| Research Article

Analysis of the Impact of Marketing Communication Mix on Customer Purchase Intention in the 4-Stars Hotel Industry in Manado City

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Abstract: In the post-pandemic economic recovery, the hospitality industry faces increasing pressure to regain customer engagement through strategic marketing. In Manado City, 4-star hotels exhibit the highest room occupancy rates, making them key players in the regional tourism sector. The integration of marketing communication elements is vital for these hotels to maintain competitiveness. While marketing communication is known to influence consumer behavior, limited empirical evidence exists on how each component—advertising, sales promotion, personal selling, public relations, and digital marketing—individually and collectively affects purchase intention in the hospitality context. This study aims to analyze both the simultaneous and partial effects of these five marketing communication tools on customer purchase intention in Manado's 4-star hotel industry. Utilizing a quantitative survey method, data were collected from 100 purposively sampled hotel guests and analyzed through multiple linear regression. The findings confirm that all five communication elements significantly influence customer purchase intention, both simultaneously and individually. Unlike prior research, this study highlights the unique post-pandemic dynamics within the tourism industry of North Sulawesi and offers a regional perspective on integrated marketing communication effectiveness. The results offer actionable insights for hotel managers to optimize marketing strategies, emphasizing the necessity of balanced investment across all communication channels to boost customer engagement and purchasing behavior.

Key words: Marketing Communication Mix, Purchase Intention, Hotel Industry, Post-Pandemic Marketing, Manado.

INTRODUCTION

Research Background

Every day, the world continues to develop in a better direction with an emphasis on meeting ever-increasing human needs. On the other hand, companies must also be able to organize efficient plans for trading products for their services [1].

The development of products and services in creative and innovative ways is increasing. 2020, when the Corona Virus spread throughout the world, making it a Pandemic, caused many changes in the world. Through this crisis, entrepreneurs in a wide range of sectors accelerated towards the digitalization trend to adopt new business models to survive [2].

Being hampered by the prohibition on free mobilization due to the pandemic, entrepreneurs have to innovate and be creative in dealing with this situation. However, according to Mehralian and Khazaee companies must adopt new behaviors, methods and practical solutions to face uncertainty and be prepared for problems that will occur in the future [3].

In the recovery of the tourism sector, especially in the hospitality sector, of course, rebuilding tourism enthusiasm for tourists after the Covid-19 pandemic, especially in North Sulawesi Province, requires more effort. The Room Occupancy Rate (TPK) of 4 Star hotels occupies the highest position with a total percentage of 63.24%, far superior to other Star hotel classifications in North Sulawesi as seen from table 1 below [4].

Table 1. Star Hotel Room Occupancy Rates Based on Hotel Classification in North Sulawesi in December 2022, November 2023 and December 2023

No	Description	Month-Year			Shifting (Poin)	
					M to M	Y on Y
		December 2022	November 2023	December 2023	December 2023 toward November 2023	December 2023 toward Desember 2022
1	5-Stars	40,79	36,74	41,42	4,68	-1,37
2	4-Stars	68,12	62,49	63,24	0,75	-4,88
3	3-Stars	35,82	45,82	46,56	0,74	10,74
4	2-Stars	52,41	44,65	53,30	8,65	0,89
5	1-Stars	40,45	40,46	46,07	5,61	5,62

Resource: Provincial Statistics Office

In this recovery period, efforts to improve the economy are very urgent and need to be carried out. Marketing is an effort to increase knowledge of goods and services which can increase the income of a company, especially businesses operating in the tourism sector, accommodation sector during this recovery period. In modern marketing, Marketing Communication Mix is the main approach in attracting and retaining customers. The main elements in this strategy include advertising, sales promotion, personal selling, public relations, and digital marketing. Each plays a role in creating a brand image, attracting customer interest and increasing purchase intent [5].

Along with the recovery of the hotel industry in Manado City, North Sulawesi Province, the occupancy rate for 4-star hotels is starting to increase. However, increasingly fierce competition demands the implementation of more effective marketing strategies to attract customers again post-pandemic. In this context, the marketing communications mix becomes a crucial element in encouraging customer purchasing intentions, especially because hotel services are intangible and highly dependent on customer trust. The success of implementing this marketing communications mix can be seen in a 4-stars hotel in Manado, which was able to utilize these five elements to attract customers again after being affected by the pandemic. Based on data from Trip.com, 4-star hotels are the main choice for tourists and have a great opportunity to implement more integrated marketing strategies to increase competitiveness [6].

Based on this background, research was conducted to analyze the influence of the marketing communication mix on customer purchase intentions in the 4-stars hotel industry in Manado. It is hoped that understanding the effectiveness of each marketing element can help hotels develop more appropriate strategies to increase their competitiveness and business growth [7].

Research purposes

1. To analyze the influence of advertising, sales promotion, personal selling, public relations and digital marketing simultaneously on customer purchase intentions in the 4 Star hotel services industry in Manado City [8];

2. To partially analyze the influence of advertising on customer purchasing intentions in the 4-stars hotel services industry in the city of Manado [9];

3. To partially analyze the influence of sales promotion on customer purchase intentions in the 4 stars hotel services industry in the city of Manado [10];

4. To partially analyze the influence of personal selling on customer purchase intentions in the 4 stars hotel services industry in the city of Manado [11];

5. To partially analyze the influence of public relations on customer purchasing intentions in the 4-stars hotel services industry in the city of Manado [12];

6. To partially analyze the influence of digital marketing on customer purchasing intentions in the 4-stars hotel services industry in the city of Manado [13].

LITERATURE REVIEW

Understanding Marketing

According to Kotler, Keller, and Chernev Marketing is an activity, a series of institutions, and processes for creating, communicating, delivering, and exchanging offers that have value for customers, clients, partners, and society at large. Daryanto defines marketing as a situation where individuals and groups carry out social and managerial processes by creating, offering and exchanging something of value with one another to obtain their needs and desires [14].

Purchase Intention

According to Kotler and Keller, a customer's purchase intention is formed from preferences between brands that are in the customer's series of choices, which gives rise to purchase intention towards the most preferred brand. Purchase readiness is regulated at several levels starting from awareness, knowledge, preferences, beliefs, and finally the decision to purchase the product. The purchasing process carried out based on purchase intentions for profitable brands will encourage consumer purchase intentions [15].

Marketing Communications Mix

Marketing Communication Mix is a special combination of promotional tools for an organization to persuasively communicate value and to build relationships with customers . There are five main promotional tools, namely:

1. Advertising, is a form of non-personal presentation and promotion of ideas, products or services carried out by certain sponsors [16].

2. Sales Promotion, which is a short-term incentive to encourage the purchase or sale of a product or service [17].

3. Personal selling, which is the interaction of company sales personnel with customers for the purpose of attracting customers, making sales, and building relationships with customers [18].

4. Public Relations (PR), building good relations and relationships with various publications that can gain publicity benefits, building a good company image, handling or avoiding rumors, stories and unfavorable events [19].

5. Digital marketing, which is directly involved with carefully targeted individual consumers and within the customer community in order to obtain fast responses and build long-lasting relationships with customers [20].

Previous Research

Aicha Amri, The Impact of Personal Selling on Customer Purchasing Behavior - Case Study of the Mobile Operator Mobilis. This research reveals strategies such as face-to-face interaction, persuasive selling, and the application of the AIDA (Attention, Interest, Desire, Action) model in influencing purchasing behavior. This research found that cellular operators who use targeted personal selling strategies can build closer customer relationships, which in turn has the effect of increasing sales and customer loyalty [21].

Rahmiati, Marketing Communication Mix on Purchase Decision in Industrial Area: A Study From International Chain Coffee Shop. This research examines the influence of marketing communication elements (advertising, sales promotions, personal selling, public relations, and direct marketing) on customer purchasing decisions at Starbucks Cikarang, Indonesia. The results of this research show that advertising, public relations and direct marketing have a positive influence on purchasing decisions, both directly and through purchase intentions. On the other hand, sales promotions and personal selling are not significant in influencing purchasing decisions [22].

Gökçek, Kılıç, and Onur Türker Moderator Role of Word of Mouth Marketing on the Impact of Public Relations on Purchase Intention from an Integrated Marketing Communications Perspective. This research examines the influence of public relations activities, especially corporate social responsibility (CSR) initiatives, on consumer purchasing intentions. The results of this research are that CSR activities can build emotional relationships with consumers and influence their intention to buy [23].

Qazi, Muzaffar, Khan, and Basit, Offer to Buy: The Effectiveness of Sales Promotional Tools Towards Purchase Intention. This research focuses on revealing those promotional strategies such as discounts, coupons and gifts influence consumer purchasing intentions. The results are analyzed using statistical techniques. Research findings show that promotional tools such as discounts and giveaways have a significant positive impact on purchase intentions, with discounts being the most effective in triggering consumer purchasing behavior [24].

Research Model and Hypothesis

Research Model
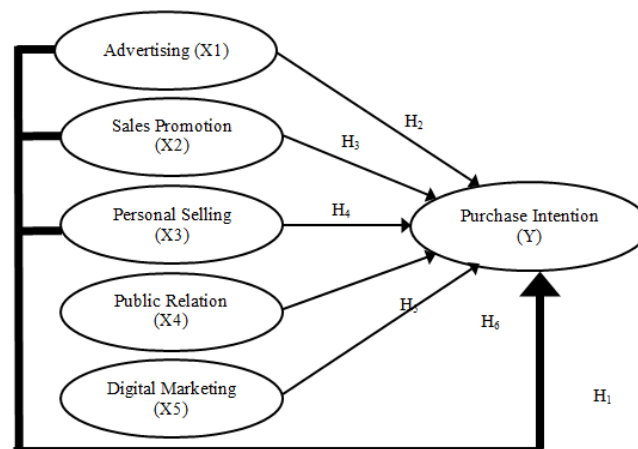
Figure 1. Research Model

Source: Data Process, 2024

Hypothesis

H1: It is suspected that advertising, sales promotion, personal selling, public relations, and digital marketing simultaneously influence customer purchase intentions in the 4-star hotel services industry in the city of Manado [25].

H2: It is suspected that advertising partially influences customer purchase intentions in the 4-star hotel services industry in the city of Manado [26].

H3: It is suspected that sales promotion partially influences customer purchase intentions in the 4-star hotel services industry in the city of Manado [27].

H4: It is suspected that personal selling partially influences customer purchase intentions in the 4-star hotel services industry in the city of Manado [28].

H5: It is suspected that public relation partially influences customer purchasing intentions in the 4-star hotel services industry in the city of Manado [29].

H6: It is suspected that digital marketing partially influences customer purchasing intentions in the 4-star hotel services industry in the city of Manado [30].

RESEARCH METHODOLOGY

Types of research

The type of research applied in this research is research through surveys. In survey research, questionnaires are used to collect information. This research is included in the associative research category. According to Sugiyono associative research is a type of research that aims to determine the relationship between two or more variables [31].

Research Population and Sample

Population is a generalization area that includes objects or subjects with certain characteristics and qualities that have been determined by researchers to be studied and used as a basis for drawing conclusions. Population is not just the number of objects or subjects studied, but also includes all the characteristics and traits inherent in the object or subject . The population in the study were guests of 4-star hotels in Manado City [32].

The sample is part of the population selected as a data source and is considered to represent the entire population in the research . In this research, researchers used a nonprobability sampling method with purposive sampling technique. Because the population size is not identified. According to Sekaran and Bougie "The sample size is equal to or greater than 30 and equal to or less than 500. Meanwhile, according to Purba, the sample size of the unidentified population is obtained using the formula:

$$n = \frac{Z^2}{4(moe)^2} = \frac{1.96^2}{4\,(0.1)^2} = 96.04 = 97$$

Notes:

n = Sample

Z = Normal distribution rate at 5% significance level (1.96)

Moe = Maximum margin error (10%)

Based on the formula above, the minimum sample taken for this research was: 97 respondents. Researchers have distributed 150 questionnaires, but only 100 questionnaires were returned and met the predetermined criteria [33].

RESEARCH RESULTS AND DISCUSSION

Data Analysis Results

Validity and Reliability Test Results

Table 2. Validity and Reliability Test

Variables	Indicators	Correlation (r)		Coefisien	
		R	Status	Alpha Cronbach	Status
Iklan (X1)	Advertisement 1	1	Valid	0.825	Reliabel
	Advertisement 2	0.555	Valid		Reliabel
	Advertisement 3	0.560	Valid		Reliabel
Sales Promotion (X2)	Sales Promotion 1	0.513	Valid	0.748	Reliabel
	Sales Promotion 2	0.539	Valid		Reliabel
	Sales Promotion 3	0.373	Valid		Reliabel
Personal Selling (X3)	Personal Selling 1	0.556	Valid	0.808	Reliabel
	Personal Selling 2	0.513	Valid		Reliabel
	Personal Selling 3	0.565	Valid		Reliabel
Hubungan Masyarakat (X4)	Public Relation 1	0.571	Valid	0.817	Reliabel
	Public Relation 2	0.575	Valid		Reliabel
	Public Relation 3	0.511	Valid		Reliabel
Digital Marketing (X5)	Digital Marketing 1	0.512	Valid	0.741	Reliabel
	Digital Marketing 2	0.541	Valid		Reliabel
	Digital Marketing 3	0.629	Valid		Reliabel
Purchase Intention (Y)	Purchase Intettion 1	0.558	Valid	0.637	Reliabel
	Purchase Intettion 2	0.585	Valid		Reliabel
	Purchase Intettion 3	0.508	Valid		Reliabel
	Purchase Intettion 4	0.530	Valid		Reliabel
	Purchase Intettion 5	0.573	Valid		Reliabel

Resource: Primery Data Process SPSS 24, 2024

Based on Table 2, all statement items are proven to be valid with a correlation value (r) greater than 0.5, in accordance with the established standards. This shows that all items can be used in further analysis. These results meet the specified criteria, where the Cronbach Alpha coefficient value for each variable is greater than 0.6. Thus, data analysis can be continued to predict the relationship between variables in accordance with the proposed hypothesis [34].

Classical Assumption Test

Testing several assumptions needs to be done before conducting multiple regression analysis. The purpose of this test is to ensure that the estimated value obtained is the Best Linear Unbiased Estimator / BLUE examination in one multiple regression equation using the least squares method. Several assumptions that need to be tested include the following:

Normality Test
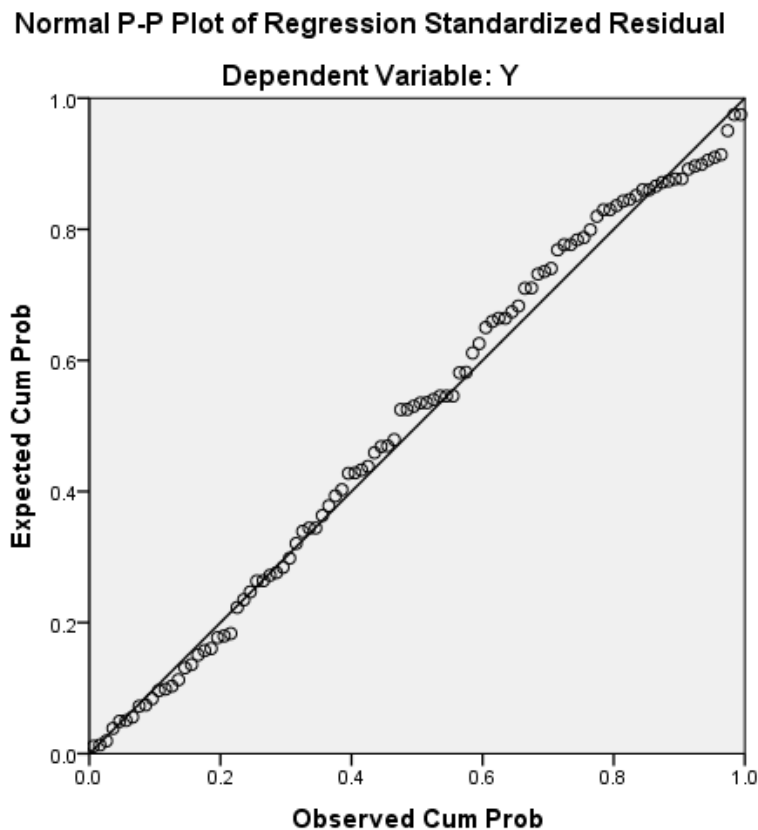
Figure 2. Normality Test

Resource: Same as table 2

The normality test is intended to test whether the data used in research has a normal distribution. Based on Figure 2, the Normal P-P Plot of Regression Standardized Residual graph shows that the data is spread around the diagonal line and follows the direction of the diagonal line. This shows that the regression model used in this research meets the normality assumption [35].

Multicollinearity Test

Table 3. Multicollinearity Test

No	Independent Variable	*Tolerance*	VIF
1	Advertisement (X_1)	0.327	3.058
2	Sales Promotion (X_2)	0.351	2.852
3	Personal Selling (X_3)	0.303	3.296
4	Public Relation (X_4)	0.267	3.750
5	Digital Marketing (X_5)	0.316	3.167

Resource: Same as table 2

Table 3 shows that there are no independent variables that have a tolerance value of <0.10, which means there is no correlation between independent variables whose value is more than 95%. The results of calculating the variance inflation factor (VIF) value also show that there are no independent variables that have a VIF value > 10. So it can be concluded that there is no multicollinearity between the independent variables in the regression model, so the regression model is suitable for use to predict purchase intentions based on the independent variables [36].

Multiple Linear Regression Analysis

Data management using linear regression, in which several stages are carried out to find the relationship between the independent variable and the dependent variable, through the relationship between the variables Advertising (X1), Sales Promotion (X2), Personal Selling (X3), Public Relations (X4), and Digital Marketing (X5), with Purchase Intention (Y). The regression results can be seen from the table below [37]:

Table 4. Regression Test

Variables	b	Std. error	T Count	Sig	Remarks
(constant)	21.111	2.825	7.472	0.000	
Advertisement	0.057	0.302	0.302	0.003	Siginifikan
Sales Promotion	0.223	0.101	1.101	0.003	Signifikan
Personal Selling	0.056	0.220	0.276	0.000	Siginifikan
Public Relation	0.332	0.200	1.512	0.001	Siginifikan
Digital Marketing	0.168	0.200	3.466	0.001	Siginifikan
R = 0.510		Sign. F = 0.000		Total Sample =100	
R Square = 0.260		F hitung = 6.616		t Tabel = 1.660	
Adjusted R Square = 0.221		F tabel = 2.310		α= 0.05 (5%)	
Purchase Decision =0.057 + 0.223+ 0.056 + 0.332 + 0.168 + e					

Resource: Same as table 2

Based on the analysis in Table 4, the following equation is obtained:

Y = 21.111 + 0.057x1 + 0.0223x2 + 0.056x3 + 0.332x4 + 0.168x5 + e

In table 4 it appears that the equation shows significant numbers for all variables of Advertising, Sales Promotion, Personal Selling, Public Relations and Digital Marketing. The interpretation of this equation is:

1. The constant value (α) 21.11 means that if the independent variables Advertising, Sales Promotion, Personal Selling, Public Relations and Digital Marketing have a value of (0) then the Purchase Decision value is 21.11 [38].

2. The parameter value or regression coefficient b1 of 0.003 shows that for every increase in the advertising variable, it shows that the increase in the purchase intention variable will increase by 0.003, which means that for every increase in purchase intention, an advertising variable of 0.003 is required, assuming the other independent variables remain constant [39].

3. The parameter value or regression coefficient b2 of 0.003 indicates that as the sales promotion variable increases, purchase intention will increase by 0.003, which means that for every increase in purchase intention, a sales promotion variable of 0.003 is required, assuming the other independent variables remain constant [40].

4. The parameter value or regression coefficient b3 of 0.000 indicates that as the personal selling variable increases, purchase intention will increase by 0.000, which means that for every increase in purchase intention, a personal selling variable of 0.000 is required, assuming the other independent variables remain constant [41].

5. The parameter value or regression coefficient b4 of 0.001 indicates that as the public relations variable increases, purchase intention will increase by 0.001, which means that for every increase in purchase intention, a public relations variable of 0.265 is required, assuming the other independent variables remain constant [42].

6. The parameter value or regression coefficient b5 of 0.001 indicates that as the digital marketing variable increases, purchase intention will increase by 0.001, which means that for

every increase in purchase intention, a digital marketing variable of 0.001 is required, assuming the other independent variables remain constant [43].

Based on table 4, the results of the correlation coefficient or R are 0.510, this shows that the influence of Advertising, Sales Promotion, Personal Selling, Public Relations and Digital Marketing on purchase intention has a positive influence of 0.510 or 51.0%. The result of the coefficient of determination or R square ($r2$) is 0.260 which shows that 26.0% of purchase intentions are influenced by the variables Advertising, Sales Promotion, Personal Selling, Public Relations and Digital Marketing. Meanwhile 84.3% (100%-85.4%) were influenced by other causes not examined in this study [44].

Hypothesis Testing 1 (Simultaneous Testing (F-Test))

Showing that all variables, namely advertising, sales promotion, personal selling, public relations and digital marketing included in the model, have a significant influence simultaneously on purchase intention, using the F test as in the table below [45]:

Table 5. F Test Results and F-table Value Sig = 5%

No	Hypothesis 1	Score
1	Advertising, Sales Promotion, Personal Selling, Public Relations and Digital Marketing simultaneously influence Purchase Intention.	F = 6.616, Sig F = 0.000, F_{table} = 2.310

Resource: Same as table 2

The hypothesis 1 states that the variables Advertising (X1), Sales Promotion (X2), Personal Selling (X3), Public Relations (X4) and Digital Marketing (X5) simultaneously have a significant effect on Purchase Intention (Y). The F test results in table 5 show that the F-count value is greater than F-table (6,616 > 2,310) with a significance level of 0.000. This means that simultaneously the variables Advertising, Sales Promotion, Personal Selling, Public Relations and Digital Marketing have a significant and simultaneous influence on purchase intention so that it can be concluded that the first hypothesis can be proven or accepted [46].

Hypothesis 2 Testing (Partial Testing (t-Test))

Table 6. T test results and t-table values with Sig = 5%

No	Hypothesis 2	Score
1	The advertising variable partially has a significant effect on purchasing decisions.	t = 0.302; Sig t = 0.003; T_{Table} = 1.660

Resource: Same as table 2

The hypothesis 2 states that the advertising variable (X1) has a partially significant effect on purchase intention (Y). The t test results in table 6 show that the t-count value is smaller than t-table (0.302 < 1.660) with a significance level of 0.003. This means that the advertising variable partially and partially has a significant effect on purchase intention, so it is concluded that the second hypothesis can be proven or accepted [47].

Hypothesis 3 Testing (Partial Testing (t-Test))

Table 6. T test results and t-table values with Sig = 5%

No	Hypothesis 3	Score
1	The Sales Promotion variable partially has a significant effect on purchase intention.	t = 1.101; Sig t = 0.003; T_{table} = 1.660

Resource: Same as table 2

The hypothesis 3 states that the sales promotion variable (X2) has a partially significant effect on purchase intention (Y). The t test results in table 6 show that the T-count value is smaller than T-table (1,101 < 1,660) with a significance level of 0.003. This means that the sales promotion variable partially and partially has a significant effect on purchase intention, so it is concluded that the third hypothesis can be proven or accepted [48].

Hypothesis 4 Testing (Partial Testing (t-test)

Table 7. T test results and t-table values with Sig = 5%

No	Hypothesis 4	Score
1	The Personal Selling variable partially has a significant effect on purchase intention.	t = 0.276; Sig t = 0.000; T_{table}= 1.660

Resource: Same as table 2

The hypothesis 4 states that the personal selling variable (X3) has a partially significant effect on purchase intention (Y). The t test results in table 7 show that the T-count value is smaller than T-table (0.276 < 1.660) with a significance level of 0.000. This means that the personal selling variable partially and partially has a significant effect on purchase intention, so it is concluded that the fourth hypothesis can be proven or accepted [49].

Hypothesis 5 Testing (Partial Testing (t-Test))

Table 8. T test results and t-table values with Sig = 5%

No	Hypothesis 5	Score
1	The Public Relation variable partially has a significant effect on purchase intention.	t = 1.512; Sig t = 0.001; T_{table} = 1.660

Resource: Same as table 2

The hypothesis 5 states that the public relations variable (X4) has a partially significant effect on purchase intention (Y). The t test results in table 8 show that the T-count value is smaller than T-table (1,512 < 1,986) with a significance level of 0.001. This means that partially the public relations variable has a significant and partial influence on purchasing decisions so that it can be concluded that the fifth hypothesis can be proven or accepted [50].

Hypothesis 6 Testing (Partial Testing (t-Test))

Table 9. T-test results and t-table values with Sig = 5%

No	Hypothesis 6	Score
1	The Digital Marketing variable partially has a significant effect on purchase intention.	t = 3.466; Sig t = 0.001; T_{table}= 1.660

Resource: Same as table 2

The hypothesis 6 states that the digital marketing variable (X5) has a partially significant effect on purchase intention (Y). The t test results in table 9 show that the T-count value is greater than T-table (3,466 > 1,660) with a significance level of 0.001. This means that digital marketing variables have a significant and partial effect on purchase intention, so it is concluded that the fifth hypothesis can be proven or accepted [51].

Discussion

Advertising, Sales Promotion, Personal Selling, Public Relations and Digital Marketing on Customer Purchase Intentions.

Based on research results which show that advertising, sales promotion, personal selling, public relations and digital marketing simultaneously influence customer purchasing intentions in the 4-

star hotel services industry in Manado. The communication mix plays a very important role for the company, because if the promotional mix has been implemented well and correctly, it will have an impact on customer decisions, in this case the purchase intention of the customers themselves using 4-star hotel services in the city of Manado. The aim of the communication mix is to inform, persuade and remind consumers about the products or services offered, as well as to create brand awareness and customer loyalty [52].

Advertising partially influences customer purchase intentions

The research results show that the advertising variable has a partially significant influence on customer purchase intentions in the 4-star hotel services industry in Manado. The ability to promote products and services through advertising services is still a very important role in attracting customers' purchasing intentions in using 4-star hotel services in Manado. Using good advertising will of course have a big influence in attracting customer interest and purchasing intentions, which will have a big impact on hotel revenues in Manado [53].

Sales Promotion Partially influences Purchase Intention

The results of this research show that the sales promotion variable has a significant influence on customer purchase intentions for hotel services in Manado. Sales promotion is of course one of the main considerations for consumers, because with sales promotion a product or service certainly has an influence, because with the power of sales promotion of course potential customers will know what products and services are offered in 4-star hotels and this will certainly attract interest from customers to buy and use 4-star hotel services in Manado [54].

Personal Selling partially influences customer purchase intentions

The results of this research show that personal selling has a positive and significant influence on customer purchase intentions for 4-star hotel services in Manado. A personal selling strategy will have a good influence on customer purchasing intentions. Having a Personal Selling strategy is one of the most effective marketing strategies, especially for products or services that require in-depth explanation or have a long sales cycle. Through targeted personal interactions, sellers can build strong relationships with customers and encourage long-term loyalty [55].

Public Relations partially influences customer purchase intentions

The results of this research show that Public Relations has a significant influence on Customer Purchase Intentions for 4-star hotel services in Manado. Public relations have a significant impact on customer purchase intentions through increasing brand awareness, building trust and credibility, managing company reputation, and building positive relationships with the community and media. An effective PR strategy can substantially influence customer perceptions and purchasing decisions, thereby increasing loyalty and long-term profits for the company [56].

Digital Marketing partially influences customer purchase intentions

The results of this research show that Digital Marketing has a significant and positive influence on customer purchase intentions in the 4-star hotel services industry in Manado. Digital marketing influences customer purchase intent through measurable and customizable strategies, allowing companies to reach the right audience with relevant messages at the right time. By leveraging digital marketing tools and techniques, companies can increase brand awareness, build trust, and encourage customers to make purchases [57].

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the research results and discussion, the conclusions that can be drawn for this research are as follows:

1. Advertising, sales promotion, personal selling, public relations and digital marketing simultaneously have a positive and significant effect on customer purchase intentions for 4-star hotel services in Manado.

2. Advertising partially has a significant effect on customers' purchasing intentions for 4-star hotel services in Manado.

3. Sales Promotion partially has a significant effect on customer purchase intentions for 4 star hotel services in Manado.

4. Personal selling partially has a significant effect on customers' purchasing intentions for 4-star hotel services in Manado.

5. Community relations partially have a significant effect on customers' purchasing intentions for hotel services in Manado.

6. Digital marketing partially has a significant effect on customer purchase intentions for hotel services in Manado.

Suggestion

Based on the results of the discussion in this research, the author provides several suggestions as follows:

1. Hotels in Manado should pay special attention to service quality and also provide more attractive promotions to attract customers, both local and foreign tourists, to be able to use hotel services in Manado, this will certainly improve Manado's economy in terms of tourism.

2. Hotels in Manado, especially 4 stars, offer more attractive and affordable price promotions.

3. The results of this research can be used by researchers as a reference or even comparison for subsequent research.

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