
Hotel's print advertisement execution

Adhi Baskara Ekananda

University of Indonesia, Indonesia

Keywords

Tourism development, Integrated Marketing Communications, Consumer Behavior

Abstract

Print advertisement consists of illustration element that is intended to attract readers as the prospective customers toward a service. For hotels' case, there are several options in featuring an image to inform and to persuade their target customers. This study discusses the influence of print advertisement toward customers' intention to stay at the hotel. The experiment research is conducted to examine customers' intention to stay. The independent variables are feature pictures and image quantities in the print advertisements. The study design is 2 (feature picture: hotel's facility versus scenery close to the hotel) X 2 (image quantity: single versus multiple) between-subject. The multiple consists of one central image and three small images. The dependent variables are intention to stay and intention to travel with family. This study employs a fictitious hotel in Legian, Bali. The reason not to use a real hotel is to avoid the possibility that research participants had experience with that particular hotel. The 101 participants are employers whom join courses at a training center. Results indicate that participants' intention to stay is significantly higher in the single scenery image than in multiple one. When comparing the intention to stay in single image condition, the scenery scenario is significantly higher than the physical facility. Surprisingly, the intention to spend a holiday with family is significantly higher in the multiple physical facilities print advertisement than the multiple scenery one. The effects of feature illustration at hotel's print advertisement should be considered as an important appeal to attract prospective customers. For the hotel in the holiday destination, it is advised to considering featuring scenery that located close to the hotel. However, when the target customer is family, showing the hotel's facilities is advisable than variety of sceneries.
