion Variable increases then the Staycation Interest Variable will increase.

The value of the Consumer Trust Variable (X2) that has a relationship with the Variable Staycation Interest (Y) is 0.660 according to the Interpretation Table of the Correlation Coefficient at the STRONG level, which is in the interval 0.600 – 0.799. There is a strong positive relationship between the Consumer Trust Variable and the Staycation Interest Variable, if the Consumer Trust Variable increases then the Staycation Interest Variable will increase.

Coefficient of Determination Analysis

Based on Table 4.32, it is known that the coefficient of determination (R²) is 0.160 which indicates that the value of the influence of the Sales Promotion Variable on the Staycation Interest Variable is 16% and the remaining 84% is influenced by other variables not examined in this study. Meanwhile, it is known that the coefficient of determination (R²) is 0.435 which indicates that the value of the influence of the Consumer Trust Variable on the Staycation Interest Variable is 43.5% and the remaining 56.5% is influenced by other variables not examined in this study. The value of the Sales Promotion Variable (X1) and the Consumer Trust Variable (X2) has a relationship with the Staycation Interest Variable which is 0.672 according to the Correlation Coefficient Interpretation Table at the STRONG level, which is in the interval 0.600 – 0.799. The coefficient of determination (R²) is 0.451 which indicates the value of the influence of Sales Promotion Variables and Consumer Trust Variables on the Staycation Interest Variable is 45.1% and the remaining 54.9% is influenced by other variables not examined in this study.

Simple Linear Regression Analysis

Shows a simple linear regression equation between Sales Promotion Variables (X1) and Staycation Interest (Y) with the following equation:

$$Y = 12.840 + 0.513X$$

Based on the calculation results obtained a value of 12,840. This illustrates that if the Sales Promotion Variable (X1) is 0, then the value of Staycation Interest (Y) is 12,840.

The value of the Sales Promotion Regression Coefficient (X1) is 0.513, this indicates that if there is an increase in the respondent's assessment unit on the Sales Promotion (X1), the Staycation Interest (Y) will increase by 0.513. If the sales promotion increases, the staycation interest will also increase and vice versa if the sales promotion decreases, the staycation interest will also decrease.

In order to determine the effect of the Consumer Trust Variable (X2) on Staycation Interest (Y), a simple linear regression analysis was carried out. The following are the results of a simple linear regression analysis between the Consumer Trust Variable (X2) and Staycation Interest (Y). The calculation shows a simple linear regression equation between the Consumer Trust Variable (X2) and Staycation Interest Variable (Y) with the following equation:

$$Y = 8,293 + 1,450X$$

Based on the calculation results, obtained a value of 8,293. This shows that if the Consumer Trust Variable (X2) is 0, then the value of Staycation Interest (Y) is 8,293.

The value of the Consumer Trust Regression Coefficient (X2) is 1,450, this indicates that each time there is an increase in the respondent's assessment unit on Consumer Trust (X2), the Staycation Interest (Y) will increase by 1,450. If the Consumer Trust increases, the Staycation Interest will also increase and vice versa if the Consumer Trust decreases, the Staycation Interest will also decrease.

Multiple Linear Regression Analysis

Based on the calculation results, the results of the multiple linear regression equation between Sales Promotion Variables (X1) and Consumer Trust (X2) on Stay Interest (Y) with the following equation: $Y = 5.931 + 0.180X_1 + 1.316X_2$, then the results of the analysis of these equations are as follows:

If the Sales Promotion Variable (X1) increases by one unit with the assumption that the Consumer Trust Variable (X2) is constant, it is able to increase the Stay Interest Variable (Y) by 0.180.

If the Consumer Trust Variable (X2) increases by one unit with the assumption that the Sales Promotion Variable (X1) is constant, then it is able to increase the Stay Interest Variable (Y) by 1.316.

The constant value will be 5931, if the value of the Sales Promotion Variable (X1) and the Consumer Trust Variable (X2) is 0, then the value of the Stay Interest Variable is 5931.

Hypothesis Test (T Test)

T-test was carried out in order to determine the effect of Sales Promotion Variable (X1) on Stay Interest Variable (Y). This T test is carried out by comparing the value of T (count) with the value of T (table). If $T(\text{count}) > T(\text{table})$, it can be stated that the Sales Promotion Variable (X1) has an influence on the Variable Staycation Interest (Y). The test in this study applied a significance level of 10%, but because this study was tested on two sides, the significance level became 0.05 according to the formula $N = /2$.

The value of df is calculated by applying the formula $df = n - 2$, it will be $df = 100 - 2 = 98$, meaning that the value of df is 98, then the value in T(table) for the value of df 98 is 1,660. The value of T(count) in Table 4.35 is 4.324 which explains that the value is greater than 1.660, the value of $T(\text{count}) > T(\text{table})$ then the hypothesis is accepted (H0 is rejected and H1 is accepted), so it can be concluded that the Sales Promotion Variable (X1) has a partial effect on the Staycation Interest Variable (Y).

Meanwhile, for the T-Test of the Consumer Trust Variable (X2) on the Staycation Interest Variable (Y) it was found that the df value was calculated by applying the formula $df = n - 2$, it would be $df = 100 - 2 = 98$, meaning that the df value was 98, so it can be seen the value in T(table) on the value of df 98 is 1,660. The value of T(count) in Table 4.36 is 8,687 which explains that the value is greater than 1.660, the value of $T(\text{count}) > T(\text{table})$ then the hypothesis is accepted (H0 is rejected and H1 is accepted), so it can be concluded that the Consumer Trust Variable (X2) has a partial effect on the Staycation Interest Variable (Y).

Finally, the Hypothesis Test (Test F) for the Sales Promotion Variable (X1) and the Consumer Trust Variable (X2) on the Staycation Interest Variable (Y) shows:

1. There is no simultaneous effect between Sales Promotion and Consumer Trust on Staycation Interest at a four-star hotel in Jakarta during the COVID-19 pandemic (H0).
2. There is a simultaneous influence between Sales Promotion and Consumer Trust on Staycation Interest at a four-star hotel in Jakarta (staycation) during the COVID-19 (H1) pandemic.

Results of ANOVA Analysis of Sales Promotion Variables (X1) and Consumer Trust Variables (X2) on the Staycation Interest Variable (Y)

Based on the SPSS output, it can be seen that the value of F (count) is 39,839 with a significance level of 0.000 so it can be said that the value of $\text{Sig.} < (\alpha) 0.1$, then H0 is rejected and H1 is accepted. Then it can be seen that simultaneously or together the Sales Promotion Variable (X1) and the Consumer Trust Variable (X2) affect Staycation Interest Variable (Y) by looking at the comparison of F(table) with F(count), by applying the following formula:

The number of samples used (n) is 100.

The number of independent variables (X) used (k) is 2.

Formula:

$df_1 = k - 1$, then $df_1 = 3 - 1 = 2$.

$df_2 = n - k$, then $df_2 = 100 - 2 = 98$.

Value of $\text{Sig.} (\alpha) = 10\%$ or 0.1, then the value of F(table) is 2.357544.

So it can be concluded that the hypothesis (H1) is accepted which says Sales Promotion (X1) and Consumer Trust (X2) simultaneously have a significant effect on Stay Interest with evidence $F(\text{count}) 39.839 > F(\text{table}) 2.357544$

Conclusion

Sales Promotion is declared VERY GOOD, this is evidenced by the average value (mean) of 3.50 which is in the interval 3.26 – 4.00. Consumer Trust is stated to be VERY GOOD, this is evidenced by the average value (mean) of 3.52 which is in the interval 3.26 – 4.00. Staycation Interest Variable is stated to be VERY HIGH, this is evidenced by the average value (mean) of 3.36 which is in the interval 3.26 – 4.00. Sales Promotion (X1) has an effect on Staycation Interest (Y) by 16% and the remaining 84% is influenced by other variables not examined in this study. While consumer trust (X2) has an effect on staycation interest variable (Y) by 43.5% and the remaining 56.5% is influenced by other variables not examined in this study. Sales Promotion (X1) and Consumer Trust (X2) have an impact on Staycation Interest (Y) by 45.1% and the remaining 54.9% is influenced by other variables not examined in this study.

Based on the results of descriptive statistical analysis found 3 statement items that have the lowest value of each variable, namely:

1. The lowest mean value for the Sales Promotion Variable (X1) indicator is obtained by statement 2 on the Coupon sub-variable, namely "Four-star hotels in Jakarta provide coupons in the form of rewards or discounted points to consumers who regularly stay at four-star hotels", with a value of 3.41. Based on these results, the researchers suggested to the industry to give coupons to consumers who regularly stay, so that these consumers want to visit the hotel again.
2. The lowest mean value for the Consumer Trust Variable indicator (X2) is obtained by statements 2 and 3 on the sub-variables Integrity and Competence, namely "I believe that four-star hotels in Jakarta have implemented good health protocols and have CHSE certification." and "I believe workers in four-star hotels in Jakarta have implemented good health protocols.", with a score of 3.50. Based on these results, the researchers suggest to the industry to make consumers more confident that they have implemented and adhered to good health protocols, have CHSE certification, and workers must implement and comply with good and correct health protocols.
3. The lowest mean value for the Indicator of Staycation Interest Variable (Y) is obtained by statement 3 on the Referential Interest sub-variable, namely "I choose to stay at a four-star hotel in Jakarta because of family/friend references.", with a value of 3.27. Based on these results, the researchers suggest the industry to provide services, facilities, and prices that are more attractive and competitive, and the industry can provide promo prices and make offers in the form of membership for consumers to get discounted prices so that consumers can refer others.

To the next researcher, because this research has been completed, the researcher recommends to form research with different methods and objects so that they can be compared and the researchers hope that this research can be an illustration for future researchers to carry out better research.

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