

The Influence of Price and Online Promotions on Guest Loyalty at Aston Batam Hotel and Residence

Haura Sonia Listi^{1*}, Rian Surenda²

^{1,2}Hospitality Management, Universitas Negeri Padang

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ABSTRACT

This study investigates the influence of price and online promotion on guest loyalty at Aston Batam Hotel and Residence, addressing the growing competition in the hospitality industry where pricing strategies and digital marketing have become critical determinants of success. Using a quantitative research design with a causal associative approach, data were collected from 130 hotel guests selected through purposive sampling, employing structured questionnaires that were tested for validity and reliability. The data were analyzed using multiple linear regression with SPSS 25, supported by classical assumption tests. The findings reveal that both price and online promotion significantly and positively affect guest loyalty, both individually and simultaneously, with an adjusted R^2 value of 0.883. This indicates that 88.3% of the variation in guest loyalty is explained by the two variables, while the remainder is influenced by other factors. The study contributes to the hospitality marketing literature by highlighting the synergistic role of competitive pricing and consistent digital promotion in sustaining guest loyalty, and it provides practical implications for hotel managers to enhance customer retention in increasingly competitive markets.

Corresponding Author:

Haura Sonia Listi

Manajemen Perhotelan, Universitas Negeri Padang

Email: sonialistihaura@gmail.com

1. INTRODUCTION

Tourism and hospitality have become strategic sectors that significantly contribute to national and regional economic development, particularly in Indonesia. Hotels are not only required to provide comfortable physical facilities, but also to compete through pricing strategies and innovative digital promotions to meet the dynamic expectations of guests. In today's competitive hospitality market, customer loyalty emerges as a critical determinant of long-term business sustainability. Guest loyalty is often associated with repeated stays, positive word-of-mouth, and resilience against competitors' offers, making it one of the most valuable intangible assets for hotels [1].

Price is widely recognized as a central factor influencing customer satisfaction and loyalty. Guests tend to evaluate the fairness of prices by comparing the value received against the cost incurred, meaning that competitive pricing strategies play a vital role in driving loyalty [2]. Previous studies have demonstrated that affordable and value-matched prices enhance customer retention in the hospitality sector [3]. However, when prices are perceived as excessive compared to competitors, guest satisfaction and loyalty may decline.

In addition to pricing, online promotions have become an indispensable tool in the hospitality industry. The rise of digital marketing platforms, particularly social media such as Instagram, has transformed how hotels communicate with potential guests by offering attractive content, discounts, and interactive campaigns [4]. Online promotions not only increase visibility but also shape positive perceptions, encourage purchase intentions, and strengthen guest relationships [5]. Evidence suggests that consistent and well-targeted digital promotions significantly improve customer engagement and repeat purchases [6].

Despite its four-star status and adequate facilities, Aston Batam Hotel and Residence faces challenges related to guest complaints about high prices and limited online promotions. While guest reviews generally highlight satisfactory service quality, pricing inconsistencies and under-optimized digital promotions remain obstacles to maximizing guest loyalty. In light of these conditions, it becomes imperative to examine how price and online promotions jointly influence guest loyalty in the hospitality industry, particularly in the context of Aston Batam Hotel and Residence.

Therefore, this study aims to analyze the influence of price and online promotions on guest loyalty, using a quantitative approach to provide empirical evidence on how these factors interact in shaping guest behavior. The results are expected to provide practical insights for hotel managers to design more effective pricing and promotional strategies, while also enriching the literature on hospitality marketing in emerging markets.

2. METHOD

This study employed a quantitative research design with a causal associative approach to examine the effect of price and online promotion on guest loyalty at Aston Batam Hotel and Residence. A purposive sampling technique was applied to select 130 respondents who had stayed at the hotel at least twice and were exposed to its online promotions, ensuring the suitability of the sample for analyzing behavioral responses. Data collection was conducted through structured questionnaires consisting of indicators for price (affordability, fairness, competitiveness, and value-for-benefit), online promotion (frequency, quality, timing, and targeting accuracy), and guest loyalty (repeat purchase, resistance to competitors, recommendations, and continued usage). To ensure instrument quality, validity was tested using Pearson correlation, and reliability was evaluated through Cronbach's alpha, following standard psychometric practices [7]. The data were further subjected to classical assumption testing, including normality (Kolmogorov–Smirnov), multicollinearity (tolerance and VIF), and heteroscedasticity (Glejser test), to ensure the robustness of the regression model [8]. Hypothesis testing was conducted using multiple linear regression analysis to determine the partial and simultaneous effects of the independent variables, with the significance of coefficients assessed through t-tests, F-tests, and coefficient of determination (R^2). All statistical analyses were performed using SPSS version 25, which is widely used for social science research due to its ability to handle multivariate techniques effectively [9].

3. RESULTS AND DISCUSSION

3.1. Result

3.1.1. Description of Respondent Characteristics

The demographic characteristics of respondents demonstrate a relatively balanced distribution across gender, with male participants (53.1%) slightly outnumbering females (46.9%). In terms of age, the majority of respondents were within the 26–35 years category (41.5%), followed by those aged 36–45 years (28.5%) and 17–25 years (26.9%), while only a small proportion were above 45 years (3.1%). This suggests that the dominant age group of hotel guests falls within the productive working-age segment, which is typically associated with higher purchasing power and greater exposure to digital promotions. Regarding occupation, the largest groups were private employees (31.1%) and self-employed individuals (30.1%), followed by students (23.3%) and public employees (10.7%), with the remainder classified as other professions (4.8%). These findings indicate that the respondents largely represent economically active groups, which is relevant for understanding their sensitivity to price and responsiveness to online promotional strategies.

Table 1. Characteristics of Respondents

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	69	53.1
	Female	61	46.9
	Total	130	100
Age	17–25 years	35	26.9
	26–35 years	54	41.5
	36–45 years	37	28.5
	>45 years	4	3.1

Characteristic	Category	Frequency	Percentage (%)
Occupation	Student	24	23.3
	Private Employee	32	31.1
	Public Employee	11	10.7
	Self-employed	31	30.1
	Other	5	4.8
	Total	103	100

3.1.2. Description of Variable Data

The descriptive analysis shows that all three research variables fall into the “good” category, indicating favorable perceptions among guests. The price variable achieved an average score of 3.83 (76.53%), suggesting that guests generally consider the hotel’s pricing policy affordable and competitive, though still sensitive to value-for-money considerations. Online promotion recorded an average of 3.87 (77.44%), reflecting the effectiveness of digital marketing efforts through platforms such as Instagram in enhancing guest awareness and influencing purchasing decisions. Meanwhile, guest loyalty obtained the highest average of 3.89 (77.83%), implying that guests tend to repurchase, recommend the hotel to others, and remain committed despite alternative offers from competitors. These findings highlight that consistent digital promotions and well-aligned pricing strategies are key factors in maintaining guest loyalty in the hospitality industry.

Table 2. Description of Research Variables

Variable	Indicator (Examples)	Average	TCR (%)	Category
Price (X1)	Affordable price; Price in line with quality; Competitive with other hotels	3.83	76.53	Good
Online Promotion (X2)	Instagram visibility; Accessible information; Discounts & special offers	3.87	77.44	Good
Guest Loyalty (Y)	Repeat booking; Recommendation to others; Preference over competitors	3.89	77.83	Good

3.1.3. Validity and Reliability Testing

The results of the validity test using the Pearson product–moment correlation demonstrate that all questionnaire items meet the minimum requirement of $r > 0.30$ and are statistically significant at $p < 0.05$, thereby confirming the construct validity of the instrument. Meanwhile, the reliability test using Cronbach’s alpha produced values of 0.812 for price, 0.865 for online promotion, and 0.839 for guest loyalty. Since all coefficients exceeded the threshold of 0.70, the instrument is deemed to possess high internal consistency and reliability. These findings affirm that the research instrument is both valid and reliable, thus ensuring the credibility of the data used in subsequent analyses.

Table 3. Validity and Reliability Testing Results

Variable	Indicator Items	r-value (Corrected Item-Total Correlation)	Sig. (p-value)	Validity	Cronbach’s Alpha	Reliability
Price (X1)	8	0.412 – 0.698	< 0.05	Valid	0.812	Reliable
Online Promotion (X2)	13	0.436 – 0.721	< 0.05	Valid	0.865	Reliable
Guest Loyalty (Y)	11	0.401 – 0.693	< 0.05	Valid	0.839	Reliable

3.1.4. Assumption Testing

The classical assumption tests confirmed that the regression model satisfies the necessary statistical requirements. The normality test using the Kolmogorov–Smirnov method yielded a significance value of 0.200, which exceeds the 0.05 threshold, indicating that the data were normally distributed. The multicollinearity test showed tolerance values of 0.716 and VIF values of 1.396 for both independent variables, which fall within the acceptable range (tolerance > 0.10 and VIF < 10), suggesting no multicollinearity issues. Furthermore, the heteroscedasticity test based on the Glejser method produced significance values of 0.795 (price) and 0.692 (online promotion), both greater than 0.05, thus confirming homoscedasticity in the regression residuals. Collectively, these results demonstrate that the dataset meets the assumptions required for multiple linear regression analysis, thereby validating the robustness of the model for hypothesis testing.

Table 4. Assumption Testing Results

Test	Indicator/Statistic	Result	Threshold	Conclusion
Normality Test	Kolmogorov–Smirnov Sig.	0.200	Sig. > 0.05	Data normally distributed
Multicollinearity	Tolerance (Price, Promotion)	0.716	> 0.10	No multicollinearity
	VIF (Price, Promotion)	1.396	< 10	No multicollinearity
Heteroscedasticity	Sig. (Price)	0.795	Sig. > 0.05	No heteroscedasticity
	Sig. (Promotion)	0.692	Sig. > 0.05	No heteroscedasticity

3.1.5. Hypothesis Test

The hypothesis testing using multiple linear regression demonstrates that both independent variables exert a significant influence on guest loyalty. Specifically, price has a positive and significant effect ($\beta = 0.530$; $t = 5.824$; $p < 0.05$), indicating that competitive and value-aligned pricing strategies substantially enhance guest loyalty. Similarly, online promotion shows a positive and significant effect ($\beta = 0.433$; $t = 7.575$; $p < 0.05$), confirming the importance of digital marketing campaigns in attracting and retaining hotel guests. Furthermore, the simultaneous test ($F = 487.092$; $p < 0.05$) reveals that price and online promotion together strongly predict guest loyalty, with an adjusted R^2 of 0.883, meaning that 88.3% of the variance in guest loyalty can be explained by these two factors, while the remaining 11.7% is influenced by other variables not included in this model. These results empirically validate the proposed hypotheses and highlight the strategic role of pricing and online promotional efforts in strengthening loyalty within the hospitality industry.

Table 5. Hypothesis Testing Results

Hypothesis	Variable	Coefficient (B)	t-value	Sig. (p-value)	Conclusion
H1	Price → Guest Loyalty	0.530	5.824	0.000 (<0.05)	Significant, Accepted
H2	Online Promotion → Guest Loyalty	0.433	7.575	0.000 (<0.05)	Significant, Accepted
H3	Price & Online Promotion → Guest Loyalty (Simultaneous)	$F = 487.092$	–	0.000 (<0.05)	Significant, Accepted
–	Coefficient of Determination (Adj. R^2)	0.883	–	–	88.3% explained by model

3.2. Discussion

The findings of this study confirm that both price and online promotion significantly affect guest loyalty at Aston Batam Hotel and Residence. The positive influence of price ($\beta = 0.530$, $p < 0.05$) highlights that customers perceive value not only in terms of affordability but also in alignment with the quality of services and facilities provided. This is consistent with previous research which emphasized that fair and competitive pricing enhances customer satisfaction and strengthens loyalty in the hospitality sector [2], [4]. Similar studies further demonstrate that price fairness is a critical determinant

of repeat purchase behavior in service industries, as it creates perceptions of trust and equity between service providers and consumers [10].

The impact of online promotion ($\beta = 0.433$, $p < 0.05$) also underscores the importance of digital marketing strategies in maintaining competitiveness. Social media platforms, particularly Instagram, have proven effective in enhancing guest engagement, providing accessible and attractive promotional content, and influencing booking decisions. This finding aligns with prior studies that identified digital promotions as a strategic tool for building positive consumer perceptions and encouraging repurchase intentions [5], [6], [8]. Moreover, scholars argue that interactive and visually appealing online promotions play a crucial role in stimulating customer interest and loyalty, especially in the hospitality and tourism industries [11].

The simultaneous effect of price and online promotion (Adj. $R^2 = 0.883$) indicates that these two factors together explain a substantial proportion of the variance in guest loyalty. This high explanatory power suggests that pricing strategies and online promotional campaigns are mutually reinforcing in shaping guest behavior. Comparable studies in the hotel industry have similarly revealed that integrated marketing strategies combining competitive pricing with consistent digital engagement are highly effective in sustaining customer loyalty [12].

In sum, the results provide empirical support for the theoretical proposition that loyalty is not only driven by service quality but also by marketing mix elements such as price and promotion. For practitioners, these findings imply that hotel managers should adopt pricing strategies that balance affordability and perceived value while simultaneously investing in consistent, creative, and targeted online promotions. For researchers, the study adds to the growing literature on consumer loyalty in the digital era, particularly within the context of emerging hospitality markets.

4. CONCLUSION

This study provides empirical evidence that both price and online promotion play a significant role in shaping guest loyalty at Aston Batam Hotel and Residence. Competitive and value-based pricing strategies were found to enhance guests' willingness to return and recommend the hotel, while consistent and attractive online promotional campaigns increased engagement and reinforced positive perceptions. The simultaneous influence of these two factors explained a substantial proportion of loyalty behavior, indicating that pricing and digital marketing strategies are mutually reinforcing in sustaining customer commitment. These findings highlight the importance for hotel managers to strike a balance between affordability and perceived value while continuously optimizing digital promotions to build stronger and more sustainable guest loyalty in an increasingly competitive hospitality market.

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