

Analysis of Guest Brand Switching Behavior at Kyriad Bumiminang Padang Hotel

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ABSTRACT

This study aims to determine factors influencing brand switching at Kyriad Bumiminang Hotel Padang. This research uses a type of quantitative descriptive research using survey methods. The sampling method in this study used purposive sampling. Purposive sampling is a sampling technique that requires certain considerations. The sampling criteria were those who had stayed at the Kyriad Bumiminang Padang Hotel and were over 17 years old. The sample used was the Kyriad Bumiminang Padang Hotel guests, totaling 93 people. In addition, the data obtained is described, and then the research results are described using the TCR technique. Based on the results of research on guest brand switching behavior analysis at the Kyriad Bumiminang Hotel Padang, the following results were obtained: lifestyle indicators were in a bad category with an average of 4.16, variations search indicators were in a bad category with an average of 3.97, indicators of customer trust were in a bad category with an average of 3.95, and promotion indicators were in a bad category with an average of 3.75.

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1. INTRODUCTION

A hotel is one of the accommodations that provides accommodation, food and beverage services and other services, which use part or all of the building and are managed commercially. A hotel is the main facility that supports tourism [1]. A hotel can also be interpreted as a company that provides accommodation services, food and beverage services, which are paid for with a nominal amount according to what the guest receives. Therefore, hotels also have an important role in maintaining and improving the image of tourist destinations [2].

The hotel industry is growing rapidly, and there are many new competitors. Tight competition makes hotel management do everything they can to keep consumers buying their products so that the brand-switching phenomenon does not occur. A brand is a term, symbol, name, sign, or design, or a combination of all that is expected to identify the goods or services of a seller or group of sellers and is expected to differentiate the goods and services from those of competitors. The purpose of branding is to identify the products or services offered [3].

Brand switching is consumer behavior in choosing or switching to another brand. Brand switching can occur due to several factors [4]. Brand switching can be "influenced by four factors, namely: 1)

Lifestyle which includes activities, opinions, interests and demographics. 2) Variety Seeking (Desire to Seek Variety), 3) Customer trust which includes reliability, honesty, concern and credibility, 4) Promotion which includes searching for Information Through Media [5].

Lifestyle is an important aspect of marketing. Generally, lifestyle in marketing is used to segment the market. Lifestyle includes four dimensions: activities, opinions, interests, and demographics [6]. Lifestyle activities include work, vacations, the internet, sports, shopping, and others. Lifestyle is closely related to personal choices when making purchases [7].

Variety seeking is one of the most common consumer behaviors, it involves low emotionality towards a product and having a desire to look for other products [8]. The need to seek variety can be said as one of the consumer commitments in purchasing with other brand products, this can be caused by several things, namely: curiosity, trying different brands, innovation towards a product, and wanting to avoid getting bored with a product that has been used for a long time [9].

Trust is a psychological understanding that concerns accepting what is based on expectations of good behavior from others [10]. Consumer trust is consumer knowledge regarding the belief that a product has various attributes and the benefits of these various attributes. Objects can be products, people, companies, and anything where someone has beliefs and attitudes [11].

Promotion is persuading and encouraging consumers to choose and buy products or services provided [12]. Promotion is a marketing communication tool that functions to disseminate information, influence, or remind the market about products or services produced by the company so that they are willing to accept and buy [13].

West Sumatra is one of the tourist destinations for both natural and cultural tourism. Padang is one of the tourist destinations. Of course, it requires the availability of quality hotels. The growth of tourists tends to increase, resulting in the growth of hotels and accommodation facilities in Padang. The growth rate of hotels that exceeds the growth rate of tourists coming to Padang creates increasingly tight competition for hotel business managers. Kyriad Bumiminang Hotel is one of the 4-star hotels in Padang City. The hotel is located at Jl. Bundo Kanduang, West Padang. This hotel has magnificent architecture with a modern building form without leaving the traditional values of West Sumatra. The uniqueness of the Kyriad Bumiminang Hotel as a Padang city hotel that carries Minangkabau culture gives this hotel a positive image in the eyes of the public.

2. METHOD

This type of research is quantitative descriptive, using a survey method. Descriptive research is research that only uses one variable and there is no comparison with other variables [14]. This study used purposive sampling. Purposive sampling is a technique for determining samples with certain considerations." [15] The sampling criteria were those who had stayed at the Kyriad Bumiminang Padang Hotel and were over 17 years old. The sample used was 93 guests of the Kyriad Bumiminang Padang Hotel. Data collection was carried out by distributing questionnaires using a Likert scale. In addition, the data obtained was described, and then the research results were described using the TCR technique.

3. RESULTS AND DISCUSSION

3.1. Result

Based on research conducted on 93 guests who have stayed at the Kyriad Bumiminang Padang Hotel, the research consists of 4 indicators, including:

Table 1. Respondent Achievement Level Lifestyle Indicators

No	Questions	Lifestyle					Score	Average	TCR	Criteria
		SP	P	CP	TP	STP				
		Fi	Fi	Fi	Fi	Fi				
1	I will look for a hotel that has more complete facilities	47	40	3	3	0	410	4.41	88%	Bad
2	I will look for a hotel that provides a more interesting holiday experience	40	41	6	6	0	394	4.24	85%	Bad
3	I will look for a hotel with adequate facilities	39	34	9	11	0	380	4.09	82%	Bad
4	I will look for a hotel that is closer to the shopping center	42	39	10	2	0	400	4.30	86%	Bad
5	I will look for a hotel according to my colleague's advice	30	41	15	7	0	373	4.01	80%	Bad
6	I chose to stay at Kyriad Hotel Bumiminang because of my own wishes	26	44	15	7	1	366	3.94	79%	Bad
Total							2323	24.98	500%	Bad
Average									83%	

Based on the table above, it can be seen that the overall achievement value of respondents on lifestyle indicators shows that lifestyle is in a bad category.

Table 2. Respondents' Achievement Level of Variation Search Indicators

No	Questions	Variation Search					Score	Average	TCR	Criteria
		SP	P	CP	TP	STP				
		Fi	Fi	Fi	Fi	Fi				
7	I will choose another hotel because I want to compare prices with Kyriad Bumiminang Hotel	34	44	13	2	0	389	4.18	84%	Bad

8	I will look for another hotel because I want to compare services with Kyriad Bumiminang Hotel	20	42	29	2	0	359	3.86	77%	Bad
9	I will look for another hotel because I want to compare products with Kyriad Bumiminang Hotel	21	45	25	2	0	364	3.91	78%	Bad
10	I will look for another hotel because I want to compare my stay experience with Kyriad Bumiminang Hotel	22	50	15	5	1	366	3.94	79%	Bad
Total							1478	15.89	318%	Bad
Average									79%	

Based on the table above, it can be seen that the overall achievement value of respondents on the variety-seeking indicator shows that the variety-seeking indicator is in the bad category.

Table 3. Respondents' Achievement Level of Customer Trust Indicators

No	Questions	Customer Trust					Score	Average	TCR	Criteria
		SP	P	CP	TP	STP				
		Fi	Fi	Fi	Fi	Fi				
11	I will look for another hotel because the Kyriad Bumiminang Hotel provides prices that do not match the services and products provided	30	41	15	7	0	373	4,01	80%	Bad
12	I will look for another hotel because I had a less than pleasant experience at the Kyriad Bumiminang Hotel	25	44	16	7	1	364	3,91	78%	Bad
13	I will look for another hotel because the response of the Kyriad Bumiminang Hotel employees to guest complaints is slow	23	51	14	5	0	371	3,99	80%	Bad
14	I believe that the Kyriad Bumiminang Hotel can be an option for a comfortable place to stay	21	45	23	4	0	362	3,89	78%	Bad
Total							1470	15,81	316%	Bad
Average									79%	

Based on the table above, it can be seen that the overall achievement value of respondents on the customer trust indicator shows that the customer trust indicator is in the bad category.

Table 4. Respondents' Achievement Level of Promotion Indicators

		Promosi								
No	Pertanyaan	SP	P	CP	TP	STP	Score	Average	TCR	Criteria
		Fi	Fi	Fi	Fi	Fi				
15	I looked for another hotel because I saw an advertisement on social media that was more attractive compared to the Kyriad Bumiminang Hotel	40	35	9	8	1	384	4,13	83%	Bad
16	I looked for a hotel that offered a bigger discount compared to the Kyriad Bumiminang Hotel	24	41	20	7	1	359	3,86	77%	Bad
17	I looked for another hotel because the package offered was more attractive compared to the Kyriad Bumiminang Hotel	18	28	26	16	5	317	3,41	68%	Bad
18	I chose the Kyriad Bumiminang Hotel because I saw reviews on the internet/Online Travel Agent	21	35	21	11	5	335	3,60	72%	Bad
Total							1395	15,00	300%	Bad
Average							75%			

Based on the table above, it can be seen that the overall achievement value of respondents on the promotion indicator shows that the promotion indicator is in the bad category.

3.2. Discussion

The discussion of the research results aims to explain and interpret the factors that influence brand switching at the Kyriad Bumiminang Padang Hotel. Based on the results of the review that has been carried out, the factors that influence brand switching at the Kyriad Bumiminang Padang Hotel are as follows: Based on the results of the respondents' achievements on the lifestyle indicator, the average level of respondent achievement is 4.16 which is in the poor category. It can be said that the Kyriad Bumiminang Padang Hotel is unable to fulfill one of the indicators, namely the lifestyle of the guests who stay because, based on the questionnaire that has been distributed, guests tend to choose other hotels compared to the Kyriad Bumiminang Hotel because the Kyriad Bumiminang Hotel is unable to fulfill the lifestyle of the guests, this is by the statement from Khrisna. Lifestyle can influence decisions when choosing a brand. When a brand does not match the consumer's lifestyle, consumers can easily choose another brand representing their lifestyle. Lifestyle is an important aspect of marketing. Generally, lifestyle in marketing is used to segment the market. It can be concluded that lifestyle is "how individuals spend their time and money [16].

Based on the results of respondents' achievements on the variety search indicator, the level of respondent achievement is at an average of 3.97 with a bad category. It can be interpreted that some of the variety of search indicators are in a bad category, and it can be said that the Kyriad Bumiminang Padang Hotel cannot be one of the hotel choices for guests. The need to seek variety is consumer behavior

to buy from different brands, which is caused by the excitement of trying different brands, product novelty, curiosity, and long-term use of only the same product.

Based on the results of respondents' achievements on the customer trust indicator, respondents' achievement is at an average of 3.95 with a bad category. It can be interpreted that some of the customer trust indicators are in the bad category, and it can be said that the Kyriad Bumiminang Padang Hotel cannot be one of the choices for guests because guests do not get trust. By gaining guest trust, brand-switching behavior can be minimized. Consumer trust can be in the form of consumer knowledge about trust in a product with various attributes and benefits. Based on the results of respondents' achievements on the promotion indicator, the level of respondent achievement is at an average of 3.75, which is in the bad category. This can be interpreted that some promotion indicators are in the bad category. Promotion is a marketing communication tool that provides information, influences and reminds the market about the products or services provided by the company so that consumers are willing to accept and buy.

4. CONCLUSION

Based on the results of the research and discussion that have been conducted in the previous chapter, it can be concluded that the factors that influence brand switching at the Kyriad Bumiminang Padang Hotel are as follows:

- a. The results of the respondent's achievement level on the lifestyle indicator are, on average, 4.16, which means the lifestyle indicator is in a bad category.
- b. The results of the respondent's achievement level on the variation search indicator are, on average, 3.97, which means that the variation search indicator is in the bad category.
- c. The results of the respondent's achievement level on the customer trust indicator are, on average, 3.95, which means that the customer trust indicator is in a bad category.
- d. The respondent's achievement level on the promotion indicator is, on average, 3.75, which means that the promotion indicator is in the bad category.

The study's results conclude that the factors influencing brand switching at the Kyriad Bumiminang Padang Hotel are relatively high. This can affect the hotel's image and occupancy rate.

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