

# MARKETING STRATEGIES TOWARD DIRECT AND INDIRECT PURCHASING AT THE PREMIERE HOTEL PEKANBARU

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**Abstract:** This study aims to analyze marketing strategies which include promotion, location, people, process, and physical evidence of direct or indirect purchases at The Premiere Hotel Pekanbaru. This study uses a quantitative descriptive method, which is a method that explains and describes the research results obtained from the results of an associative questionnaire with the aim of showing the relationship between the independent variable and the dependent variable. The number of samples in this study were 100 respondents who were selected using the accidental sampling technique, namely selecting samples based on consumers who used the services of The Premiere Hotel Pekanbaru. The data analysis technique used in this research is multiple linear regression analysis. The results showed that promotion had a significant negative on direct and direct purchasing, people and process had a significant positive on direct and indirect purchasing, while place and physical evidence had no effect on direct and indirect purchasing at The Premiere Hotel Pekanbaru.

**Keywords:** Promotion, People, Location, Process, Physical Evidence

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## 1. Introduction

The condition of tourism from year to year has developed, one of the triggering factors is the visa-free program. There are 169 countries that are exempt from visas for visits to Indonesia, where foreign and local tourists visiting Indonesia are related to personal purposes and some have a purpose due to work or business matters. However, tourism conditions have changed since the Covid 19 pandemic around the world which directly affected the number of foreign tourist visits in Indonesia.

The condition of the number of foreign tourists in Indonesia from 2016 and 2021 shows that the number of foreign tourists from 2016 to 2019 always increases with movements that tend to be the same. However, the number of foreign tourists coming to Indonesia experienced a major change in the form of a drastic decline from January to April 2020 as a result of the increasing conditions of Covid 19. From May 2020 to December 2021, the number of foreign tourists visiting Indonesia was at its lowest. and stable compared to 2016 to 2019. The number of foreign tourists visiting Indonesia ranges from one hundred to two hundred thousand foreign tourists (Statistik, 2022a).

The high and low number of tourists has an influence on various sectors, one of which is the hotel sector. Hotel is a service industry that combines products and services. The products in question are room atmosphere, interior and exterior design of hotel buildings, hotel food and

beverages. While the services that are sold are the hospitality and skills of hotel employees in serving their customers. In the hotel sector in Indonesia, the number of foreign and local tourists has an influence on hotel occupancy rates. The hotel occupancy rate in Indonesia from 2016 to 2019 experienced the same movement and the rate of change was not significant. Significant movements and changes to hotel occupancy rates in Indonesia occur from February 2020 to December 2021. Hotel occupancy rates in Indonesia are at their lowest between 2020 and 2021 (Statistik, 2022b).

Riau Province, apart from being known for its extensive land and oil palm plantations, also has tourist attractions that are no less interesting than other provinces. Riau Province consists of 12 districts, each district also has its own advantages. One of the most famous examples of supply in Indonesia as well as abroad is the Bono wave. Bono waves are waves or waves that occur due to the confluence of river currents towards the sea and ocean currents that enter the river due to tides at the Kampar river estuary, Palelawan district, Riau Province. Apart from tourism, Riau is visited by many, partly for business reasons, because Riau itself has many oil palm plantations, apart from being owned by the government, many are also managed by the private sector. Even though the tourism conditions in Riau are not enough to stimulate hospitality in Riau, because Riau is a location for businesses or entrepreneurs to invest or set up a company, then at least the hospitality in Riau is saved. Hotel occupancy rates in Riau from January 2016 to December 2021 tend to be at value levels that are not much different. During the pandemic period that began in 2020 until now, the hotel occupancy rate in Riau is not far from that in 2016 to 2019 even though the level was in the pre-pandemic period (Statistik, 2022b).

The difference in the movement of the number of foreign tourists in Indonesia and the inconsistent hotel occupancy rates in Indonesia and Riau are caused by various factors and conditions. And the development of hotels today cannot be separated from technological advances from time to time providing many conveniences for humans to carry out daily activities. Along with the growth of hotels in Riau, especially Pekanbaru, the level of competition is also getting tougher to increase sales of hotel rooms. The use of hotel services also comes from various regions including foreign countries. From this opportunity, e-commerce start-ups see an opportunity to become a business. E-commerce is a business process using electronic technology that connects companies, consumers and the public in the form of transactions and exchanges / sales (Kasmi & Candra, 2017).

In addition to increasing hotel sales, consumers do not need to come to a place to make hotel room reservations, which are called indirect room purchases or through an OTA (online travel agency) site due to activity restrictions known as PPKM (Enforcement of Office Activity Restrictions). Various online hotel booking sites provide many easy references to various hotels and inns in Riau including detailed information about the hotels and inns to be selected. While the direct purchase in question is to make a reservation at a place, usually this method is done by consumers who already know very well the hotel they want to visit. The OTA system itself partners in every inn and hotel by making reservations via the internet.

Several previous research results showed different results. Promotion in Permatasari (2018)'s research shows that the results have no effect on purchasing decisions, while the research of Putra, Tarigan, Sitepu, & Singh (2020) shows that promotion results have a positive effect on purchasing decisions. Karnelis (2017)'s research shows that place has no effect on purchasing decisions, but the research of Widyastuti, Pujiharto, Tubastuvi, & Santoso (2020) shows that place has a significant positive effect on purchasing decisions. Adriansyah & Kartawinata (2014)'s research shows the results that people have a significant positive effect on purchasing decisions, while Sigit (2018)'s research shows that people have a positive effect on purchasing decisions. Furthermore, Permatasari (2018)'s research shows that the process has a significant positive effect on purchasing decisions, while Karnelis (2017) shows the results of research where the process has no effect on purchasing decisions. The results of the research by

Adriansyah & Kartawinata (2014) show that physical evidence has a significant positive effect on purchasing decisions, but Sigit (2018)'s research shows that the results have a positive effect on purchasing decisions.

Based on the previous description, the purpose of this study is to analyze the effect of promotion, place, people, process, and physical evidence on direct purchasing.

## 2. Literature Review

### **Effect of promotion on direct and indirect purchases**

Promotion is a means by which companies try to inform about products or services, persuade, and remind consumers directly about the products and brands being sold (Kotler & Kevin Lane Keller, 2016).

Promotion in research results Athar (2020) shows that promotion has a significant positive effect on purchasing decisions, research by Putra, Tarigan, Sitepu, & Singh (2020) and Sigit (2018) shows that promotion results have a positive effect on purchasing decisions, while research by Permatasari (2018), Karnelis (2017), Adriansyah & Kartawinata (2014), Widyastuti et al. (2020) shows the results have no effect on purchasing decisions. Based on the description and previous research, then:

Hypothesis 1 = Promotion has a significant positive effect on direct and indirect purchasing at The Premiere Hotel Pekanbaru.

### **The influence of place on direct and indirect purchases**

Place in a service company is a combination of place and decisions on distribution channels. This means that the place relates to where the company must be established and conduct operations so that consumers can easily reach them (Talabi, 2015).

However, the research of Widyastuti, Pujiharto, Tubastuvi, & Santoso (2020) and (Permatasari, 2018) shows the results that place has a significant positive effect on purchasing decisions. Putra et al. (2020) and Sigit (2018) show the results of research that place has a positive effect on purchasing decisions. Research by Karnelis (2017) and Adriansyah & Kartawinata (2014) shows that place does not affect purchasing decisions. Based on the description and previous research, the hypothesis of this research:

Hypothesis 2 = Location has a significant positive effect on direct and indirect purchasing at The Premiere Hotel Pekanbaru.

### **The influence of people on direct and indirect purchases**

People are all actors who play a role in the presentation of services so that they can influence buyer perceptions where all employee attitudes and actions even the way employees dress and appearance have an influence on consumer perceptions or the success of service delivery (Pemayun, Suryawardani, & Wiranatha, 2020).

In the research of Adriansyah & Kartawinata (2014) and Permatasari (2018) the results show that people have a significant positive effect on purchasing decisions, while Sigit (2018)'s research shows that people have a positive effect on purchasing decisions. Based on the description and previous research, then:

Hypothesis 3 = People have a significant positive effect on direct and indirect purchases at The Premiere Hotel Pekanbaru.

### **The influence of the process on direct and indirect purchases**

Processes are all the actual procedures, mechanisms, and activities used to deliver services. The process in services is a major factor in the service marketing mix where service customers

will be happy to feel the service delivery system as part of the service itself (Kotler & Gary Armstrong, 2016).

Permatasari (2018)'s research shows that the process has a significant positive effect on purchasing decisions, while Sigit (2018) shows the results of the process have a positive effect on purchasing decisions, and Karnelis (2017) and Adriansyah & Kartawinata (2014) show research results where the process has no effect on purchasing decisions. . Based on the description and previous research, then:

Hypothesis 4 = The process has a significant positive effect on direct and indirect purchasing at The Premiere Hotel Pekanbaru.

### Effect of physical evidence on direct and indirect purchases

Physical evidence is a real thing that also influences consumer decisions to buy and use the products or services offered (Firdaus, Agustiani, & Agastya, 2018).

The results of research by Adriansyah & Kartawinata (2014) dan Permatasari (2018) show that physical evidence has a significant positive effect on purchasing decisions, but Sigit (2018)'s research shows that the results have a positive effect on purchasing decisions. Based on the description and previous research, then:

Hypothesis 5 = Physical evidence has a significant positive effect on direct and indirect purchasing at The Premiere Hotel Pekanbaru.

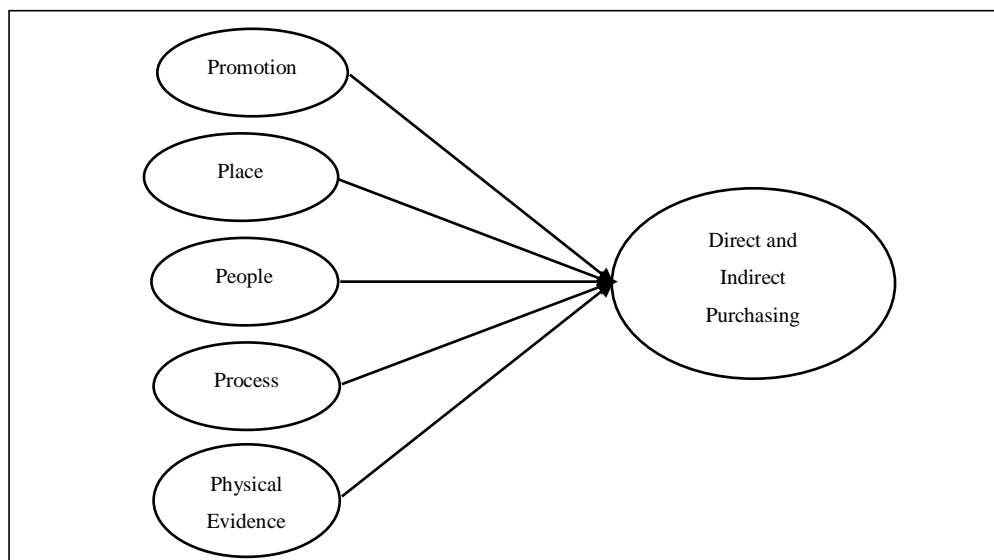


Figure 1: Kerangka Pemikiran  
Source: Previous Research Group

### 3. Method

Research that is ongoing and carried out by the author in order to collect the necessary data as reinforcement and as evidence in writing. The location of this research is also the actual state of the object under study in order to obtain additional data related to the research problem. The location in this research is The Premiere Hotel, Jl. General Sudirman number 389 Pekanbaru-Riau. The population in this study are consumers who make purchases at The Premiere Hotel Pekanbaru whose exact number is not known. By using the Slovin formula, the number of samples of this study was fulfilled to 100 people.

This type of research is descriptive quantitative based on primary data where the data source comes from a questionnaire filled out by the respondent.

## 4. Result and Discussion

### Respondent's Characteristic

Characteristics of direct purchasing respondents based on age, namely in the age group of 20 - 29 years, namely 23% or 12 respondents, aged 30 - 39 years by 33% or 17 respondents, aged 40 - 49 years by 25% or as many as 13 respondents, and by 19% or 10 respondents aged over 50 years. In this study, it can be seen that the number of respondents at the age of 30 - 39 years is more than other age levels. This means that those aged 30 - 39 years who are of the established age and older prefer to book direct or walk-in to The Premiere Hotel because it is easier.

Characteristics of indirect purchasing respondents based on age, namely in the age group of 20 - 29 years, namely 40% or 19 respondents, 29% aged 30 - 39 years or 14 respondents, aged 40 - 49 years by 23% or as many as 11 respondents, and 8% or 4 respondents are over 50 years old. In this study, it can be seen that the number of respondents at the age of 20 - 29 years is more than at other age levels. This means that those aged 20-29 years who are included in the young productive age have a more modern lifestyle or behavior. It can be concluded that the characteristics of respondents based on the age of 30-39 are 33% or 17 respondents more with direct purchasing decisions, while based on indirect purchasing decisions are the ages of 20-29 by 40% or 19 respondents

Characteristics of direct purchasing respondents based on gender consisted of 40% or 21 female respondents and 60% or 31 male respondents. This means that it can be seen that the number of respondents who are dominated by the number of respondents is men as much as 60% or 31 respondents more than women who visited The Premiere Hotel Pekanbaru.

Characteristics of indirect purchasing respondents based on gender consisted of 40% or 19 female respondents and 60% or 29 male respondents. This means that it is seen that the level of visits dominated by the number of respondents is 60% men or 29 respondents more than women who visit The Premiere Hotel Pekanbaru.

Characteristics of direct purchasing respondents based on occupations consist of 31% or 16 respondents from entrepreneurs, 21% or 11 respondents from private employees, 19% or 10 respondents from civil servants, 23% or 12 respondents from being self-employed, and the remaining 6% or 3 respondents. In this study, it can be seen that the number of entrepreneur respondents is more than the others, employers dominate the level of visits at The Premiere Hotel Pekanbaru due to the demands of work or assignments to Pekanbaru and partly to relax.

Characteristics of indirect purchasing respondents based on occupation consist of 15% or 7 respondents from entrepreneurs, 31% or 15 respondents from private employees, 21% or 10 respondents from civil servants, 23% or 11 respondents from being self-employed, and the remaining 10% or 5 respondents etc. In this study, it can be seen that the number of respondents from private employees is more than others, private employees dominate the level of visits at The Premiere Hotel Pekanbaru due to the demands of work or assignments to Pekanbaru and partly to relax. It can be concluded that direct purchasing is more dominant than business respondents, while indirect purchasing decisions are higher, namely private employees.

Characteristics of respondents in terms of income showed 27% or 14 respondents with income below Rp. 3,000,000, 19% or 10 respondents earning Rp. 3,000,000 - Rp. 5,000,000, 17% or 9 respondents earn Rp. 5,000,000 - Rp. 7,000,000, 17% or 9 respondents earning Rp. 7,000,000 - Rp. 9,000,000, and the rest who earn above Rp. 9,000,000 by 27% or 14 respondents. Based on this research, it can be concluded that the highest respondent has income above Rp. 9,000,000. this means that based on the amount of income it does not really determine the decision or use of services at The Premiere Hotel Pekanbaru, by 14 respondents or 27% with income above Rp. 9,000,000 due to the current level of consumer behavior.

## Result

The total average for the promotion variable is 4.24. It can be interpreted that the promotion variable is considered very good by the respondents. Of the 4 indicators, the promotion indicator is found in the promotion offered by The Premiere Hotel which is very attractive and the marketing reach carried out by the premiere hotel is very broad, especially when using online promotions for indirect bookings with a value of 4.35. And the lowest value is found in the statement that the promotions offered by The Premiere Hotel are very attractive and the marketing reach carried out by the premiere hotel is very broad, especially since they have used direct booking online promotions with a value of 4.12.

The total average for the person variable is 4.03. It can be interpreted that the variable of people is considered good by the respondents. Of the 5 indicators, the highest indicator of people is found in the friendliness and willingness of The Premiere Hotel's employees to help you book directly with an average of 4.06. And the lowest statement is in the uniform statement used by very polite employees with an average of 3.92.

The total average for the location variable is 4.01. It can be interpreted that the location variable is considered good by the respondents. Of the 4 indicators, the highest location indicator is in the statement of ease of access to public transportation with an average of 4.02. And the lowest statement is that The Premiere Hotel's location is very strategically close to public facilities with an average of 3.99.

The total average for the process variables is 4.02. It can be interpreted that the variable of people is considered good by the respondents. Of the 4 indicators, the highest process indicator is the process for quick check-in rooms for indirect orders with an average of 4.23, namely fast reservation access services. And the lowest statement is the process for a fast check-in room direct booking with an average of 3.88.

The total average for the physical evidence variable is 4.19. It can be interpreted that the physical evidence variable is considered good by the respondents. Of the 4 indicators, the indicator of attractive physical evidence is the highest indicator of physical evidence is an attractive design and spatial statement with an average of 4.27. And the lowest indicator is in the statement that the condition of environmental cleanliness is very well maintained with an average of 4.06.

The total average for the purchase decision variable is 4.00. It can be interpreted that the purchasing decision variable is considered good by the respondents. Of the 4 indicators, the highest purchasing decision indicator is in the statement of seeking information and having a need to stay at a hotel with an average of 4.17. And the lowest indicator is in the statement of deciding to stay at The Premiere Hotel with an average of 3.83.

**Table 1. Validity Result**

No	Indicator	R statistic	R table	Conclusion
<b>Promotion</b>				
1	Advertising	0.893	0.195	Valid
2	Promotional Suitability	0.895		
3	Sales Promotion	0.898		
4	Marketing Reach	0.886		
<b>People</b>				
1	Helpfulness	0.785	0.195	Valid
2	Friendliness	0.775		
3	Performance	0.762		
4	Sympathetic	0.671		
5	Problem Solver	0.769		
<b>Place</b>				
1	Scope	0.801	0.195	Valid
2	Place	0.798		

3	Supplies	0.779		
4	Transportation	0.779		
<b>Process</b>				
1	Speed	0.790	0.195	Valid
2	Time	0.781		
3	Accuracy	0.808		
4	Agility	0.749		

No	Indicator	R statistic	R table	Conclusion
<b>Physical Evidence</b>				
1	Layout	0.871	0.195	Valid
2	Facilities	0.868		
3	Dekoration	0.857		
4	Ambiance	0.856		
<b>Direct and Indirect Purchasing</b>				
1	Recognition Needed	0.783	0.195	Valid
2	Completeness Information	0.722		
3	Purchasing Decision	0.756		
4	After Purchasing	0.765		

Source: Processed Data, 2022

Table 1 shows that all indicators of each statement that are used as a way to get the measurement results of the research indicators have r statistic test results greater than r table, which means all statements are valid.

**Tabel 2. Reliability Result**

No	Variabel	Cronbach's alpha	Alpha	Conclusion
1	Promotion	0.915	0.60	Reliabel
2	People	0.805		
3	Place	0.798		
4	Process	0.786		
5	Physical Evidence	0.885		
6	Direct and Indirect Purchasing	0.749		

Source: Processed Data, 2022

The results of the reliability test in Table 2 show the variables of promotion, people, location, process, physical evidence and direct and indirect purchasing

### Classic Assumption Test Normality Test

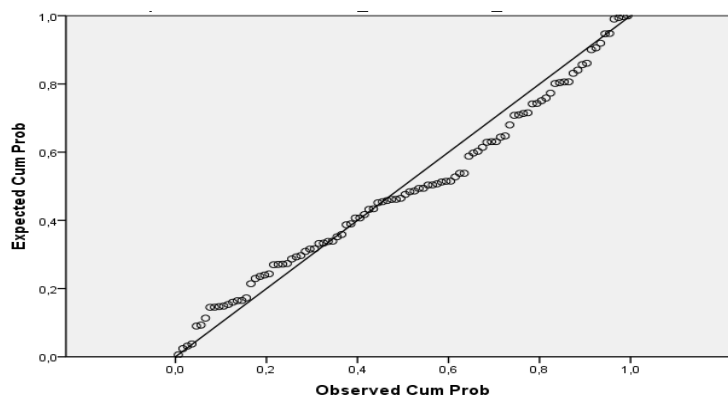
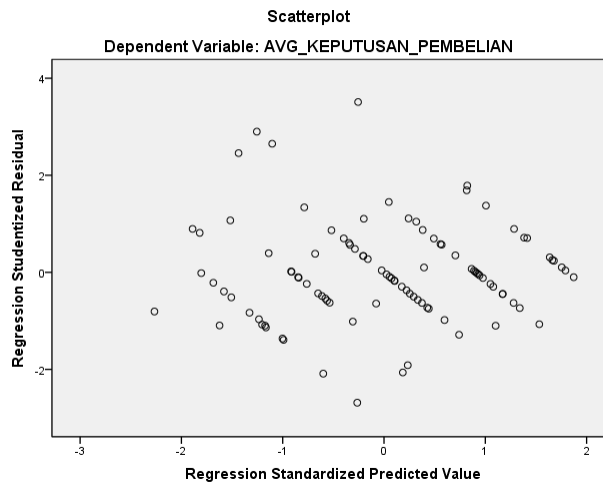


Figure 1: P-Plot

Source: Processed Data, 2022

The results of the normality test shown in Figure 1 show that the points are around the diagonal line, which means that the research data is normally distributed

**Heteroscedasticity Test**



**Figure 2: Scatterplot**  
Source: Processed Data, 2022

Figure 2 shows the points spread around the standardized predicted value regression axes and do not form a certain pattern. This means that there is no heteroscedasticity in this study.

**Multicollinearity Test**

**Tabel 3. Multicollinearity Result**

No.	Variabel	Tolerance	VIF	Conclusion
1	Promotion	0.818	1.223	No multicollinearity
2	People	0.865	1.156	
3	Place	0.895	1.117	
4	Process	0.809	1.237	
5	Physical Evidence	0.770	1.299	

Source: Processed Data, 2022

The results of the multicollinearity test in Table 3 show that all variables have a tolerance value greater than 0.01 and a VIF value less than 10. This means that there is no multicollinearity in all variables in this study.

**Model Test**

**F Test**

**Tabel 4. F Test Result**

Variabel	F statistic	F table	Sig.	Kesimpulan
Promotion, people, place, process, physical evidence on direct purchasing	17.331	2.11	0.000	Significant positive
Promotion, people, place, process, physical evidence on indirect purchasing	23.568		0.000	Significant positive

Source: Processed Data, 2022



Table 4 shows that promotion, people, place, process, physical evidence on direct and indirect purchasing have an Fcount greater than ftable with a significance value less than alpha 0.05. This means that promotion, people, place, process, physical evidence have a significant positive effect on direct and indirect purchasing.

### Coefficient of Determination Test ( $R^2$ )

**Tabel 5. Coefficient of Determination Result**

Model	Purchasing type	R	R square	Adjusted square	r Std error of the estimate
1	Direct	0.857	0.734	0.692	0.35242
2	Indirect	0.897	0.805	0.771	0.31260

Source: Processed Data, 2022

Table 5 shows the adjusted R square value of direct purchases of 0.692 and indirect purchases of 0.771. This means that direct purchases are explained by product, price, promotion, people, location, process, and physical evidence by 69.2%, while the remaining 30.8% is influenced by other variables not examined in the model. In indirect purchases, purchases are explained by product, price, promotion, people, location, process, and physical evidence by 77.1%, while the remaining 22.9% is influenced by other variables not examined in this model.

### Hypothesis Test (t test)

**Tabel 7. Hypothesis Test Result**

Model	T statistic	T table	Significant	Conclusion
Promotion	-2.234	1.985	0.031	Significant negative
People	2.827		0.007	Significant positive
Place	0.031		0.975	No effect
Process	2.527		0.015	Significant positive
Physical Evidence	-1.476		0.147	No effect

Source: Processed Data, 2022

The results of testing the promotion variable show that promotion has a significant negative effect on direct and indirect purchases, which means that the first hypothesis of this study is rejected. The people variable shows that people have a significant positive influence on direct and indirect purchases, this means that the second hypothesis of this study is accepted. Hypothesis testing on the place variable shows that the place has no effect on direct and indirect purchases, which means that the third hypothesis of this study is rejected. Testing on the process variable shows that the process has a significant positive effect on direct and indirect purchases, meaning that the fourth hypothesis of the study is accepted. The results of hypothesis testing on the physical evidence variable show that physical evidence has no effect on direct and indirect purchases, meaning that the fifth hypothesis of this study is rejected.

### Multiple Linear Regression

**Tabel 8. Multiple Linear Regression Result**

Model	Unstandardized Coefficients		Standardized Coefficients Beta
	B	Std. Error	
(Constant)	-0.415	0.448	
Promotion	-0.137	0.059	-0.137
People	0.188	0.060	0.179

Model	Unstandardized Coefficients		Standardized Coefficients Beta
	B	Std. Error	
Place	0.018	0.052	0.020
Process	0.162	0.058	0.165
Physical Evidence	-0.044	0.069	-0.039

Sources: Processed Data, 2022

Table 8 shows where:

$$Y = -0.415 - 0.137_{promotion} + 0.188_{people} + 0.018_{place} + 0.162_{process} - 0.044_{physical\ evidence} + \varepsilon$$

The multiple linear regression equation above can be explained: (1) the constant value ( $\alpha$ ) is -0.415 which means that promotion, people, location, process, and physical evidence are worth -0.415 (2) the promotion coefficient of multiple linear regression is -0.137 which means the coefficient negative value, where if the promotion has increased, then direct and indirect purchases have decreased (3) people's multiple linear regression coefficient is 0.188 which means the coefficient is positive, where if people experience an increase, then direct and indirect purchases also increase (4) the coefficient of multiple linear regression of 0.018 which means the coefficient is positive, where if the place has increased, then direct and indirect purchases have also increased (5) the coefficient of multiple linear regression process is 0.162 which means the coefficient is positive, where if the process has increased, then direct and indirect purchases also increase (6) multiple linear regression coefficient of physical evidence is -0.044 which means the coefficient is negative, where if physical evidence increases, direct and indirect purchases experience a decrease

## Discussion

### Effect of promotion on direct and indirect purchases

Based on the descriptive results of the respondents' responses, it can be seen that the average total value of the promotion belongs to the good category. It is known that the highest average value in promotional statements is found in The Premiere Hotel Pekanbaru advertising their services through social media. And the lowest value is found in the promotional statements offered and the marketing reach that is carried out is very broad.

Based on the results of hypothesis testing, the promotion variable has a significant negative effect on direct and indirect purchasing decisions. This shows the results are not in line with the theory that promotion is a means by which companies try to inform about products or services, persuade, and remind consumers directly about the products and brands being sold (Kotler & Kevin Lane Keller, 2016). This result is also not in line with the research results of Athar (2020), Putra, Tarigan, Sitepu, & Singh (2020), Sigit (2018), Permatasari (2018), Karnelis (2017), Adriansyah & Kartawinata (2014), and Widyastuti et al. (2020).

This means that consumers at The Premiere Hotel Pekanbaru prioritize other things than promotions because consumer decisions in making purchases both directly and indirectly are motivated by various kinds of interests and needs.

### The influence of people on direct and indirect purchases

Based on the descriptive results of the respondents' responses, it can be seen that the total value of the average person belongs to the good category. It is known that the highest average value in the statement of employees is sympathetic and friendly in serving customers. And the lowest statement is found in the uniform statement used by very polite employees.

Based on the results of hypothesis testing, the person variable has a significant positive effect on direct and indirect purchases. This means that the test results are in line with the theory where people are all actors who play a role in the presentation of services so that they can

influence buyer perceptions such as all employee attitudes and actions even the way employees dress and appearance of employees have an influence on consumer perceptions or the success of service delivery (Pemayun et al., 2020). The test results are also in line with the research of Adriansyah & Kartawinata (2014) and Permatasari (2018) showing the results that people have a significant positive effect on purchasing decisions, but are not in line with the results of Sigit (2018)'s research which shows that people have a positive effect on purchasing decisions.

This means that consumers at The Premiere Hotel Pekanbaru prioritize human resources who have adequate and professional appearance and performance in deciding whether to purchase directly or indirectly.

### **The influence of place on direct and indirect purchases**

Based on the descriptive results of respondents' responses, it can be seen that the average total value of the place belongs to the good category. It is known that the highest average value in the statement of ease of access to public transportation is known. And the lowest statement is that The Premiere Hotel Pekanbaru has affordable access to the surrounding area. This means that the test results are not in line with the theory where the place in a service company is a combination of place and decisions on distribution channels. Place relates to where the company must be established and conduct operations so that consumers can easily reach them (Talabi, 2015).

The test results are in line with the research of Karnelis (2017) and Adriansyah & Kartawinata (2014) which show that place has no effect on purchasing decisions. However, this is not in line with the research of Widyastuti, Pujiharto, Tubastuvi, & Santoso (2020), (Permatasari, 2018), Putra et al. (2020), and Sigit (2018).

This means that consumers of The Premiere Hotel Pekanbaru do not prioritize where the hotel is located because consumers pay more attention to comfort and tranquility.

### **The influence of the process on direct and indirect purchases**

Based on the descriptive results of the respondents' responses, it can be seen that the average total value of the process belongs to the good category. It is known that the highest average value in the statement of fast reservation access service. And the lowest statement is that the service provided is quite good and fast.

Based on the results of hypothesis testing, the process variable has a significant positive effect on direct and indirect purchases. This is in line with the theory where the process is all the actual procedures, mechanisms, and activities used to deliver services. The process in services is a major factor in the service marketing mix where service customers will be happy to feel the service delivery system as part of the service itself (Kotler & Gary Armstrong, 2016). The test results are supported by the results of the research of Permatasari (2018) showing that the process has a significant positive effect on purchasing decisions but is not supported by the research results of Sigit (2018), Karnelis (2017), and Adriansyah & Kartawinata (2014).

This means that consumers of The Premiere Hotel Pekanbaru prioritize the speed of service in making reservations either directly or indirectly.

### **Effect of physical evidence on direct and indirect purchases**

Based on the descriptive results of respondents' responses, it can be seen that the average total value of physical evidence is in the good category. It is known that the highest average score on attractive design and layout statements. And the lowest indicator is found in the statement that the condition of environmental cleanliness is very well maintained.

Based on the results of hypothesis testing, the physical evidence variable has no effect on direct and indirect purchases. This is not in line with the theory where physical evidence is a real thing that also influences consumer decisions to buy and use the products or services offered

(Firdaus, Agustiani, & Agastya, 2018). The results of this study are also not in line with the results of research by Adriansyah & Kartawinata (2014), Permatasari (2018), and Sigit (2018). This shows that consumers of The Premiere Hotel Pekanbaru are not concerned with physical evidence such as attractive designs and layouts because consumers prefer skilled staff and speed of service.

## 5. Conclusions

The promotion variable has a significant negative effect on direct and indirect purchases at The Premiere Hotel Pekanbaru. The person variable has a significant positive effect on direct and indirect purchases at The Premiere Hotel Pekanbaru. The place variable does not affect direct and indirect purchases at The Premiere Hotel Pekanbaru. The process variable has a significant positive effect on direct and indirect purchases at The Premiere Hotel Pekanbaru. The physical evidence variable has no effect on direct and indirect purchases at The Premiere Hotel Pekanbaru.

In increasing direct and indirect purchases, The Premiere Hotel Pekanbaru can improve the quality of human resources and processes in providing services to consumers so that under any conditions, the sustainability of the hotel is maintained and improved.

The limitation of this study is the limited time for direct distribution of questionnaires due to the pandemic.

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