

## Tourism environmental factors perspective on product innovation strategies and marketing creativity towards hotel stay decisions in Indonesia

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**Abstract:** The purpose of this research is to find out and explain the perspective of product innovation strategy analyzing if marketing creativity influences the decision variables of visitors to stay at hotels in Indonesia through the variables of the organizational, atmosphere conditions. The research method used in this research is descriptive quantitative research method using Path Analysis. Data analysis was performed in AMOS 18, based on the number of customers (visitors) who stayed at 4 and 5 stars hotels throughout Indonesia between 2016 and 2021. The results show that, partially, the variables of product innovation strategy and marketing creativity have a significant effect on the decision variables to stay at hotels and organizational environment. Thus, the product innovation strategies and marketing creativity can be effective if the organizational environment of the hotel can make it comfortable and in accordance with what is promoted by the marketing party, with a match between the services offered and the ambience conditions in accordance with the description of the service.

**Key words:** *strategy, product innovation, creativity, marketing, visitor decision, organizational environment*

### I. Introduction

Business is an economic activity carried out by humans on various types of works, developed with great care and caution. The business is carried out not only aiming to gain profit, but also it has a contribution in helping the state to generate national income in order to boost economic growth. In carrying out their business, the industry or the company that oversees the existing industry does various things to be able to survive the onslaught of competitors with a different concept apart of their business. This business concept requires innovation, as well as creativity, it can be in the form of product innovation to be made and designed, as well as creativity, when doing promotions or conducting marketing activities (Reshetko et al., 2021). in Indonesia, the hospitality industry in order to survive and compete requires the right innovation strategy in based on creativity when designing hospitality services, as well as carrying out promotions or marketing activities. Thus, it is able to attract customers to use existing hospitality services, so that customers who visit the hotel feel comfortable and safe in using hotel facilities, and feel that the hotel provides services that are in accordance with their expectations and desires, so that visitors will quickly make a decision to come and stay at the hotel.

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