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The Impact of Full Funnel Marketing Strategy towards Preference Hotels Mediated by Technology-Driven Market in the Tourism Industry

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ABSTRACT

This study aims to determine the influence of funnel marketing strategy, digital tourism, and consumer generation towards hotel preference in New Normal. This research is a quantitative study using SPSS 23 to process data. This research was conducted in DKI Jakarta, Indonesia. The sample collection technique used non random sampling technique. The sample was calculated using the Slovin formula where 110 respondents were selected. The results showed that the results of the partial test (t test), there were three variables, namely funnel marketing, digital tourism, consumer generation had a negative and do not have significant effect on hotel preference, whereas in the simultanous test showed a positive and a significant effect on hotel preference and it was also found that that 45.9% hotel preference is influenced by other three independent variables, and the rest 64.1 % is influenced by other factors.

Keywords: full funnel marketing strategy, consumer generation, digital tourism, preference hotels

INTRODUCTION

The development of the tourism business in Indonesia continues to experience a resurgence after "suspended death" due to the covid 19 pandemic. The condition is getting better and experiencing significant developments. Tourism managers and entrepreneurs who are members of it have begun to renew strategies to attract domestic and foreign tourists and increase tourism business again. The existence of changes in consumer lifestyles in New Normal conditions must be a concern and consideration for tourism managers and entrepreneurs to attract consumer interest and adapt the changes that occur in consumers. The tourism business is a business that is able to show the beauty, uniqueness, comfort of a place, products, art, and so on. Business is an art because every business must find a way to attract customers, so that they carry out the buying process to repeat purchases, to visit the location or the place, to enjoy the fresh natural air, which in the end customers become loyal to the products or service offered. Factor that must be considered is how to get customers. By implementing a results-oriented strategy, the company must develop and implement a marketing

strategy plan in addition to product development as well as through marketing channels, namely by maximizing the promotion process to increase the success of predetermined profits.

LITERATURE REVIEW

The development of promotional strategies supported by digital technology, the internet, social media change the lifestyle of customers in service businesses such as the tourism business. Service companies are competing to make promotions by offering the most attractive facilities, as easy as possible to make a reservation, as short time as possible in seconds being able to present and offer images, advertisements, sounds that arouse customers interest. Companies engaged in the tourism business must have a strategy to attract customers to become loyal customers who in the end repeat themselves using tourism travel presenters, tour guides, tourist sites, and hotels.

Funnel Marketing

Companies must develop marketing strategies to encourage customers from one stage to the next to become loyal customers. This concept is referred to as a funnel. The description of a funnel is a condition in which the company uses a marketing strategy, with the initial stage using the symbol at the top of the funnel to attract as much market share as possible. The marketing funnel is a process about the customers' journey starting from the "awareness" stage, which is when the customers first learn about the product or service being offered, to the "purchase" stage, when the consumer is ready to buy the product or service offered. The company is slowly fostering or influencing potential customers in continuous purchasing decisions. The funnel or marketing funnel becomes the marketing cylinder, and all of the prospect's buyers will turn into as many customers as possible, making the funnel more cylindrical. Funnel versions differ from one another. Some have many "stages" while others have few "stages", these are adapted to the different names and actions used by the company. By dividing the consumer buying process into these main stages, the company can adapt its marketing strategy for each stage by increasing the company's ability to drive consumers from one stage to the next (Linkedin, 2015; Nohara, et al.,2019; Mediatool, 2019)

The funnel also includes post-purchase follow-up which increases retention, cross-sell and upsell. The funnel attracts the consumer market share at the top, narrowing it down to a smaller level at the bottom, who will become customers. Traditional marketing and sales channels end at the conversion point, where a purchase is made. That's why the marketing funnel is sometimes referred to as the buying funnel. Modern marketing funnels are more comprehensive because they go further and include retention factors related to consumer loyalty and advocacy. By adding these levels beyond the buying stage, the funnel reflects the consumer life cycle more accurately, and strengthens sales growth.

The strategy used at each level of the marketing funnel can be measured by tracking various metrics. The metrics in question will differ based on the funnel level and the strategy used. Performance tracking allows companies to try different marketing strategies and assess which ones are most effective. It is important to note that consumers at each level of the marketing channel are at different points along the buying path, so consumers must be targeted with different marketing strategies.

a. Stages of funnel marketing

Before a marketing strategy is carried out, companies must pay attention to important things from potential consumers such as the criteria that must be met to match the product or service offering, income level, interests, or hobbies, which then attract the attention of consumers. After the company knows the target consumer, the company must pay attention to 2 (two) marketing approaches to reach consumers, namely the incoming marketing approach and the outgoing marketing approach. The inbound marketing approach means attracting consumers to the company, while the outbound marketing approach means pushing the company's message to consumers, generally through advertisements, billboards or digital platforms such as the Google advertising network, distributing flyers within the company, attending trade shows. In practice, companies can combine the two, or focus on the one that is most suitable. Content is easy to find on the internet today, so inbound marketing is considered more effective, and generally less expensive, than outbound. Inbound and

outbound marketing approaches have the same goal of getting as many of the company's target consumers as possible to the company's website or place of business (

1) Awareness
   Awareness is the initial stage of a marketing funnel that aims to increase customers' awareness through marketing campaigns such as advertisements, trade shows, content (blog posts, infographics, etc.), webinars, direct mail, viral campaigns, social media, television, search, etc. The next process is to take the target customers to the next funnel phase, namely awareness metrics that the success of the awareness stage is measured by the number of consumers who believe in the company's business, such as the number of people who see an ad or visit the company's website.
2) Consideration
   In the consideration stage, consumers who are interested in the company's business are considering buying or not buying and express interest by signing up for the company's email list or requesting a brochure. These consumers are classified as prospects. If the company uses sales staff, these leads will be forwarded to sales representatives to follow up in the sales process. If the company doesn't have a sales representative, the marketing team will drive those customers' prospects further down the marketing funnel. The strategy in this phase aims to provide services to consumers by providing the most suitable offers according to consumer needs To measure how many email signups, how much time consumers spend on company sites, and how many people click on company retargeting campaign ads, companies can consider metrics such as organic search, blogs, online reviews, performance marketing, etc.
3) Conversion
   At this stage, the company's goal is to get as many customers as possible from the previous two stages, which consumers then decide to buy. Conversion metrics are used to track or measure the number of consumers who end up buying. Companies can track conversion rates back to certain marketing tactics and double it. The examples of conversion stages are targeted campaigns or campaigns targeted to a specific demographic, free trials, remarketing, etc.
4) Activation
   Activation is the stage that the thing companies are looking forward to happen after going through the customers' journey. Potential buyers have decided to buy the product or service. The good side is the companies get benefit from the purchase but anothr side that there is no guarantee the customers will make repeat purchases. If the companies don't move them to the next stage in the funnel, namely loyalty and advocacy, the companies may end up in the same position. The examples of activation stages in a marketing funnel are purchase, subscription, or booking.
5) Loyalty (Loyalty)
   Marketing a product or service to existing customers is a strategy to keep consumers engaged in the company's business. The buying phase is expanded by offering lower prices to retain existing customers rather than seeking new ones. In addition, existing consumers are more likely to make purchases because these consumers have experienced the product or service before, and the company understands what consumers expect. A strong marketing funnel includes stages of loyalty, and customer retention. An explanatory example is the Apple company with strong loyalty. Customers line up in Apple stores to buy the latest iPhones. A company must be able to get customer retention. The marketing strategy is still ongoing to ensure the products offered at the next opportunity can attract loyal customers. At this stage, you can create a loyalty program by providing "something" that customers can benefit from if they continue to use your product or service. Your marketing efforts should not end at the activation stage. Email marketing and frequent new offers are only a small part of what you can do here. Today's customers will also see companies' values and work ethic, your overall brand voice, engaging and engaging content, impressive customer service, and generally companies' brand is something they want to use. Examples of loyalty stages are all retention campaigns, such as loyal customer discounts, discount

vouchers for every purchase, promo codes for the first purchase (which will be used on subsequent purchases), etc.

6) Advocacy
The advocacy phase is at the bottom of the funnel, which is how to encourage consumers to recommend the company's products or services and business to others, thereby generating new customers. For example a company that markets a product or business of dental practice equipment, marketing will be more effective if existing customers recommend dental practice equipment to others because recommendations increase the likelihood of consumers trying the product or service offered, and tend to result in faster conversions than increasing spending. Marketing in the awareness phase of the funnel to generate new consumers. The advocacy metric measures the percentage of customers who come through a referral program implemented in the company and measures the comments consumers say on social media. Small businesses that don't have the time or resources to devote to social media can use software tools, such as Hootsuite, to simplify monitoring and managing various social media outlets. Advocacy is when the customers bring in new customers. Everyone's favorite reference, "word of mouth" is what the companies should be able to achieve as the best form of digital marketing.

Digital Tourism

Tourism still focuses on high-tech applications for marketing purposes such as mobile phones, mobile applications and virtual reality. Virtual reality is one of the most recent media (Lee et al., 2014:49-58). Digitization is changing the traditional way of tourism (Altin, 2017: 46-52; Tussyadiah, 2017:46-52). Bogicevich et al. (2015) discovering the potential of marketing destinations through digital marketing technology shows that virtual realty is significant in triggering travelers to “daydream” about stay offers before experiencing them at their destination. Tussyadiah et al., (2017: 1-15) argue that virtual reality in tourism offers more meaningful content for tourism. It also opens up new understandings and intentions for tourism destinations. Rejon-Guardia et al. (2020:335-344)] measures the factors that make visitors intend to visit virtual reality destinations that virtual reality mediates the relationship between experience and emotional feelings (Errichiello, L., et al., 2019:590-605). Virtual reality perceptions and attitudes are highly dependent on education. Virtual reality is an emerging tool in experience enhancement and design to develop the tourism and hospitality industry. Research findings show that virtual tourism is suitable for future visitors. However, in their study, Han & Dieck (2019: 237-246) suggested identifying the needs and demands of tourists about virtual reality.

Regarding e-tourism sites, Xu Li and Youcheng Wang seek to bridge the gap in the tourism marketing evaluation model by constructing a site evaluation model conceptually through five dimensions, namely information, communication, transaction, relationship, and technical merit (Li & Wang, 2011: 287-302). The information dimension includes tourist attractions, activities, maps and directions, destination backgrounds, themed products, transportation, event calendars, restaurants, travel brochures, travel agents, accommodation, travel packages, entertainment, local weather, shopping, tips travel, travel/vacation planning, and channels to regional/city/area web pages. The communication dimension consists of a search function, interactive communication tools, online forums, comment fields, online surveys, FAQs (frequently asked questions), and email newsletters. The transaction dimension includes online reservations, secure transactions, tourist attraction tickets, event tickets, and shopping carts. The relationship dimension includes personalization, complaint handling, best offers, virtual tours, cross-selling opportunities, privacy policies, special offers, web seal certifications, customer loyalty programs, and incentive programs. Finally, the technical merit dimension includes site page design, recognition by search engines, channel checks (links), access time, navigation, visual appearance, site mapping, and diversity of language features.

Preferred Hotels

In the 21st century, the tourism industry is increasingly showing movement to build tourism products through services in the hospitality industry, using innovative digital tourism pathways (Kayumovich, K.O., 2020:23-24). Digital technology is an important and integral part of a business

(Yeung, K., et al.2019), especially the tourism and hospitality industry, which challenges the importance of tourism revenue. However, social distancing restrictions and pandemic infections make it difficult to move. Several international tourist destinations and tourism activities are opening to a new normal at this time where efforts to open tourism destinations are carried out through new standard SOP procedures to prevent the COVID-19 outbreak from developing (Gössling, S., et al., 2020:1-20). The current situation is not favorable for the opening of tourism destinations which causes losses for travel and tourism companies as well as local communities and tourists. The impact of the Covid-19 Pandemic has led to inconsistent planning for the future of tourism and an uncertain situation (Oztemel,E. et al.,2020:127-182). Sarkar et al. (2020: 273-296) explained that the current pandemic outbreak will shape the behavior of individuals and communities towards travel and tourism. The tourism industry requires significant changes to attract potential tourists, and technological advances are the premium future of the tourism industry, namely by utilizing modern technology and Information Technology (I.T.) developments. Virtual reality is a very modern and advanced development in the industrial revolution or IR 4.0. Virtual tourism is a better and safer option for the tourism industry. Virtual travel is advancing with virtual reality and augmented reality to allow travelers to enjoy new places and destinations without leaving their homes (Ranasinghe, R.; et al.,2020) which fuels the desire to travel and entertain unique experiences (De Luca, G., et al.,2020:3929; Fauziah, C.L., 2020: 66-91).

Virtual reality is a tool used for destination marketing and tourism marketing. Moorhouse(2019:285) argues that virtual reality adaptation significantly increases tourism. The tourism industry is trying to adapt technological developments and transformational technology to tourism industry users and destinations which are alternative techniques to provide an entertaining experience to tourists (Wreford, O., et al., 2019: 721-732). The study findings suggest that virtual reality represents an innovative and extension of the entertainment industry, but that the current form of virtual reality does not provide direct social and sensory satisfaction. Virtual reality is an important component of the experience that influences users to participate in virtual spaces. Real-world experience is an expensive and time-consuming process. Louw & Louw (2018: 1-16) found that virtual reality can provide visitor experiences and identified virtual reality spaces for the industry to replace real tourism experiences leading to virtual cultural tours. Virtual reality is based on the intentions of visitors from different social networking sites. Although virtual reality is an important element in tourism development, the presence of technological disruptions must be considered virtual reality. Buhalis et al. (2019:484-506) and Han et al. (2013: 511-523) conducted a study to find and identify technology disruption into the 3 (three) subsets of expected future in-service disruption events that could benefit from instant attention such as extra-physical skills, highly customizable abilities, and experiences beyond computing.

Augmented reality is an experience that can influence tourism behavior (Keckes, A., et al.,2017:157-167). Barrado-Timón & Hidalgo-Giralt (2019: 2835) conducted a study to investigate the impact of augmented reality and virtual reality. Augmented reality and virtual reality are adopted by many industries as tourism marketing tools (He, Z.,.et al.,2018:127-139). Tourism industry practitioners recognize augmented reality as a very promising experimental potential because it influences product purchase decisions (Gibson, 2018: 93-107). Although the travel and tourism industry has a significant reliance on virtual reality and augmented reality, social media platforms are essential for marketing. Destination marketing using augmented reality and virtual reality experiences requires social media marketing to engage users with these technologies. For example, consumers can use their mobile phones when they are in a restaurant, directly leave a review or comment, or point their tablet at a historical place and be presented with information about its history (Shatnawi, T. et al., 2020:1-23). The development of virtual reality devices is increasingly permeating the tourism industry, and users are looking for better services to enjoy. According to Muñoz-Leiva et al. (2019: 83-95), social media helps develop local and domestic tourist destinations into international forums through wider community outreach. In the era of internet communication and virtual reality, media is turning into a digital communication source.

RESEARCH METHODS

The research uses quantitative methods. Data processing and hypothesis testing using SPSS version 23. This research was conducted in DKI Jakarta, Indonesia. non Random Sampling was used for sampling. Samples taken as many as 110 people were arrested using the Slovin formula.

RESULTS AND DISCUSSION

The sample in this study were 110 people who were respondents in this study. The sample in this research is the customers in DKI Jakarta, Indonesia. In this study, respondents are divided into several characteristics. From these respondents, a description of the respondent can be made as follows:

Characteristics of Respondents

Table 1 : Gender

Gender	Frequency	%
Men	54	49.1
Women	56	50.9
Total	110	100

Source : Proceed Data, 2022

The table above explains that the gender of the sample in the study was mostly women with a percentage of 50.9%, while men were 54 with a percentage of 49.1

Table 2 : Age

Age	Frequency	%
< 18 – 26 years old	57	52.3
27 – 35 years old	15	13.8
36 – 44 years old	9	8.3
45 – 53 years old	19	17.4
> 54 years old	9	8.3

Source : Proceed Data, 2022

The table above shows that the age of the sample in this study, aged 18 to 26 years were 57 people or 52.3%, the second group was samples in 45 to 53 years old, that are 19 people or 17.4%, the third was 27 to 35 years, that are 15 people or 13.8.%. The fourth and fifth sequences have the same number of people aged 36 to 44 years and those aged over 54 years each as many as 9 people or 8.3%.

Table 3 : Education

Education	Frequency	%
Senior High School	51	46.4
Diploma	4	3.6
Undergraduate	24	21.8
Graduate	31	28.2

Source : Proceed Data, 2022

The table above shows that in this study, the most samples had high school education as many as 51 people or 46.4%, the second order sample with postgraduate education were 31 people or 28.2%, the third group was samples with undergraduate education as much as 24 or 21.8%, which the last is the sample with diploma education as many as 4 people or 3.6%.

Table 4 : Hotel reservation purpose

Hotel reservation purpose	Frequency	%
Working	45	41.3
Personal	79	72.5

Source : Proceed Data, 2022

The table above shows that the sample who made hotel reservations was for personal use as many as 79 people or 72.5% while for office purposes as many as 45 people or 41.3%

Table 5 : Considerations in choosing a hotel

Considerations in choosing a hotel	Frequency	%
Star Hotel	31	28.2
Price	76	69.1
Location	56	50.9
Building	7	6.4
Building area	3	2.7
Facility	61	55.5

Service	42	38.2
Greeting	3	2.7
Food and Beverage	27	24.5
Secure	36	32.7

Source : Proceed Data, 2022

The table above shows that the sample taking into account when choosing a hotel based on price is the largest with a total of 76 people or 69.1%. The second consideration is the facility as many as 61 people or 55.5%, the third consideration is the location, which is 6 or 50.9%. the fourth consideration is service as many as 42 people or 38.2%., then the fifth is secure as many as 36 people or 32.7%, the sixth is class or stars hotels as many as 31 people or 28.2%. Next is the building area and the greeting which have the same number of samples, namely 3 people each or 2.7% each.

Table 6 : Hotel reservation implementation

Hotel reservation implementation	Frequncy	%
Do it by yourself	65	59.6
Come to hotel	38	34.9
Somebody who is good in internet	20	18.3

Source : Proceed Data, 2022

The table above explains that in the implementation of hotel reservations, the most samples are those who make their own reservations, namely 65 people or 59.6%, samples who come directly to the hotel as many as 38 people or 34.9%, and the last sample who is assisted by others to make reservations through the internet as many as 20 people or 18.3%

Table 7 : Considerations in choosing a hotel location

Considerations in choosing a hotel location	Frequency	%
Urban	69	63.3
Suburbs	14	12.8
City limits	3	2.8
Mountains, seaside, lakeside	54	49.5

Source : Proceed Data, 2022

The table above shows that the largest sample is a sample that considers choosing hotels in urban areas as many as 69 people or 63.3%, the second group is a sample that considers hotels located in mountains, seaside, lakeside, as many as 54 people or 49.5%, next is the sample that considers hotels in the suburbs is 14 people or 12.8%, and the last is the sample that considers hotels in the city limits or motels as many as 3 people or 2.8%.

Table 8 : Go on vacation before the pandemic is over

Go on vacation before the pandemic is over	Frequency	%
Once a year	43	39.4
Twice a year	39	35.8
Every 2 years	6	5.5
Never on vacation	13	11.9
Etc.	9	8.3

Source : Proceed Data, 2022

The table above shows the activities of vacationers before the pandemic. The largest sample is the sample who vacation once a year as many as 43 people or 39.4%, the sample who vacation 1 year 2 times as many as 39 people or 35.8%, the sample who never vacations as many as 13 people or 11.9%, while the sample who vacation every 2 years as many as 6 people or 5.5%. The rest are samples that fill in and others are 9 people or 8.3%.

Tabel 9 : Travel during 2021-2022

Travel during 2021-2022	Frequency	%
Working in the city	58	53.7
Working out of town	19	17.6
Working abroad	2	1.9
Vacation in the city	25	23.1
Out of town vacation	45	41.7
Vacation abroad	4	3.7

Source : Proceed Data, 2022

The table above shows that the trips made in the sample from 2021 to 2022, the most of which were trips within the city as many as 58 people or 53.7%, the second was vacationing outside the city as many as 45 people or 41.7%, the third was traveling in the city as many as 25 people or 23.1% , the fourth is working outside the city as many as 19 people or 17.6%, the fifth is vacationing abroad and working abroad, each of which is 4 people or 3.7% and 2 people or 1.9%.

Table 10 : Frequently visited place

Frequently visited place	Frequency	%
In the city	66	61.7
Out of town	52	48.6
Outside the island	9	8.4
Abroad	5	4.7

Source : Proceed Data, 2022

The table above shows that the places frequently visited by the sample are in the city as many as 66 people or 61.7%, the second place is out of town as many as 52 people or 48.6%, the third is outside the island as many as 9 people or 8.4%, and the last is overseas as many as 5 people or 4.7%

Table 11 : Recently visited tourist spot

Recently visited tourist spot	Frequency	%
In the city	51	48.1
Out of town	58	54.7
Outside the island	9	8.5
Abroad	2	1.9

Source : Proceed Data, 2022

The table above shows that the most recent sample of tourism places visited is out of town as many as 58 people or 54.7%, the second is a sample that has just visited within the city as many as 51 or 48.1%, the third is a sample who visited outside the island as many as 9 people or 8.5 %, the last day is a sample that has just visited abroad as many as 2 people or 1.9%

Table 12 : Information on tourist places visited

Information on tourist places visited	Frequency	%
From family	22	20.4
From friends	44	40.7
From Sosial Media	68	63
etc	16	14.8

Source : Proceed Data, 2022

The table above shows that information on tourism places visited came from social media as many as 68 people or 63%, then from friends as many as 44 people or 40.7%, the third was from family as many as 22 people or 20.4%, while those who chose and others others as many as 16 people or 14.8%

Table 13 : Order of Social Media used to search for tourism places

Order of Social Media used to search for tourism places	Frequency	%
Traveloka	90	84.9
Agoda	20	18.9
Booking.com	16	15.1
Airbnb	3	2.8
Pegipegi	10	9.4
Tiket.com	34	32.1
OYO	8	7.5
Airy	1	0.9
Reddoorz	5	4.7
Klook	0	0
Trivago	3	2.8
Mister Aladin	3	2.8

Source : Proceed Data, 2022

The table above shows that the sample uses social media sequences to search for tourism spots. The first order where the most selected sample is Traveloka, which is 90 people or 84.9%, the second is Tiket.com, which is 34 people or 32.1%, the third is Agoda, which is 20 people or 18.9%, the fourth is Booking.com, which is 16 people. or 15.1%, the fifth is Pegipegi with 10 people or 9.4%, the sixth is OYO with 8 people or 7.5%, the seventh is Reddoorz with 5 people or 4.7%, while Airbnb, Trivago, and Mister Alading each have 3 people or 2.8%.

Table 14 : Order of hotel selection in tourist spots

Order of hotel selection in tourist spot	Frequency	%

Star hotel	28	25.9
Online reservation	24	22.2
Easy to get info from social media	62	57.4
Easy access	36	33.3
Price	58	53.7

Source : Proceed Data, 2022

The table above shows the order in choosing hotels in tourism places. The largest sample is the sample choosing hotels that are easily to get info from social media, that are 62 people or 57.4%, the second group is price that is 58 people or 53.7%, the third group choose easy to access as many as 36 people with 33.3%, the fourth is star hotels as many as 28 people or 25.8%, and the last one is online reservation as many as 24 people or 22.2%.

Table 15 : Open social media application

Open social media application	Frequency	%
When I rest	68	63
At night	20	18.5
In the morning	3	2.8
At all times	32	29.6

Source : Proceed Data, 2022

The table above shows that the sample who opens social media while resting is the most, namely 68 people or 63%. The sample who opens social media all the time is 32 people or 29.6%, the sample who opens social media at night is 20 people or 18.5% while the sample who opens social media in the morning is 3 people or 2.8%

Validity test

The validity test was carried out by comparing the calculated r value with the r table value for a significance level of 5% of the degree of freedom (df) = n-k, in this case n is the sample and k is the independent variable. If r count > t table then the question or indicator is declared valid, and vice versa if r arithmetic < t table then the question or indicator is declared invalid.

Table 16 : Validity test

X1			
Items	R-value	R-table	Information
1	0.452	0.1882	Valid
2	0.638	0.1882	Valid
3	0.527	0.1882	Valid
4	0.342	0.1882	Valid
5	0.710	0.1882	Valid
6	0.824	0.1882	Valid
7	0.715	0.1882	Valid
8	0.765	0.1882	Valid
9	0.822	0.1882	Valid
10	0.539	0.1882	Valid
11	0.463	0.1882	Valid
12	0.707	0.1882	Valid
X2			
1	0.347	0.1882	Valid
2	0.483	0.1882	Valid
3	0.472	0.1882	Valid
4	0.462	0.1882	Valid
5	0.536	0.1882	Valid
6	0.555	0.1882	Valid
7	0.454	0.1882	Valid
8	0.516	0.1882	Valid
9	0.579	0.1882	Valid
X3			
1	0.685	0.1882	Valid
2	0.631	0.1882	Valid
3	0.679	0.1882	Valid

4	0.602	0.1882	Valid
5	0.708	0.1882	Valid
6	0.717	0.1882	Valid
7	0.690	0.1882	Valid
8	0.644	0.1882	Valid
9	0.705	0.1882	Valid
10	0.650	0.1882	Valid
Y			
1	0.719	0.1882	Valid
2	0.781	0.1882	Valid
3	0.841	0.1882	Valid
4	0.832	0.1882	Valid
5	0.742	0.1882	Valid
6	0.613	0.1882	Valid

From the table above, it can be seen that all the correlation coefficient values for each item with a total score of r count > r table (0.1882). Thus, it can be concluded that the items are declared valid or able to measure these variables, so that they can be used as a data collection tool in this study. The results of the validity test will be tested again with a reliability test.

Reliability Test

Table 17 : Reliability test

Variable	Cronbach's Alpha	Information
X1	0.757	Reliable
X2	0.601	Reliable
X3	0.764	Reliable
Y	0.786	Reliable

From the table above, the results of the reliability test show that all variable items have a large enough Cronbach Alpha coefficient, which is above 0.600 so that it can be said that all measuring concepts for each variable from the questionnaire are reliable, so that further items on each concept variable is suitable for use as a measuring tool.

4.3 Multicollinearity

Table 18 : Multicollinearity test

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2.123	2.990		.710	.479		
Funnel Marketing	.091	.035	.203	2.585	.011	.843	1.186
Customer Generation	.110	.073	.121	1.509	.134	.806	1.240
Digital Tourism	.347	.056	.521	6.198	.000	.737	1.356

a. Dependent Variable: Hotel Preferensi

The table shows that the Tolerance value of each independent variable, namely Funnel Marketing (X1) = 0.843, Customer Generation (X2) = 0.806, and Digital Tourism (X3) = 0.737. From the table above, it is also known the VIF value of each independent variable, namely Funnel Marketing (X1) = 1.186, Customer Generation (X2) = 1,240, and Digital Tourism (X3) = 1.171. The three variables have a Tolerance value > 0.1 and a VIF value < 10, so it can be concluded that there is no multicollinearity between the independent variables.

Autocorrelation test

Table 19 : Autocorrelation test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.689[a]	.474	.459	2.359	1.959

a. Predictors: (Constant), Pariwisata Digital, Pemasaran Saluran, Generasi Konsumen

b. Dependent Variable: Hotel Preferensi

Tabel above shows that the Durbin-Watson is 1.959. It means that the Durbin-Watson value is between -2 to + 2, so the data in the variable does not occur autocorrelation..

Hypothesis testing

Hypothesis testing is a decision-making method based on data analysis, both from controlled experiments, and from observations (uncontrolled). In statistics, a result can be said to be statistically significant if the event is almost impossible to cause by chance, according to a predetermined probability limit.

A. Determination Coefficient

The coefficient of determination is a quantity that shows the amount of variation in the dependent variable that can be explained by the independent variable. In other words, the coefficient of determination (R2) is used to determine the level of significance or suitability of the relationship between the independent variable and the dependent variable in linear regression.

Table 20 : Determination Coefficient Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.689[a]	.474	.459	2.359	1.959

Predictors: (Constant), Digital TourismFunnel Marketing, Generation Consumer

b. Dependent Variable: Prefrence Hotel Hotel Preferensi

Based on the table above, it could be stated that The adjusted R Square (R^2) determination coefficient is 0.459, which means that 45.9% hotel preference is influenced by other three independent variable, and the rest 64.1 % is influenced by other factors.

B. Partial Test (t)

The t-test aims to determine whether the individual variable has a significant influence on the dependent variable. The criteria used in the t-test in this study are as follows: confidence level = 95% (α = 5%), degrees of freedom (df) = n-k-1 = 110-3-1 = 106, obtained ttable = 1.98260.

Table 21 : Partial Significant Test (t test)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.123	2.990		.710	.479		
	Funnel Marketing	.091	.035	.203	2.585	.011	.843	1.186
	Consumer Generation	.110	.073	.121	1.509	.134	.806	1.240
	Digital Tourism	.347	.056	.521	6.198	.000	.737	1.356

a. Dependent Variable: Hotel Preferensi

From the results of the SPSS output above, the following conclusions can be drawn:

- Effect of funnel marketing (X_1) on preference hotels (Y)

The funnel marketing variable has 0.843 < 1.926 and a significance level of 1.186 > 0.05. Thus Ha1 is rejected and Ho1 is accepted, so there is no partial significant effect between compensation variables on preference hotels.

- The Influence of Consumer Generation (X_2) on Preferred Hotels (Y)
  The influence of the Consumer Generation (X_2) has a tcount of 0.806 < ttable 1.926 and a significance level of 1.240 > 0.05. Thus Ha2 is rejected and Ho2 is accepted, so there is no partial significant effect between the consumer generation variables on preference hotels.
- Effect of Digital Tourism (X_3) on Preferred Hotels (Y)
  The digital tourism variable has a tcount of 0.737 < ttable 1.926 and a significance level of 1.356 > 0.05. Thus Ha3 is rejected and Ho3 is accepted, so there is no partial significant effect between digital tourism variables on preference hotels.

C. Simultaneous Test (F Test)

F test is used to test the significance of the effect of all independent variables (X) as a whole on the dependent variable (Y). The effect of the independent variable on the dependent variable was tested with a 95% confidence interval or = 5%. If the result of the calculation of the value of Fcount is greater than Ftable, then H0 is rejected and Ha is accepted, this means that the independent variable simultaneously has a significant influence on the dependent variable. Conversely, if Fcount is smaller than Ftable, then H0 is accepted and Ha is rejected, this means that the independent variables simultaneously have no significant effect on the dependent variable. The criteria for testing the hypothesis are as follows:

• If Fcount > Ftable, at = 5% then H0 is rejected and Ha is accepted.
• If Fcount < Ftable, at = 5% then H0 is accepted and Ha is rejected.

Table 22 : Simulanous Significant Test (F-Test)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	507.300	3	169.100	30.395	.000[b]
	Residual	561.900	101	5.563		
	Total	1069.200	104			

a. Dependent Variable: Prefrence Hotel

b. Predictors: (Constant), Digital Tourism, Funnel Marketing, Consumer eneration

From the results of testing the regression model on the simultaneous test table (f test) for all variables, the fcount value is 30.395 with a significant level of 0.000 while ftable is 2.69. Thus, it can be concluded that fcount 30.395 > ftable 2.69 and a significance of 0.000 < 0.05. This shows that the estimated regression model is feasible. Thus Ha4 is accepted and Ho4 is rejected, meaning that the hypothesis that the variables of channel marketing, consumer generation, digital tourism together (simultaneously) have a significant influence on hotel preferences.

CONCLUSION

Based on the t test (the partial test), it could be explained that the significant value of all variables: Funnel Marketing, consumer generation, and digital tourism have a negative and do not have a significant effect on hotel preferences. From the result of the F test, it could be stated that Funnel Marketing, consumer generation, and digital tourism together have a positive and significant effect on hotel preferences. Based on the table above, it could be stated that The adjusted R Square (R2) determination coefficient is 0.459, which means that 45.9% hotel preference is influenced by other three independent variables, and the rest 64.1 % is influenced by other factors.

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