

The Influence of Google AdWords towards Homestay Marketing and Promotion in Pulau Tidung, Kepulauan Seribu

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Abstract

The discussion about the Google AdWords influences with the PulauTidung homestay regarding their marketing and promotion aspects as one of the top 10 Destination Ministry of Tourism priority as NTAs. The study identifies the application of their Google AdWords advertisement, the application of homestay marketing and promotion, and the correlation of Google AdWords towards homestay marketing and promotion performance. AdWords, Google's primary search engine advertising regarding the analytics, CPC, CTR, LCR, and ROI. The homestay marketing and promotional regarding promotional activities, tour operator partnership, and web marketing. The quantitative research with correlation and regression approaches derive the hypotheses. The primary data takes the Interview and questionnaire survey. The secondary uses the behavioural data, and the combined behavioural with interview data. The Pearson Correlation highly significant correlation coefficient (0.696). The final calculation with ROI of Google AdWords operational is significantly earned with 12.5% per week. The statistical significance at $\alpha = 10\%$, with the Ttable (1.66). Therefore, the Ttest earns $T_{calc} (6.519) > T_{table} (1.66)$ determine the H_0 is rejected and H_a is accepted means Google AdWords correlates the homestay marketing and promotion performance simultaneously.

Keywords

Google AdWords; ASEAN;

Homestay Marketing;

Promotion Standards;

PulauTidung; KepulauanSeribu



I. Introduction

One of the most significant and well-known tourist destinations to develop is Marine National Park Kepulauan Seribu (Thousand Islands). The ministry of tourism has declared the Top-ten New Bali incorporates seven National Tourism Strategic Areas (NTSA) and three Tourism Special Economics Areas (TSEA), Kepulauan Seribu (Thousand Island) is one of the National Tourism Strategic Areas. The Thousand Islands is surrounded by 110 small islands ranging 14 km north of Jakarta's bay. One of the interesting tourist destinations in Marine National Park is Tidung Island tourism which is administratively located in the Thousand Islands District Administration. In addition, the implementation of decentralization policy through Law No.23 of 2004, the authority of tourism policy is the authority of local government. Tourism sector becomes one of the leading sectors in the economic development direction of Thousand Islands Regency, through the development of tourism sector is expected to maximize the existing tourism potential and can move towards independence. Hence, it brings an economic impact of Tourism activities in Tidung Island with a type of community-based-tourism development where tourism management is fully handled by local communities Syahidin, et al. 2018:8). The existing condition of Homestay should follow ASEAN Homestay Standards, and feasible for tourist accommodation. Meanwhile, over the next two years the Indonesian government wants to see an additional 100,000 homestays rising across the archipelago to absorb the expected

275 million domestic tourists and 20 million foreign tourists by 2019. However, the marketing and promotion aspects still unmanaged correlatively with the Digital Marketing in online advertising particularly. Development is a systematic and continuous effort made to realize something that is aspired. Development is a change towards improvement. Changes towards improvement require the mobilization of all human resources and reason to realize what is aspired. In addition, development is also very dependent on the availability of natural resource wealth. The availability of natural resources is one of the keys to economic growth in an area. (Shah, M. et al. 2020)

In aspect of enterprise-scale, homestay is categorized as Small-Medium-Enterprises both in its management and in terms of business. Meanwhile, SMEs face-marketing problems due to limited financial base, market knowledge, branding activities, expertise and over dependence on marketing ability of the owner / manager. They adopt reactive marketing rather than planned marketing.

In the hospitality industry, the marketing is both the movement of product and services. The movement of products and services is made possible on through the exchange process.

The most important change today in marketing is the interaction of globalisation and information technology is increasing the competitiveness by replacing labour with computers, machines, and robots. In the marketers' point of view, this explosion of connectivity presents unprecedented opportunities to identify customer needs and wants and to communicate and connect with customers. The virtual world becomes the biggest advocate in marketing which is going to be progressive and evolves in time.

In terms of Digital Marketing, the way people experience, consume and share information has changed drastically from previous decades. Shifts in customer expectations, new technologies and industry trends are compelling the industry to adapt their business and operating models in their quest for enhanced customer preferences and operational performance. There are 20 Service delivery has and will continue to evolve, largely resulting from new technologies as well as social and digital media, as mobile tools and digital infrastructure increasingly become central to the business. Indeed, there are 4.9 billion unique mobile (cell) phone users worldwide and an estimated 2.7 billion people on social media. 21 New entrants, especially digital natives including online travel aggregators (OTAs), are transforming the value chain. At the same time, the sharing economy is on the rise; Airbnb reported over one million hosts in 2015. To remain competitive, the industry must complement its high-touch approach with high-tech applications. Today, consumers want to feel special and expect personalization of service and experience. While data analytics enable the sector to tailor its offerings to traveller preferences, it is important to ensure that increased automation does not lead to a disconnection between online and in-person exchanges.

In term of The Online advertising and promotion that can be used to incite the viewer to immediate action or to build the image of the brand. The online advertising industry has become a very important source of revenue for websites and it is growing dramatically over time (Evans, 2009). Some recent research on online advertising has modelled the behaviour of sponsored search, analysing its efficiency compared to conventional advertising and its relationship with consumer behaviour (Pergelova et al., 2010; Yao and Mela, 2011; Bakshi and Gupta, 2013; and Lewis et al., 2013, among others).

The tourism sector mainly comprises small and medium-sized enterprises (SMEs) as well and online marketing is a very useful tool for helping its firms reach wider markets. In this context making a website findable is critical to its success. This has led to new forms of online advertising provided by search engines, such as "pay per click". One of the

sponsored (paid) search advertising tools most widely used by SMEs is Google AdWords: the company selects a list of keywords, i.e. words or phrases which describe its product, and places bids for individual keywords, together with limits specifying the maximum daily budget.

In contrast to conventional advertising, search engine companies are able to cater to low budget advertisers such as tourist SMEs. However, it is important for these small players to understand how the search engine operates and how the paid and unpaid keywords perform. In other word, it is helpful to be able to measure the quality of the traffic that arrives via search engines and the effectiveness of sponsored searches.

II. Review of Literature

According to Thinaranjjeney & Brian (2015) from the Tourism Theories, Mathieson and Wall, 1982 is defined as “the temporary movement to destination outside the normal home and workplace, the activities undertaken during the stay, and the facilities created to cater for the needs of tourists”. In addition, the principal elements of the tourism industry: accommodation establishments, attractions, transportation, public and private sector organizations and associated services.

Accommodation performs a vital role in many countries’ tourism sector: in addition to providing the basic infrastructure to accommodate visitors as tourists and business travellers, it is a focus for meetings, conferences and entertainment. Accommodation is also the focal point of short-break holidays and is often packaged as part of an experience of a place. Accommodation ranges in type from the upmarket, through to the small bed-and-breakfast operator who may have only six bed-spaces.

By offering locally embedded and authentic alternatives to the universal and formulaic hospitality standards found in sites such as motels (Lynch, Di Domenico, & Sweeney, 2007), homestays appeal to travellers searching for novelty, personalized service, and genuine social interactions with hosts (Wang, 2007). Also, entrepreneurial activity has long occurred in people’s homes, but working from home is not quite the same as hosting strangers in one’s home, because one involves engaging in commercial activities within the space of the home whereas the other transforms the very notion of “home” into a commercial space. The multi-functionality of a homestay is reflected in the terms “home-based enterprise” (Di Domenico & Lynch, 2007, p. 321) and “commercial home enterprise” (CHE) (McIntosh, Lynch, & Sweeney, 2011, p. 511), the latter of which has become the most commonly accepted term in the literature for this form of accommodation.

In terms of tourism marketing, not only the different segments of tourists and their preferences in terms of accommodation choice, but also on how experiences in tourism destinations (i.e. tourism products) are enriched by the co-creation of value through free accommodation sharing’ (Tussaydiah & Sigala, 2017:2).

It is fairly straight forward for an SME to utilize these tools and achieve positive results. However, without strategic forethought it is difficult to achieve sustained long-term results over time. The notion of strategic internet marketing will be discussed further in the next section of this article.

A brief overview one of the most common internet marketing tools and techniques as below:

Search engine advertising is the most utilized internet marketing technique available. AdWords, Google’s primary search engine advertising service, is the bread and butter of Google’s success. SEA has a number of key features of which a SME should be aware.

First and foremost, the company only pays for clickthrough. Unlike more traditional media, where payment is based on potential exposure to an ad, the internet allows for a more targeted, measurable service. By paying for click-through the SME is ensured of an opportunity to turn a visitor into a customer. In other words, it is in their hands once the potential customer hits their web site. One little known fact about Google AdWords is the logic behind how Google sets the rate for a click-through. One of the defining factors is Google's view of how successful the web site will be in turning a potential customer into a sale.

According to Guerini, et al. (2015), Google AdWords is Google advertising program. The main idea is to let advertisers display their ads only to relevant audiences by means of keyword-based contextualization on the Google network.

There are many AdWords measurements for identifying the performance of each single ad (its "performance" from author's point of view):

CPC, Cost-Per-Click: An advertising cost measurement, often used as a billing mechanism. The function is to measure or establish the cost of effectiveness of advertising. The equation is stated as below:

Equation 1. Cost-Per-Click equation

$$\text{Cost Per Click} = \frac{\text{Advertising Cost (Rp)}}{\text{Number of Clicks}}$$

CTR, Click-Through-Rate: An interactive measure of Web Advertising. It has great strength but clicks represent only a step towards conversion and are thus an intermediate advertising goal (Farris, et al. 2006:267). The purpose is to measure the effectiveness of Web advertisement by counting those customers who sufficiently intrigued to clickthrough it. It measures the number of clicks divided by the number of impressions that the ads have received (number of impressions is the number of times an ad has been displayed in the Google Network). The equation is stated as below:

Equation 2. Click-Through-Rate equation

$$\text{Clickthrough Rate (\%)} = \frac{\text{Number of Clickthroughs}}{\text{Number of Impression}} \times 100\%$$

Lead Conversion Rate: how many user clicks turned into actual leads for the advertiser. The Lead is referred to people who filled the registration form, leads by Reservations, and Leads by Website towards total number of visitor. The Leads Conversion Rate formula is:

Equation 3. Lead Conversion Rate equation

$$\text{Lead Conversion Rate (\%)} = \frac{\text{Total No. Leads}}{\text{Number of Visitor}} \times 100\%$$

ROI: if someone clicks on an ad, and create leads on your site, that click is a conversion from a site visit to a sale. Other conversions can be page views or sign ups. By assigning a value to a conversion the resulting conversions represents a return on investment or ROI, it describes how well assets are being used. The Return on Investment Formula is:

Equation 4. Return-on-Investment equation

$$\text{Return on Investment (ROI) (\%)} = \frac{\text{Net Profit (Rp)}}{\text{Investment (Rp)}} \times 100\%$$

Given:

Net Profit (Rp): based on the number Lead Conversion Rate

Investment (Rp): based on the mount of Google AdWords advertising expenses

There are 4(four) points become an evaluation benchmarking of the effectiveness of ROI, which consists of:

1. Brand awareness increasing during the campaign, is the metric most advertising campaign seek to affect. Brand awareness has been widely adopted as a fundamental benchmark of success, because it is easy quantify and track overtime.
2. Recalling view an advertisement for the tested brand, is predictive of increased positive brand perceptions and purchase probability. These product-specific metrics are challenging to measure in attitudinal and additive.
3. The advertisement changes brand perception and purchase or trial probability, changes in brand perception and the likelihood that a customer will try the site are typically limited to newer brands lacking firmly established images.
4. The share reached in the target market, a pre and post discussion will provide and a more accurate understanding and guide future media planning.

So far, we have been talking about text ads - Google's most traditional and popular ad format. In addition, there is also the possibility of creating the following types of ads: image (and animated) ads, video ads, local business ads, mobile ads.

Visits

Visits to a web site are fairly self-explanatory and represent the number of people who open the site whether for the first time or as a repeat visitor.

Goals

Setting goals within analytics (which may be, as an example, the desire to create an order page on the web site) allows an SME to understand how potential customers either find their way to a goal page - or not. Setting goals and then managing the effectiveness of the web site to achieve these goals is paramount to effective internet marketing. Analytics offers a tremendous amount of information to help an SME manage to their goals.

III. Research Method

The Research Methodology apply on the study is the quantitative study which focused on the existing quantitative work on practices focused on the analysis of already existing data sets (e.g. Warde, Cheng, Olsen, & Southerton, 2007 on time use data in homes; see also Browne, Medd, & Anderson, 2013). The quantitative use Correlation and Regression approach to identify the influence of Google AdWords towards homestay marketing and promotion performance in Pulau Tidung, Kepulauan Seribu.

IV. Result and Discussion

The history of Pulau Seribu dates back the Dutch colony, the existence of some historical remains such as ports and cultural reserves signals the VOC occupation at Angel, Onrust and Kelor Island. In addition, visitors can find tombs of the fighters and clerics in Tidung Island, while a cottage which was used as a resting place for Mr. Sukarno, the first president of Indonesia, can be found at Ayer Island.

Pulau Tidung is the largest island in the group of islands in the Thousand Islands. The residential island is approximately 109 ha. The king had the name of Raja Pandita, or better known as Glass. At that time the name comes from the word Tidung Tidung, which means shelter, because the island is often used as a place to shelter from the pirates or pirates, then this island called Pulau Tidung namely the island for shelter. Tidung long stretches from west to east and into two parts Tidung Large & small Tidung.

The Pulau Tidung residents has been empowered their civils to develop tourism sector by their initiatives as how stated on the implementation of decentralization policy through Law No.23 of 2004, the local government is responsible to set the tourism policy. The implementation of regional autonomy provides logical consequences for local governments to take care of their own households, also has full responsibility for improving the prosperity of their people through tourism development activities.

The homestay concept at Pulau Tidung is purely characterised by the owner of the house, which is reflected by unique and variate design on the homestay.

The homestay at Pulau Tidung has been standardized since commercialise to the guest. The Travel agent roles as homestay advisor and brings better condition progressively.

From the result, it is clear that the respondents profile frequencies mostly attract male (57.8%) rather than women (42.4%) with age ranging from 25 – 34 years old (37.8%) comes from bachelor degree (48.9%) with occupation in private sector employee (44.4%) with earnings range from IDR 1 million to IDR 5 million in a month (65.6%).

The Google AdWords as an independent variable show the data that mostly have positive perception regarding the indicators such as Visit, Goals, Keywords, Cost-Per-Click, Click-Through-Rate, Lead Conversion Rate, and Return-On-Investment.

Table 1. The Google AdWords Variable Descriptive Results

No.	Indocators	Strongly Agree	Agree	Disagree Somewhat	Disagree	Strongly Disagree
1	Visit	17.6 %	43.3 %	20 %	13.3 %	5.6 %
2	Goals	41.1 %	34.4 %	12.2 %	7.8 %	4.4 %
3	Keywords	40 %	43.3 %	10 %	4.4 %	2.2 %
4	CPC	44.4 %	40 %	10 %	3.3 %	2.2 %
5	CTR	53.3 %	31.1 %	11.1 %	2.2 %	2.2 %
6	Lead Conversion Rate	40 %	44.4 %	11.1 %	0 %	4.4 %
7	ROI (customers awareness)	42.2 %	44.4 %	6.7 %	5.6 %	1.1 %
8	ROI (customers re-seeing advertisement)	40 %	47.8 %	6.7 %	3.3 %	2.2 %
9	ROI (customers' perception)	36.7 %	47.8 %	13.3 %	2.2 %	0 %
10	ROI (customers' travel needs & preferences)	44.4 %	38.9 %	8.9 %	6.7 %	1.1 %

Table 2. The Mean table of Google AdWords substantial indicators

No.	Statements	Mean
1.	The advertisement intrigued customer to visit the website	4.31
2.	The homestay website advertisement is efficient and quick to be perceived	4.21
3.	The campaign increases customer's awareness for expected homestay at Pulau Tidung	4.21
4.	The customer recall seeing an advertisement during the ads campaign	4.20
5.	The advertisement of homestay at Pulau Tidung changes perception until trial probability with one homestay	4.19
6.	Homestay advertising at Pulau Tidung succeed to meet customer's travel needs and expectation	4.19
7.	The landing page directing customer to make decision for homestay selection	4.16
8.	The customer finds information regarding homestay with keywords which suits with the website contents	4.14
9.	The website order page is accessible for what customer are looking for	4.00
10.	How many times have you ever visited homestay website during digging information?	3.54

(Source: The primary data is generated by the SPSS 24th Version)

Table 3. The Item Means limit for Google AdWords substances variable

Summary Item Statistics							
	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.116	3.544	4.311	.767	1.216	.046	10

(Source: The primary data is generated by the SPSS 24th Version)

Based on the data, the SPSS 24th versions generate some number of Google AdWords mean index. The data shows us that most of the indicator of Google AdWords has significant correlation which is expressed by the number in mean column is bigger than the number shows on Item Means row with mean at 4.116. However, there are 2(two) indicators which shows non-significant value in visits and goals indicator with mean value 3.54 and 4.00.

The homestay marketing and promotion performance as a dependent show that data that mostly have positive perception regarding the indicators such as Promotion Activities, Partnerships with Tour Operator, and Web Marketing.

Table 4. The Homestay marketing and promotion performance Variable Descriptive Results

No.	Indicators	Strongly Agree	Agree	Disagree Somewhat	Disagree	Strongly Disagree
1	Promotion Activities (Target Market Approaches)	30 %	58.9 %	8.95 %	1.1 %	1.1 %
2	Promotion Activities (Unique Selling Proposition)	27.8 %	47.8 %	15.6 %	4.4 %	4.4 %
3	Promotion activities (information media assistances)	53.3 %	31.1 %	14.4 %	1.1 %	0 %
4	Promotion Activities (Marketing issues)	24.4 %	37.8 %	30 %	6.7 %	1.1 %
5	Partnerships with Tour Operator (familiarisation trip)	30 %	46.7 %	17.8 %	3.3 %	2.2 %
6	Partnership with Tour Operator (advisory for homestay organisation)	38.9 %	32.2 %	24.4 %	2.2 %	2.2 %
7	Web Marketing (Promotional homestay information and online-booking handling)	68.9 %	23.3 %	4.4 %	2.2 %	1.1 %
8	Web Marketing (youth involvement for maintenance)	47.8 %	36.7 %	8.9 %	5.6 %	1.1 %

Table 5. The mean table of homestay marketing and promotion substances indicators

No.	Statements	Mean
1.	The website and social media very helpful to get promotional homestay information and handle online booking.	4.57
2.	I feel helped regarding the promotional information by the information media (e.g. brochure, information board) of the program and homestay community issues.	4.37
3.	there is involvement of the village youth to maintain and update the online promotional media.	4.24
4.	homestay recognise and approach target markets and design itineraries/packages to suit guest's needs and expectations.	4.16
5.	The homestay provider works closely with prominent tour operators, roles as advisors for the homestay organisation.	4.03
6.	the homestay provider organises familiarisation trips and invite tour operators and tourism companies to sample the homestay experience.	3.99
7.	I choose this homestay because of uniqueness that belong to this homestay which differentiate with another homestay	3.90
8.	I recognise homestay marketing issues from local government and tour operators.	3.78

(Source: The primary data is generated by the SPSS 24th Version)

Table 6. The item means limits for homestay marketing and promotion aspect variable

Summary Item Statistics							
	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.129	3.778	4.567	.789	1.209	.067	8

(Source: The primary data is generated by the SPSS 24th Version)

Based on the data, the SPSS 24 generate some number of Homestay marketing and promotion aspects mean index. The data shows us that most of the indicator of Homestay marketing and promotion aspects has significant correlation which is expressed by the number in mean column is bigger than the number shows on Item Means row with mean at 4.129. However, there are 4(four) indicators which shows non-significant value in promotional activities regarding the Uniqueness Selling Proposition with mean at 3.90 and homestay marketing issues from local government with mean at 3.78, the partnerships with tour operator regarding familiarisation trips with mean at 3.99 and co-works with prominent tour operators with mean at 4.03.

Discussion

The Pearson Correlation between Google AdWords towards homestay in marketing and promotion aspects in Puau Tidung, Kepulauan Seribu shows highly significant correlation coefficient at 0.696. The outcome is significant and conclude that a correlation exists. In the T test, the statistical significance at $\alpha = 10\%$, with the T_{table} value at 1.66. Therefore, the T test score generate that $T_{calc} (6.519) > T_{table} (1.66)$ determine the H_o is rejected and H_a is accepted so that Google AdWords variable influence the Homestay marketing and promotion performance.

V. Conclusion

Based on the explanation on the 4th chapter, the study generates some statistical indexes with Statistical Package for Social Studied, 24th Version on the observational survey which held in Pulau Tidung, Kepulauan Seribu accordingly. The conclusion is explained as below:

The visitor of Marine Tourism in Tidung Island attracts more male tourists which is supported by the availability of a variety of water sports that challenge adrenaline. The age customer characteristics indicate that, visitors of Tidung Island who travel within more than 24 hours are among productive and ideal age that is classified as Y generation with 25-34 years old. There are majorly from Bachelor Degree, they already understand about how digital marketing works. The private employee outing group prefer to find the outing site near Jakarta, the Pulau Tidung would be the best choice since it is affordable in term of time, accessibilities, attraction and price. The customer's income data inferred that Pulau Tidung guarantee in term of price affordability with a minimum income of 1 Million IDR per month (in the comparison among JABODETABEK Regional Minimum wages. The advertiser still needs more effort regarding attracting customer to visits their Google advertising with local tour agency in coordination with the homestay provider. The Google AdWords advertiser need more effort to understand how potential customers either find their way to a goal page. The advertiser needs more effort in setting goals and then managing the effectiveness of the web site to achieve the goals which is paramount to effective internet marketing.

The homestays need more effort in creating the Uniqueness Selling Proposition (USP) as their long-term promotional activities. The government and tour operators need to be more informative along their promotional activities regarding homestay marketing issues. The homestay providers need to be more organised regarding organising the familiarisation trips and inviting tour operators and tourism companies to trial the homestay experiences as homestay provider experiences guarantee for customer's experience trip confident. The homestay providers need to be more in-depth collaboration closely with prominent tour operators which roles as advisors for the homestay organisation for the sake of guest memorable stays.

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