

The Influence of Digital Marketing and Promotion on Visiting Interest in Shangri-La Hotel Jakarta

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Abstract

Hotels are an alternative accommodation that is quite preferred by immigrants, so the price aspect greatly affects the interest and interest of immigrants to stay at the hotel. Shangri-La Hotels Jakarta is a 5-star hotel located in sudirman area, Central Jakarta. The purpose of this research is to find out the influence of Digital Marketing and Promotion on Visiting Interests at Shangri-La Hotel Jakarta. Sampling in this study using purposive sampling techniques. The data in this study was collected through primary data, namely by distributing questionnaires to 98 respondents. Data analysis in this research uses testing techniques that are in SPSS 23. The results of the research prove that the digital marketing and promotion variables, together produce data that affects the interest in visiting at Shangri-La Hotel Jakarta.

Keywords

Innovation; e-government; local government; good government



I. Introduction

The increase in the number of tourists visiting Indonesia makes the hospitality industry more competitive – the competition to improve its quality. Quality is one of the main factors in attracting immigrants to stay in hotels (Lestari, Pradani, & Digidowiseiso, 2022a; Lestari, Pradani, & Digidowiseiso, 2022b; Lestari, Digidowiseiso, & Safrina, 2022). The quality offered such as adequate facilities, facilities and infrastructure, to a comfortable hotel atmosphere is very important for guests so as to make the image of the hotel better from the other hotel. In this case, of course, the hotel must strive so that all the comfort offered can be known by prospective guests. Therefore, the hospitality world needs media as an effective channel for hotels to promote and share positive information with the public.

Information technology in the form of digital marketing is an important tool effective and most influential in promoting the hospitality industry (Digidowiseiso, Lestari, & An'nisa, 2021; Digidowiseiso & Lestari, 2021). As in today's digital age, Digital marketing allows easy access to media such as websites, email marketing, and social media can be reached by all people without knowing the time and place limits. The use of these media in an effort to promote the hotel certainly has the potential to increase the visits of prospective hotel guests themselves.

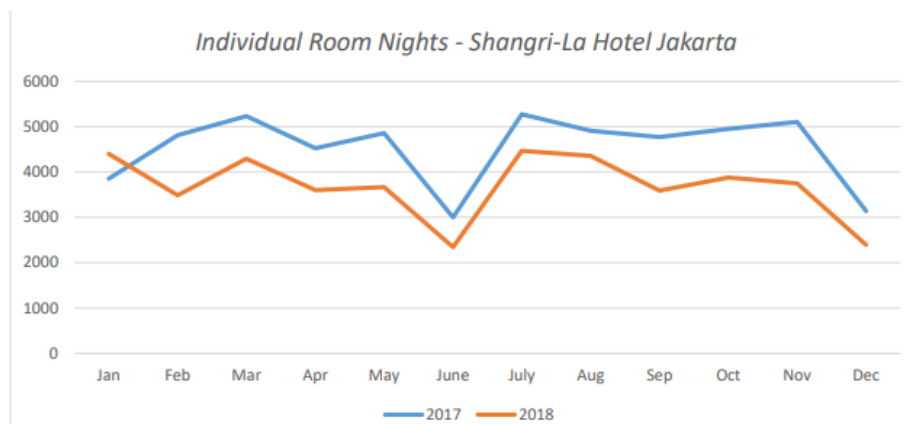
Amin (2019) stated that the concept of promotion is closely related to communication science, because promotion applies and implements various methods of communicating in the form of advertising, publicity, or communication from one person to another, and personal offers while introducing products directly.

In promotional efforts, hotels are certainly expected to be able to take advantage of the ease of access to digital marketing technology including websites, social media, and email marketing so as to increase visit interest (Pradini & Padila, 2022; Pradini, Latif, & Amalia, 2022). Promotional efforts according to Ferni (2016) in Lamb, Hair, Mc-Daniel

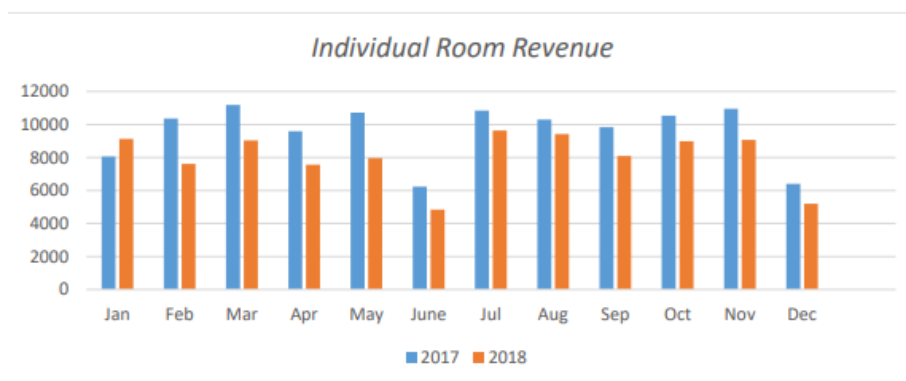
Bulaeng (1998), is a communication from business actors including informing, persuading, and inducing consumers of a product with the intention to influence the opinions of prospective buyers or get a response. So, in an effort to persuade and inform it, digital marketing becomes the most important means in increasing visit interest (Pradini, Syarifuddin, Digdowiseiso, & Miranti, 2022; Pradini & Alya, 2022; Pradini & Pratami, 2022).

Interest in visiting is a motivation that raises a person's attention to an object such as objects, work, people, and lessons. Interest is related to motor, cognitive, and affective aspects, which is an impulse to carry out what is expected (Anita, 2018).

One hotel that has not maximally utilized information media as a means of promoting its products to increase visiting interest is Shangri-La Hotel Jakarta, a 5-star hotel located in sudirman area, Central Jakarta.



Source: Shangri-La Hotel Jakarta Production (2017, 2018), February 22, 2019
Figure 1. Individual Room Night – Shangri-La Jakarta (2017, 2018)



Source: Shangri-La Hotel Jakarta Production (2017,2018), February 22, 2019
Figure 2. Individual Room Revenue – Shangri-La Jakarta (2017,2018)

It can be seen in figures 1 and 2 of 2017 and 2018 that there is a significant rate of decline for room occupancy at Shangri-La Hotel Jakarta. This can happen because there is still a lack of promotion in digital marketing at that time, as explained above that the development of the times, the more information technology develops at the Shangri-La Hotel Jakarta.

II. Review of Literature

2.1 Digital Marketing

Ridwan Sanjaya and Josua Tarigan in Achmad (2020) stated that digital marketing is a marketing activity, including branding by using web-based media such as email, social networks, blogs, adwords, websites, and others. In this case, digital marketing is not just about internet marketing.

Broadly speaking, digital marketing handles everything related to marketing (marketing) as well as product branding online. Among them are Video Marketing, Email Marketing, Search Engine Marketing, Search Engine Optimization, social media, Content Marketing, and others. The Digital Marketing Specialist or Digital Marketing Manager is an individual who is responsible for all types of digital marketing needs.

2.2 Digital Marketing Indicators

a. Understanding website

A website is one of the message channels found on the internet that contains a series of pages of the site, generally collected in a domain or subdomain, and is located on the World Wide Web (www) on the Internet. A web page is a document listed in HTML (Hyper Text Markup Language) format, which can often be reached via HTTP, a protocol that informs things from the website server to be presented to the public through a web browser. In the hospitality industry itself, the website is commonly used as a medium for prospective guests to access information before they stay, such as finding out the type of room and the price per night of the hotel.

b. Understanding social media

Social media is a media platform that focuses on facilitating users in interacting through telecommunication networks or exchanging information online. Social media can also be intended to increase social ties because it can connect people from different regions (Van Dijk in Nasrullah, 2015). While Meike and Young in Nasrullah (2015) translate 'social media' is the exchange of information between individuals with each other (to be share one-to-one) and public media used to disseminate information to everyone without any individual restrictions.

Social media activities can be done through two-way interaction in the form of collaboration, interacting with each other through writing, audiovisual or visual, and information exchange. Social media has three important aspects, namely sharing, collaborating, and connecting (Puntoadi, 2011).

c. Understanding Email Marketing

Email Marketing or so-called electronic mail is often combined with efforts to send letters using the internet (Harum, 2021). Email marketing is usually interpreted as an email containing commercial messages (product promotional materials) directly whose target is a collection of individuals who use online-based email, to introduce products both goods and services. Email marketing is one type of marketing instrument that has various advantages, not least the ability to access large areas and different market share, as well as the ability to create marketing consensus with little investment. If the email is intended appropriately, then according to Kotler in Song (2017) email can be the right promotional medium.

2.3 Promotion

According to Kotler in Dewi (2017) in his research argues that promotion is one of the fundamental aspects that should not be underestimated when entering the market and competition, because promotion becomes one of several important factors of communication involving business actors and consumers in an efficient exchange activity, and developing all parties to reach an agreement. Appropriate exchange. Stanton in Pradini & Hardini (2021) stated that the promotional mix is a combination of operational sales, public relations, sales of people as product offering instruments that encourage organizations to achieve marketing goals.

Meanwhile, according to Hamdani in Siti (2019) in his research explaining that promotion is one of the elements in the marketing mix that is most importantly carried out by business actors in introducing goods or services products. This explains that promotion is the process of informing information carried out by business actors to consumers about the products produced by the business actor. Various factors that affect the actions of self-promotion as the view of Stanton Angipora in venia research (2017) are funds and the nature of the market. Because with sufficient funds, the creation of advertising programs is more efficient than promotions with inadequate budget sources. For the characteristics of the market itself, nature is very decisive because it covers the geographical area of the market, market concentration, consumer type, and product properties.

2.4 Visiting Interests

Basically, the interest in visiting is an encouragement to want to go to a place that gives the impression to visit. The theory of visiting interest is derived from the theory of buying interest in products, therefore a number of elements of visiting interest can be applied from the buying interest model. Below is the definition of the theory of interest in visiting.

Interest is the urge to motivate other individuals to carry out an activity. Schiffman and Kanuk in Tati Haryati (2018) in his research explained that buying interest is a psychic activity that arises because there are thoughts and feelings about the expected product.

From this opinion, it can be concurred that the interest in visiting is a statement of the desire of individuals in making a certain product purchase. Kotler and Keller in Furi Indriyani (2017) on his research explained there are two aspects that determine consumer buying interest. First, the attitude of the other party has a positive and negative influence with regard to buying interest. The impact of negative influence is that prospective buyers are not willing to buy products, while positive influences will create a potential buyer's encouragement to buy the product. Second, the uninspired situation is the sudden emergence of the situation and can replace people's buying interest.

III. Research Method

This research is a survey study, where data is collected from respondents using questionnaires. Sugiyono (2019) explained that survey research is collecting information using questionnaires to get responses from respondents. In addition, survey research is research conducted to get various facts from existing events and obtain information in a factual without knowing about the reason the event exists.

IV. Results and Discussion

4.1 Results

a. Validity Test

The purpose of the validity test is to find out the level of accuracy of the item in testing what you want to test. An item is called valid when there is a significant relationship with its total score. This item is in the form of statements and questions in the form of questionnaires given to respondents.

The validity test uses the SPSS (Statistical Package for Social Sciences) program version 23.0. The valid test of the item on the questionnaire is carried out by calibrating the value r table and r count. The value r calculates the result of data processing on the output entitled Item-Total Statistics. While the value r table can be observed in table r at the sig level. 0.05 (Arifin, 2017a:78).

Here are the validity test research criteria:

If r calculates $> r$ table, it means that the questionnaire item is declared valid.

If r calculates $< r$ table, it means that the questionnaire item is declared invalid.

b. Reliability Test

Reliability testing is intended to find out the consistency of the instrument where in this research is a questionnaire. The measuring instrument used will get a consistent measurement when the measurement is made again. This reliability test uses the Cronbach Alpha (α) method. To determine whether the questionnaire in this study is reliable or not using the limit of 0.6. If reliability < 0.6 then it is called unreliable (Arifin, 2017b: 79).

c. Normality Test

According to Ghozali in Venia (2017) in his research, the purpose of the normality test is to find out whether regression models, residual variables and disruptors are spread normally. As understood together, the t test and the F test consider that the residual value corresponds to the normal distribution. Normal tests cannot be observed through normal probability plots that combine kumulatif spread and normal spread. The normal distribution will produce one diagonal straight line and the plotting of residual data will be compared to the diagonal line. When the data is distributed normally, the lines visible on the data should follow a diagonal line. Normality can be known by observing the distribution of data (points) on the diagonal axis of the graph or residual histogram (Ghozali in research (Venia), 2017).

d. Multicollinearity Test

Multicollinearity states that between independent variables present in the regression model are perfectly linearly correlated or near-perfect (high coefficient of relation or 1). The regression model is either in which there is no perfect linear relationship or almost perfect between its independent variables. Multicollinearity can be observed from tolerance and inflation factor (VIF) values (Priyastama, 2017a: 122)

Here are the criteria for multicollinearity testing:

(a) If the VIF value < 10 tolerance > 0.1 , it means that there is no multicollinearity.

(b) If the VIF value > 10 tolerances < 0.1 , it means that multicollinearity occurs.

e. Heterodasticity Test

Heteroskedasticity is an unequal residual variant in all observations of regression models. Good regression means no heteroskedasticity. This research uses glacier testing through the act of regressing free variables with their residual absolute values (Priyastama, 2017c:125).

Here is the basis for decision-making:

- (1) When the sig value $< \alpha = 0.05$, it means heteroskedasticity.
- (2) When the sig value $> \alpha = 0.05$, it means that heteroskedasticity does not occur.

f. Autocorrelation Test

Imam Ghazali (2016: 107) stated that the purpose of the autocorrelation test is to measure whether or not in linear regression models there is a relationship between the errors of the nagging in the t-1 (previous) period. Regression that is free from autocorrelation is expressed as a good regression model. As for recognizing whether or not autocorrelation can use the Durbin-Watson (DW) test technique. According to the DW table with $N = 98$, $\alpha = 5\%$ and $K-2$ and with two free variables, the upper limit value (du) is 1.695.

g. Test F

The ANOVA test is a simultaneous regression coefficient test (test F) to measure the significance of the influence of independent variables on dependent variables. This research uses a significance level of 0.05 Priyastama (2017d: 160). As for the provisions of decision determination, namely.

- (1) H_0 is accepted if $F_{\text{calculates}} \leq F_{\text{table}}$, meaning that all digital marketing and promotion variables are not as significant explanatory variables against visiting interest variables.
- (2) H_0 is rejected if $F_{\text{calculates}} > F_{\text{table}}$, meaning all digital marketing and promotion variables as a significant explanatory variabel to the visit interest variable.

h. Determination Coefficient Test (R^2)

The coefficient of determination (R^2) is intended to prove the conformity of the analysis model compiled. Here is the formula in determining the magnitude of the coefficient of determination and the determining coefficient, namely:

$$KP = R^2 \times 100\%$$

Information:

KP= Determinant Coefficient

R= Correlation Coefficient

The determination coefficient value shows the percentage level of variation in the bound variable values that can be described by the regression equation found. When $R^2 = 0$, then there is no independent variable that can explain the bound variable. And it can be declared perfect if the free variable used can describe 100% variation of the bound variable.

i. Test T

The t test, a partial regression coefficient, is used to prove whether each independent variable partially affects significantly and positively the dependent variable by applying the test in each variable regression coefficient whether or not it has a meaningful influence

on the dependent variable (Arifin, 2017c: 162). The implementation of digital marketing tests and promotions for customer visiting interests use a sig level of 0.05.

The decision-making criteria are:

- 1) If $t_{\text{calculates}} > t_{\text{table}}$ and $\text{sig} < 0.05$, it means that H_0 is rejected, that the hypothesis is acceptable or that digital marketing and promotional variables affect visiting interests.
- 2) If $t_{\text{calculates}} < t_{\text{table}}$ and $\text{sig} > 0.05$, it means that H_0 is accepted, that the hypothesis is rejected or that the digital marketing and promotion variables do not affect the interest in visiting.

Test Criteria on statistical t test:

- 1) If $t_{\text{calculates}} > t_{\text{table}}$ and $\text{sig} < 0.05$, meaning H_0 rejected or significant, that individually digital marketing and promotion variables affect visiting interest which means the hypothesis is accepted.
- 2) If $t_{\text{calculates}} < t_{\text{table}}$ and $\text{sig} > 0.05$, meaning H_0 accepted or insignificant, that individually digital marketing and promotion variables do not affect visiting interest which means the hypothesis is rejected

j. Multiple Linear Regression Tests

Regression analysis is the study of the recognition between dependent variables of one or more independent variables, with the aim of educating and educating the middle value of the population or the number of dependent variabel based on the value of the variable.

Independent explained (Hartati et al., 2020) multiple linear regression is a test that towers the bond between variables (dependents) and indented variables. Multiple linear regressions are performed for knowledge of meaningful variables in this study there are two variables (X) and one variable (Y).

Information:

Y = Bound Variable (Visiting Interest)

a = constant

$\beta_1 \beta_2$ = regression coefficient

X1 = Digital Marketing

X2 = Promotion

e = error

4.2 Discussion

a. Validity Test

Table 1. Validity Test Results

	r_{hitung}	r_{tabel}	Significance	Criterion
	0,683	0,197	0,000	Valid
	0,622	0,197	0,000	Valid
	0,676	0,197	0,000	Valid
	0,638	0,197	0,000	Valid
	0,614	0,197	0,000	Valid
	0,575	0,197	0,000	Valid
	0,503	0,197	0,000	Valid
	0,637	0,197	0,000	Valid
	0,559	0,197	0,001	Valid

Source: SPSS Output Results 2021

Referring to the table of instrument validity test results on variable instruments of *digital marketing* and promotional influence, it can be observed that 9 items of statements as a means of measuring variables of *digital marketing* and promotional influence are *valid*, because the value of *r* calculates from *r* table each item is higher than the error rate of 5% which is 0.1796.

b. Y Validity Test

Below is a table of the validity test results of items as free variable indicators or bound by 5 points using the results of ibm SPSS application assistance output version 25:

Table 2. Results of the Visit Interest Variable Validity Test (Y)

Item No.	<i>r</i> _{hitung}	<i>r</i> _{tabel}	Significance	Criterion
1	0,642	0,197	0,000	Valid
2	0,651	0,197	0,000	Valid
3	0,638	0,197	0,000	Valid
4	0,668	0,197	0,001	Valid
5	0,680	0,197	0,002	Valid

Source: SPSS Output Results 2021

Referring to the table above, namely the exposure of the results of validity tests on consumer satisfaction variables, it can be observed that the 5-point statement used as a variable instrument of Interest in Visiting At Shangri-La Hotel Jakarta (Y) can be called *valid*, because the value of *r* calculates from *r* table each point of higher statement is incorporated the error rate value. 5% is 0.1796.

c. Reliability Test

1. Digital Marketing Influence Variable Reliability Test (X1)

Table 3. Reliability Test Results Digital Marketing (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
,921	5

Source: SPSS Output Results 2021

Referring to the data can be observed that cronbach's alpha coephsien of 0.921. The criteria used are cronbach's alpha coefficient value > 0.60, so it can be concluded that the Digital Marketing (X1) variable measuring instrument can be trusted (reliabel). This indicates that the questionnaire items on the product quality variable (X) as many as 15 valid items are said to be *reliable* as data collection instruments in research, thus it can be used for the next stage of research.

2. Uji Promotion Variable Reliability (X2)

Table 4. Promotional Variable Reliability Test Result (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
,866	5

Source: SPSS Output Results 2021

Referring to the table it can be observed that cronbach's alpha coephisien is 0.866. The criteria used, namely the coefficient value of cronbach's alpha > 0.60 , can be concluded that the Promotion variable instrument (X2) can be trusted (reliabel). The questionnaire items in the Promotion variable (X2) as many as 5 valid statement points can be said to be *reliable* as a data collection instrument in research, therefore it can be used for the next stage of research.

d. Normality Test Data

Table 5. Normality Test Results Data
One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			103
Normal ^a	Parameters ^{a,b}	Mean	,0000000
		Std. Deviation	6,28834049
Most Extreme Differences	Extreme Absolute	Positive	,118
		Negative	-,118
			,082
Test Statistic		,118	
Asymp. Sig. (2-tailed)		,001 ^c	

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

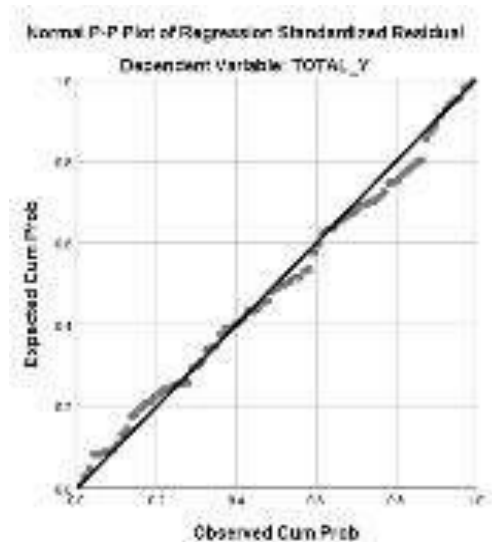


Figure 1. Results of P-Plot Data Normality Test

Referring to figure 5 it can be observed that the distribution of points is around each line according to a straight line and does not extend. So it is concluded that assumptions parallel to normality and data are appropriate to use.

e. Multicollinearity Test

Table 6. Multicollinearity Test Results
Coefficients^a

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	6,118	3,485		1,755	,082		
X2	1,553	,318	,550	4,887	,000	,383	2,610
X1	,617	,346	,200	1,781	,078	,383	2,610

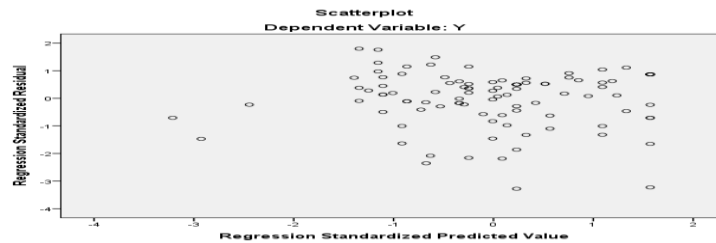
a. Dependent Variable: Interest in Visiting

Source: SPSS Output Results 2021

Referring to table 6 results of calculating the tolerance value of each variable, namely variable X worth 0.383. The findings indicate that there is no free variable with a tolerance value of < 1.00/1 so that it can be concluded that there is no multicollinearity of tolerance values in the regression model. In the measurement of the value of VIF shows the value of VIF X which is 2,610. This finding indicates that there are no free variables with a VIF value of > 10.00 so it can be stated that there is no multicollinearity between free variables in the regression model.

f. Heteroskedasticity Test

Table 7. Heteroskedasticity Test Results
Coefficients^a



Referring to figure 7 it can be observed that various points are distributed randomly and distributed either above or below the number 0. The results prove that in regression models there is no heteroskedasticity.

g. Autocorrelation Test

Table 8. Autocorrelation Test Results
Summary^b Model

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,718a	,515	,506	6,35091	1,873

Source: SPSS Output Results 2021

a. Predictors: (Constant), Digital Marketing, Promotion

b. Dependent variable: Visiting interest

Referring to the table, *durbin-watson* values are 1.873 higher than the upper limit (du) of 1.695 and less than 4-1,695 (4-du). So, there is no autocorrelation on the regression model.

h. Test F

Table 9. Test Results F ANOVA

Type	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	4287,018	2	2143,509	53,144	,000b
Residual	4033,409	100	40,334		
Total	8320,427	102			

c. Dependent Variable: Visiting Interests

d. Predictors:(Constant),Digital Marketing, Promotion

As the results of simultaneous testing, the value F-calculate (53.144) > F-table (2.65), while the *sig* value is obtained. 0.00, which is < 0.05. This means that H0 is rejected and H3 is accepted, thus the variable influence of *digital marketing* and promotion simultaneously affects significantly the interest in visiting.

i. Determination Coefficient Test (R²)

Table 10. Results of the Coefficient of Determination (R²) Test Summary Model

Model Summary

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,718a	,515	,506	6.35091

a. Predictors: (Constant), x1.5, x1.2, x1.3, x1.4, x1.1

b. Predictors: (Constant), Digital Marketing, Promotion

c. Dependent Variable: Visiting Interests

As the result of table 10, the coefficient of determination (R²) is 0.506. In the determination coefficient test in table 2, an *adjusted R-square* value of 0.506 (50.6%). These findings indicate that the ability of free variables in this study affected bound variables worth 7.7%, while the remaining 93.3% (1 – 0.206) was explained by other variables not listed in the free variables in this study.

j. Test T

Table 10. Test Results T Coefficients^a

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	22,364	3,485		1,755	,000
X2	,329	,318	,550	1,579	,006
X1	,206	,346	,200	1,673	,003

a. Dependent Variable: Interest in Visiting

Source: SPSS Output Results 2021

As the results of table 10 can be understood the first hypothesis in this study is that digital marketing (X1) has no positive effect on visiting interest (Y). Based on the SPSS output table "Coefficients" above, the calculated value of 1,673 < t table 1,989 and the Significance value (Sig) of the digital marketing variable (X1) is 0.003 Because the value of Sig. 0.003 < a probability of 0.05, it can be concluded that H1 is rejected and Ho diterima. This means that there is no significant influence between digital marketing (X1) on visiting interest (Y) at Shangri-La Hotel Jakarta.

The second hypothesis in this study is that promotion (X2) has a positive effect on visiting interest (Y). Based on the SPSS output table "Coefficients" above, the calculated value of 1.579 > t table 1.989 and the Significance value (Sig) of the promotion variable (X2) is 0.006 due to the value of Sig. 0.006 < probability of 0.05 then it can be concluded that H1 is accepted and Ho is rejected. This means that there is a significant influence between promotion (X2) on the interest in visiting (Y) at shangri-la hotel Jakarta.

j. Multiple Linear Regression Tests

Table 11. Multiple Linear Regression Test Results
Coefficients^a

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6,118	3,485		1,755	,082
X2	1,553	,318	,550	4,887	,000
X1	,617	,346	,200	1,781	,078

a. Dependent Variable: Interest in Visiting

As with table significance value 4.5, sig value. 0.000 < 0.05 and the value of t is a count of 1.781 and 4.887 > a t_{tablel} of 1.988. Thus, the variables of digital marketing (X1) and promotion (X2) towards the interest of the community (Y). The results of the data processing so that they can describe a simple linear regression model, namely:

$$Y = a + bX$$

$$Y = 6,118 + 0.617 X1 + 1.553 X2$$

Referring to the results of the regression test, each variable can be described below:

1. The constant 6.118 means that the consistent value of the variable of interest (Y) is 6.118.
2. The *digital marketing* regression effect (X1) of 0.617 indicates that for each addition of 1% of the value of *the digital marketing* variable (X1), then the value of the visiting interest variable (Y) increases by 0.5%. 617
3. The promotional regression effect (X2) of 1.553 indicates that for each addition of 1% of the value of the promotional variable (X2) then the value of the visiting interest variable (Y) increases by 1.553.
4. The regression coefficient is positive, it can be stated that the direction of influence of *digital marketing* (X1) and promotion variables (X2) on the variable of visiting interest (Y) is positive.

V. Conclusion

Based on research and results obtained regarding the influence of Digital Marketing and Promotion on Visiting Interests at Shangri-La Hotel Jakarta, it can be withdrawn, including:

1. Digital Marketing does not have a significant effect on visiting interest at Shangri-La Hotel Jakarta because the hotel is able to encourage interest in visiting if the company has a good impression in people's day to visit. To build a positive impression of the hotel in the hearts of visitors certainly can not be applied just like that, but it takes consistency, promotion, and characteristics.
2. Promotion has a significant effect on the Interest in Visiting at Shangri-La Hotel Jakarta because promotional media with digital marketing is useful for prospective visitors to get information and information more easily about the hotel to be visited, anytime and anywhere.
3. If Digital Marketing and Promotion together have a significant effect on visiting interest because both are very important communication media in the hospitality industry, therefore this is the case. Used by consumers before deciding to visit.

While the advice is on the implementation of the Shangri-La Hotel Jakarta promotion should prioritize the implementation of product promotion through Youtube, Instagram, Twitter, and Facebook as the center of information for the most comfortable hotel in the world that is applied considering that most of the public are users of social media.

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