



The Influence of Marketing Innovation to Room Purchase Decision during Pandemic Covid-19 in Anantara Uluwatu Bali Resort

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Abstract

The Covid-19 pandemic has created unprecedented business changes and significantly impacted tourism. Hotels began to carry out adaptive capabilities and make improvements through innovative practices to maintain the company's viability by focusing on market changes and taking advantage of potential market share. In the light of this phenomenon, this study aims to determine the effect of marketing innovation on room purchasing decisions at Anantara Hotel Uluwatu Bali Resort. Data collection techniques used in this study were documentation, interviews, and questionnaires. Purposive sampling is used by taking responses of 50 people. In addition, this study used simple linear regression analysis techniques, t-test, and coefficient of determination (R²). Based on the simple linear regression analysis result produces the equation $Y = 0.001 + 1.027 X$. The t-test points out that the t-value of 13,870 is greater than the t-table of 1.98472. Similarly, the t-test results in the t-calculation of 11.888, which is greater than the t-table of 2.011. The coefficient of determination test produces an R² value of 0.746, meaning that marketing innovation (X) affects 74.6% of the room purchase decision (Y). The remaining 25.4% is explained by other variables not discussed in this study. Hence, result in it is found that marketing innovation positively affects room purchasing decisions.

Keywords: Marketing Innovation, Purchase Decision, and The Covid-19 Pandemic

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Preliminary

Bali is a benchmark for the development of tourism in Indonesia. The rapid development of tourism in Bali has made the development of accommodation facilities also increase. In 2020, the world was stricken by the Covid-19 outbreak. Consequently, it decreases the tourists' visits by 1,069,473 people with a percentage of -82.96% from the previous year. The impact of the Covid-19 pandemic is increasingly felt along with the issuance of the Regulation of the Minister of Law and Human Rights of the Republic of Indonesia Number 11 of 2020 concerning the "Temporary Prohibition of Foreigners from Entering the Territory of the Republic of Indonesia concerning the existence of this policy, several countries in the world are unable to make the trip to Indonesia. It also closed the entrance to foreign tourists visiting Bali. Moreover, the existence of high awareness of situations and conditions that are not conducive also reduces the interest of tourists in carrying out travel activities.

The decreased of tourist interest certainly has an impact on the decision to purchase rooms and the number of visits by foreign tourists. This impact has caused many hotel industries to have symptoms of bankruptcy. Chairman of the Indonesian Hotel and Restaurant Association (PHRI), Haryadi Sukamdani, stated that 1,642 hotels were forced to close. Based on the hotel closing data, West Java was the first to reach 501 hotels, followed by Bali with 281 hotels, East Java with 144 hotels, and Jakarta with 100 hotels (PHRI, 2020). According to Kotler in (Oktavia, et al., 2018) purchase decision is the act of consumers wanting to buy or not to the product. Kallmuenzer, et al. (in Breier, et al., 2021) states that in generating customer interest to make room purchases, hotel companies themselves also realize that their customers expect constant innovation. Customer evaluation of an innovation, such as perceived quality or satisfaction, can be a tool to measure the effectiveness of the innovation (Mahmoud et al., 2018).

Regarding all the innovations that have been made, the hotel itself must also be able to do good and appropriate marketing so that the innovations that have been created targeting the intended market share. According to Andrews and Smith (1996), marketing innovation is an important process in company so that it can achieve certain goals. The differences to other innovations, a very important characteristic of marketing innovation is its focus on the market and the customer. Marketing innovation is also concerned with improving or increasing the target market mix so that it is an appropriate innovative practice to serve the identified and selected target market (John in Nadda, et al., 2019).

This circumstance requires actions such as detecting new segments, redesigning promotions, or introducing new alternatives and pricing methods. Marketing innovation is expected to attract and influence customers to make purchasing decisions to achieve the goal of increasing company sales and of course, it can be a tool to increase consumer interest in room purchasing decisions (Nicolau, 2013). Naidoo (2010) states that customer and market orientation can encourage and provide ideas in carrying out innovative marketing practices to help companies survive the current crisis.

Anantara Uluwatu Bali Resort is one of Bali hotels under Minor International, a multi-national company based in Bangkok, Thailand. Anantara Uluwatu Bali Resort is one of the hotels in Bali that constantly operates during the pandemic by implementing innovative practices in its

operations, especially by implementing innovation in its marketing field. Based on the data presented in Table 1 on the attachment, it is a form of monthly promotion at Hotel Anantara Uluwatu Bali Resort with pricing and benefits from promotions that have been adjusted to the domestic market target. Regarding the room occupancy rate at Anantara Uluwatu Bali Resort, from 2018 to 2020 the target and the lowest occupancy rate was in 2020, even the target set did not reach 70%. The room occupancy rate in 2020 has significantly decreased, where the average number of occupancy achieved has a fairly high difference to the predetermined target, the average number of occupancy only reaches 43.91% while the target that is expected to be achieved is 62, 50% (the target has been adjusted to conditions during the pandemic) with a difference of 18.59%. Based on the background of this research, this study was conducted to describe the results of the analysis of the influence of marketing innovation on room purchase decisions during the Covid-19 pandemic at Anantara Uluwatu Bali Resort.

Research Methods

Data Types and Sources

In this study, quantitative and qualitative data types are used divided into primary data and secondary data. Primary data in the qualitative form in this study were obtained directly through interviews about marketing innovation and its influence on room purchasing decisions at Anantara Uluwatu Bali Resort. While the secondary data in this study is quantitative data, namely: (1) Reports of Tourist Visits to Bali; (2) Anantara Bali Resort's monthly room occupancy rate report; (3) Room Night Sold Report at Anantara Uluwatu Bali Resort; (4) Report on the Number of Closed Hotels in Indonesia; (5) Average number of guests staying at Anantara Uluwatu Bali Resort.

Sampling Technique

The sampling technique used is purposive sampling. In this technique, the emphasis is on being a sample because of the consideration of certain characteristics. The population sampled in this study were guests (respondents) who had stayed at the Anantara Uluwatu Bali Resort Hotel in 2020 during the COVID-19 pandemic. The number of samples taken is about 50 people.

Data Collection Technique

In this study, the data collection techniques used were: documentation, interviews and questionnaires. The documentation used in this study includes reports on the number of rooms per month occupancy rate annually, monthly data on promotion during 2020, and the room night sold per month each year. The interview technique in this study uses a guided free interview technique, the questions will develop when conducting direct interviews with the Anantara Uluwatu Bali Resort's E-commerce Executive. The application of the questionnaire in this study was carried out by using email blasts to a several of guest databases who had made room reservations at Anantara Uluwatu Bali Resort

Data Analysis Technique

Regarding the data analysis technique in this study using a simple linear regression analysis technique used to determine whether marketing innovation influences purchasing a room at Anantara Uluwatu Bali Resort. The classical assumption test (Normality Test, Heteroscedasticity Test, and Linearity Test) is a conducted before perform a simple linear

regression analysis, it follows by performing a coefficient of determination analysis to determine the percentage of influence between the variable x and variable y, apply the t-test (t-test), which aims to determine whether the correlation coefficient r is significant or not, and use the Likert scale as a guide in the category in the assessment of respondents. In addition, before conducting data analysis, all research instruments must pass the reliability and validity test as a condition that the instruments used are valid and reliable (legitimate and can be accounted for).

Hypothesis

Based on the theory and background that has been described, the hypotheses are constructed as follows:

Ha: Marketing Innovation has a significant effect on the decision to purchase a room at the Anantara Hotel Uluwatu Bali Resort. Ho: Marketing Innovation has no significant effect on the decision to purchase a room at Hotel Anantara Uluwatu Bali Resort

Results And Discussion

A. Results

1. Respondents' Assessment of Marketing Innovation Variables

Table 3 shows the respondents' assessment of marketing innovation. The highest score for marketing innovation is in statement no. 4, "The ease of making room reservations through various hotel social media (direct messages Instagram and WhatsApp)" obtained an average score of 4.52. The lowest value is in statement item no. 9, "The promotions offered according to needs" obtained an average score of 4.24. The average value of marketing innovation at Anantara Uluwatu Bali Resort as a whole is 4.40, which means that the respondents' answers are in the very good category

2. Respondents' Assessment of Purchase Decision Variables

Table 4 shows the respondents' assessment of purchasing decisions at Anantara Uluwatu Bali Resort. The highest value for purchasing decisions is found in statement no. 2, "Ease of understanding the information listed." which obtained an average score of 4.5. The lowest score is found in statement item no. 4 "Confidence in obtaining benefits as promised" and question item no 5, "Innovations made by Anantara Uluwatu generate interest in making purchases" obtaining an average score of 4.42. The average value of purchasing decisions at Anantara Uluwatu Bali Resort as a whole is 4.45, which means that the respondents' answers are in the very good category.

3. Simple Linear Regression Analysis

Based on the value of the constant and the value of the regression coefficient of the independent variable, a simple linear regression equation is obtained as follows:

$$Y = 0.001 + 1.027 X$$

4. T- test

Based on Table 6 on the attachment, it can be seen that the calculated t- value of marketing innovation is 11.888 with a significantly less than the value of (0.000 < 0.05). Determining the value of the t- distribution table level of significance used in this test is 0.05 or (confidence level) = 5% with a remarkable degree of freedom (degree of freedom) $df = n-k-1$. The value of $n = 50$ and $k = 2$, then $df = 50 - 2 - 1 = 47$. Based on the t distribution table, the value of t table = 2.011. Then a comparison is made between the calculated t- value and the t-table.

Figure 1 shows that the calculated t- value 11.888 is greater than the t- distribution table 2.011 and shows a significant value $\leq 0.000 < 0.05$, so H_0 is rejected and H_a is accepted. It shows that marketing innovation has a positive and significant effect on purchasing decisions at Anantara Uluwatu Bali Resort with an error rate of 5%, 95% confidence and 47 degrees of freedom.

5. Coefficient of Determination Analysis

$$\begin{aligned}\text{Coefficient of Determination} &= R^2 \times 100\% \\ &= 0,746 \times 100\% \\ &= 74,6\%\end{aligned}$$

Based on the above calculations, it can be explained that the contribution of the marketing innovation variable to the purchase decision at Anantara Uluwatu Bali Resort is 74.6% while the remaining 25.4% is influenced by other variables not examined in this study.

B. Discussion

Based on the respondents' assessment of marketing innovation. It can be seen that in each of its dimensions (product design improvement, product placement improvement, promotion improvement, and pricing improvement), the overall average score is 4.40 in the "very good" category. The highest score on marketing innovation is found in the promotion improvement dimension with an average value of 4.52 in statement item number 4 regarding "Ease of making room reservations through various hotel social media (direct messages Instagram and whatsapp)". At the same time, the lowest rating is also found on the dimension of promotion improvement with the acquisition of an average value of 4.24 on statement item number 9 regarding "Promotions offered according to needs".

The results of the respondent's research regarding the decision to purchase a room at the Anantara Hotel Uluwatu Bali Resort are also included in the description of the very good value with a total average value of 4.45 with 5 (five) statements from the dimensions of the room purchase decision (problem introduction, information seeking, evaluation of alternatives, purchase decisions, and post-purchase behavior). The highest score obtained for purchasing decisions is found in the "information search" dimension in statement item number 2 regarding "Ease in understanding the information listed." by obtaining an average value of 4.50. The lowest value is found in the "purchase decision" dimension in statement number 4 "Confidence in obtaining

benefits as promised" in the "post-purchase behavior" dimension in question no 5 "Innovations made by Anantara Uluwatu generate interest in making purchases" by obtaining an average value of 4.42 each. Based on the results of the overall respondent's assessment of the influence of marketing innovation on the decision to purchase a room at the Anantara Uluwatu Bali Resort Hotel, it can be categorized as very good.

Based on the regression coefficient table b, marketing innovation produces a positive value of 1.027 and has a significant effect, which is known based on the results of the significant value of 0.000, which is smaller than the value of $\alpha = 0.05$. In addition to the data obtained, the t-distribution curve tests the hypothesis, which shows that the calculated t-value is 11.888 while the t-distribution table is 2.011. Based on this, it can be seen that the value of the calculated t-value is greater than t-distribution table, causing the calculated t-value to be in the rejection area, and rejected the H_0 , which means that there is an influence of the marketing innovation variable on the decision to purchase a room at the Anantara Hotel Uluwatu Bali Resort.

This finding is consistent with that of Gurinova (2018), explaining that marketing innovation is identified as the search for creative and new solutions to the problems currently being faced and future needs so that businesses become more competitive and improve their performance, they must continue to develop new products and strategies. The most important impact of business marketing innovation increasing company competitiveness, increasing work productivity, and changing company culture.

It is also supported by Nicolau & Santa-María's (2013) opinion, which analyzes the influence of innovation on market value. The results show that innovation has a positive impact on the company's future sales. Process innovation and marketing innovation have a higher positive impact on market value than other types of innovation, namely product innovation and organizational innovation. It shows that each innovation needs to be treated differently according to its respective categories, because of the differences in costs in each category of innovation carried out.

Based on research conducted by Olarte and Medrano-Sáez (2012) stated that marketing innovation is one of the highly recommended practices for companies in times of crisis, by conducting internal research and development, launching new marketing and offerings in the market which aims to provide solutions in the context of the new business economy of today.

It is also in accordance with research conducted by Estrin (2009) which states that the innovation process is driven by the need to understand how things work so as not to interpret biased meanings; to grow revenue, reduce costs, or increase productivity; to solve customer problems; or to maintain the level of customer health and comfort. Based on the results of this study, it was found that the contribution of the marketing innovation variable to purchasing decisions at Anantara Uluwatu Bali Resort was 74.6% while the remaining 25.4% was influenced by other variables not examined in this study such as brand image and e-commerce factors, CHSE (Cleanliness, Health, Safety and Environmental Sustainability) qualification factor.

Conclusion

A. Conclusion

Based on the results of the analysis and discussion in the previous chapter, regarding the results of the respondent's assessment through the questionnaires that have been distributed, it is stated that the influence of marketing innovation on room purchasing decisions can be categorized as very good. It is in accordance with calculations using simple regression analysis, which states that marketing innovation has a positive effect on room purchasing decisions with the equation $Y = 0.001 + 1.027 X$. This equation means that for every one-unit increase in the marketing innovation variable, the room purchase decision variable will be increased by 1,027. The contribution of marketing innovation to the room purchase decision is 74.6%, and the other 25.4% is influenced by other factors that are not explained in this study.

B. Suggestions

The suggestions that the author can convey in this research are based on the above discussion, such as:

- a) The sales & marketing department of Anantara Uluwatu Bali Resort continues marketing innovation by making more optimal improvements, especially in the promotion section. Promotions created should be more tailored to customer needs by being more active in conducting market research.
- b) The sales & marketing department must also maximize the quality of content and promotional ideas to attract customer interest. A good cooperative relationship with the reservation party in providing services also plays an important role so as in creating customer confidence in making room purchasing decisions.

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Attachment

Table 1. Monthly Promotion (2020)

MONTHS	PROMOTION	PRICE	BENEFIT
June	Bali Resident	IDR 750.000 net/night	Accommodation in 1 unit Ocean View Suite - Daily breakfast with a view for 2 persons per room - 50% savings of Dining by Design (romantic Dinner) - 35% savings of F&B and Spa treatment
July	Here comes July	IDR 850.000 net/night	Accommodation in 1 unit Ocean View Suite - Daily breakfast with a view for 2 persons per room - 50% savings of Dining by Design (romantic Dinner) - 35% savings of F&B and Spa treatment
August	Best of August	IDR 875.000 net/night	Accommodation in 1 unit Ocean View Suite - Daily breakfast with a view for 2 persons per room - 50% savings of Dining by Design (romantic Dinner) - 35% savings of F&B and Spa treatment
September	Sunny September	IDR 875.000 net/night	Accommodation in 1 unit Ocean View Suite - Daily breakfast with a view for 2 persons per room - 50% savings of Dining by Design (romantic Dinner) - 35% savings of F&B and Spa treatment
October	Oway October	IDR 1.000.000/ net/night	Accommodation in 1 unit Ocean View Suite - Daily breakfast with a view for 2 persons per room - 50% savings of Dining by Design (romantic Dinner) - 35% savings of F&B and Spa treatment
November	Nuvo November	IDR 1.100.000/ net/night	Accommodation in 1 unit Ocean View Suite - Daily breakfast with a view for 2 persons per room - 50% savings of Dining by Design (romantic Dinner) - 35% savings of F&B and Spa treatment
December	Dazzling December	IDR 1.500.000/ net/night	Accommodation in 1 unit Ocean View Suite - Daily breakfast with a view for 2 persons per room - 50% savings of Dining by Design (romantic Dinner) - 35% savings of F&B and Spa treatment

(Sources: Anantara Uluwatu Bali Resort, 2020)

Table. 2 Variable Operational Definition

Variabel	Definition	Dimension	Indicator		
<i>Marketing Innovation</i> (Variable X)	The concept of marketing innovation takes various forms, and some authors define it as program innovation or improvement of the company's current marketing methods, including Product Design, Product Placement, Promotion, and Pricing. Source: Naidoo, Vikash (2010)	1. <i>Product Design</i>	New operational standard design conformity with a health protocol		
			Readiness of the staff in serving guests with new operational standards		
			Quality of service in the application of new operational standard designs (with health protocols)		
		2. <i>Product Placement</i>	Ease of making room reservations through various hotel social media (direct messages Instagram and WhatsApp)		
			The quality of the media used in making room reservations		
			The convenience of communicating and transacting through the provided media		
		3. <i>Promotion</i>	The promotional media used can be accessed by all circles		
			The promotional content following the trend		
			The promotion offered according to needs		
			The suitability of the benefits obtained with the promotions offered		
		4. <i>Pricing</i>	The new pricing offered reaches all circles		
			The suitability of the benefits obtained with the price offered		
			The price offered by Anantara Uluwatu is the main decision in making a purchase		
			I feel that the prices for products from Anantara Uluwatu are more competitive compared to other hotel accommodations in the Uluwatu area		
		Purchase Decision (Variable Y)	There are five purchasing decision processes that an individual goes through in making a purchase, namely: Problem Recognition, Information Search, Alternative Evaluation, Purchase Decision, Post Purchase Behavior Source: Morissan (2010)	1. Problem Recognition	The information listed is in accordance with what is needed
				2. Information Search	Ease of understanding the information listed
3. Alternative Evaluation	Assessment of the product/service to be purchased. gain confidence in obtaining benefits as promised				
4. Purchase Decision	Confidence in obtaining benefits as promised				
5. Post Purchase Behavior	Anantara Uluwatu's innovation creating interest in making purchases				

(Source: Naidoo, Vikash (2010), Morissan (2010))

Table. 3 Respondents' Assessment of Marketing Innovation Variables

No	Questionnaire Statement	VG	G	F	P	VP	AMOUNT	AVERAGE	DESCRIPTION
1	New operational standard design conformity with health a protocol	28	17	5	0	0	223	4,46	very good
2	Readiness of the staff in serving guests with new operational standards	27	21	2	0	0	225	4,50	very good
3	Quality of service in the application of new operational standard designs (with health protocols)	27	19	4	0	0	223	4.46	very good
4	The ease of making room reservations through various hotel social media (direct messages Instagram and WhatsApp)	29	18	3	0	0	226	4,52	very good
5	The quality of the media used in making room reservations	26	21	3	0	0	223	4,46	very good
6	The convenience of communicating and transacting through the provided media	25	22	3	0	0	222	4,44	very good
7	The promotional media used can be accessed by all circles	23	24	3	0	0	220	4,40	very good
8	The promotional content following the trend	21	26	3	0	0	218	4,36	very good
9	The promotion offered according to needs	18	27	4	1	0	212	4,24	very good
10	The suitability of the benefits obtained with the promotions offered	23	24	3	0	0	220	4,40	very good
11	The new pricing offered reaches all circles	27	14	9	0	0	218	4,36	very good
12	The suitability of the benefits obtained with the price offered	19	27	4	0	0	215	4,30	very good
13	The price offered by Anantara Uluwatu is the main decision in making a purchase	25	22	3	0	0	222	4,44	very good
14	I feel that the prices for products from Anantara Uluwatu are more competitive compared to other hotel accommodations in the Uluwatu area	19	26	5	0	0	214	4,28	very good
TOTAL							3.081	61,62	very good
AVERAGE							220	4,40	

(Source: Results of Processed Research Data, 2021)

Table. 4 Respondents' Assessment of Purchase Decision Variables

No	Questionnaire Statement	VG	G	F	P	VP	AMOUNT	AVERAGE	DESCRIPTION
1	The information listed is in accordance with what is needed	24	25	1	0	0	223	4,46	very good
2	Ease of understanding the information listed	28	19	3	0	0	225	4,50	very good
3	Assessment of the product/service to be purchased.	26	20	4	0	0	222	4,44	very good
4	Confidence in obtaining benefits as promised	24	23	3	0	0	221	4,42	very good
5	Anantara Uluwatu's innovation creating interest in making purchases	25	21	4	0	0	221	4,42	very good
TOTAL							1112	22,24	very good
AVERAGE							222,4	4,45	

(Source: Results of Processed Research Data, 2021)

Table. 5 Simple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.001	.259		.003	.997
	Marketing_Innovation	1.027	.086	.864	11.888	.000

a. Dependent Variable: Purchase Decisiom

(Source: Results of Processed Research Data, 2021)

Table. 6 T-test

Variable	Calculated t- value	Sig.	Definition
marketing innovation	11.888	0.000	Positif and Significant

(Source: Results of Processed Research Data, 2021)

Figure 1. Distribution Curve t-test Testing Marketing Innovation on Purchase Decision at Anantara Uluwatu Bali Resort



Calculated t-value = 11,888 t- distribution table = 2,011
 (Source: Results of Processed Research Data, 2021)

Table.7 The Result Coefficient of Determination Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.864 ^a	.746	.741	.35471

a. Predictors: (Constant), Marketing_Innovation

(Source: Results of Processed Research Data, 2021)