THE INFLUENCE OF WEDDING EVENTS AND MICE ACTIVITIES ON FOOD AND BEVERAGE REVENUE AT SAMUDRA INDAH RESORT & SPA HOTEL

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Abstract:
Hotels are service-oriented businesses; therefore, they are expected to meet all guests' needs, including food and beverage services. One of the efforts to increase revenue in this sector is by optimizing the organization of wedding events and MICE activities. The problem addressed in this study is whether the organization of wedding events and MICE activities significantly influences food and beverage revenue at Samudra Indah Resort & Spa Hotel (name changed). The purpose of this study is to examine the influence of wedding events and MICE activities on food and beverage revenue. This research uses a quantitative approach with multiple linear regression analysis. Data were collected through documentation studies and processed using SPSS software. The results of the study show that, based on the multiple linear regression calculation, the equation obtained is $Y = 2.617 + 0.580X_1 + 0.415X_2$. Wedding events and MICE activities partially influence food and beverage revenue, as indicated by the t-value > t-table. Simultaneously, both variables have a positive and significant effect, as shown by the F-value > F-table. The coefficient of determination shows that wedding events and MICE activities influence food and beverage revenue by 44.5%, while the remaining 55.5% is affected by other factors not examined in this study.
Keywords: Wedding Events, MICE Activities, Food and Beverage Revenue

INTRODUCTION

Hotels are a form of accommodation that play an important role in the tourism industry by providing lodging services, food, beverages, and additional facilities (Artawa et al., 2023; Dasmen & Akbar, 2023; Suprapto, 2021). The ideal condition expected is that every hotel service can contribute maximally to increasing the company's revenue. Weddings and MICE (Meeting, Incentive, Conference, and Exhibition) are activities believed to generate significant profits, particularly in the food and beverage sector. Each wedding and MICE event is expected to increase guest consumption demand, thereby boosting hotel revenue. The high demand from tourists for wedding and MICE activities indicates a great potential for hotels to develop these services. The expectation is that there will be a positive relationship between the number of events held and the increase in food and beverage sales. Proper event management can provide guests with a satisfying experience. Quality services are expected to improve hotel revenues Hastuti, 2019) continuously. The reality in the field shows that the increase in the number of wedding or MICE events does not always correspond directly with the increase in food and beverage revenue. Data from Samudra Indah Resort & Spa Hotel (name changed) for the period 2022–2024 illustrates inconsistent fluctuations between event implementation and the revenue generated. There are months when the number of weddings increases, but food and beverage revenue decreases. The opposite condition also occurs when the number of events decreases but food and beverage revenue rises. This fact shows that the influence of weddings and MICE activities on revenue is not always aligned. External

and internal factors are also suspected to affect food and beverage revenue outcomes. This condition demonstrates the complexity of the relationship between events and hotel profits. Observations reveal problems that need to be analyzed further (Tresnawati, 2020; Winowatan et al., 2023; Yasa et al., 2025; Yuan Mambu et al., 2023).

The gap between the ideal condition and the reality found indicates a significant discrepancy. Management expects that every event consistently provides a positive contribution to food and beverage revenue. Reality shows a mismatch in trends that may result in potential losses if not managed properly. This gap is important to examine because it directly impacts hotel marketing strategies and operational management. Revenue uncertainty makes it difficult for hotels to predict financial targets accurately. In-depth research is expected to reveal the factors causing these mismatched trends. Gap analysis provides a strong foundation for academic research and business strategies. This discrepancy becomes the main reason why this research needs to be conducted (Sueni, 2018). The urgency of the research lies in the need for hotel management to understand better the relationship between weddings and MICE activities and food and beverage revenue. Accurate information can help hotels design more targeted marketing strategies. The research findings also serve as a reference for hotel managers in optimizing services to be more effective in attracting customers. Another practical benefit is improving hotel competitiveness amid the tight tourism industry competition. The research may also contribute academically to the development of tourism and hospitality management studies. The urgency is evident when the matching of revenue trends does not follow changes in the number of events. Old strategies that only relied on the number of events are no longer sufficient. A comprehensive analysis is needed to understand the relationship in greater detail Noviastuti & Cahyadi, 2020).

The proposed solution in this study is to analyze both partially and simultaneously the influence of weddings and MICE implementation on food and beverage revenue. Partial analysis helps determine the effect of each variable separately. Simultaneous analysis provides an overview of the combined impact of both variables on revenue. This understanding enables hotel management to prioritize strategies in service development. The research results are expected to provide practical guidance in designing more effective wedding and MICE packages. This solution also opens opportunities for innovation in event management. Newly developed strategies can become more adaptive to market needs. The development of this new understanding represents the study's contribution to the hotel. Previous studies show that food and beverages play a crucial role in increasing hotel profits. Food and beverages are recognised as the primary source of revenue in the hospitality industry. The MICE sector is one of the fastest-growing areas of the tourism industry and contributes significantly to the global economy. Weddings held in hotels can provide guests with a comprehensive experience while simultaneously increasing revenue from various service aspects (Prasetyo et al., 2021; Whitton et al., 2024). Hotels are commercial accommodations that are professionally managed to deliver comprehensive services. These studies highlight the great potential of weddings and MICE activities. Previous research, however, has not yet examined in detail the direct relationship between weddings, MICE, and food and beverage revenue. This research, therefore, aims to fill that gap.

The novelty of this study lies in the simultaneous analysis of the influence of weddings and MICE on food and beverage revenue in five-star hotels. Previous studies only highlighted the general revenue potential without quantitatively examining the direct relationship. The focus of the study on the 2022–2024 period at Samudra Indah Resort & Spa Hotel (name changed) also provides a specific context. A simultaneous approach allows for the discovery of more complex patterns of

influence. This novelty is expected to contribute to academic literature as well as provide practical insights for hotels. More detailed analysis can also help explain the mismatch in revenue trends found. The research findings may serve as the foundation for innovative marketing strategies. This contribution strengthens both the academic and practical value of the study. The purpose of this study is to analyze the influence of wedding events on food and beverage revenue, to analyze the influence of MICE events on food and beverage revenue, and to analyze the simultaneous effect of both on food and beverage revenue at Samudra Indah Resort & Spa Hotel (name changed) for the period 2022–2024. A more specific purpose is to provide an understanding of the extent to which wedding and MICE activities truly drive increased profits. Another purpose is to generate strategic recommendations that hotel management can implement. This research also aims to provide academic contributions in the field of hospitality and tourism management. The results achieved are expected to be used to optimize event management to be more effective. The study also provides a practical picture of how event implementation can contribute to company profits. The benefits of the study are expected to be useful for both academics and practitioners. The stated objectives reflect a clear and measurable research focus.

METHODS

This study employs a quantitative research method with secondary data obtained from the Income Audit Division of Samudra Indah Resort & Spa Hotel (name changed). The research object consists of wedding events, MICE activities, and food and beverage revenue during the 2022–2024 period (Abu & Toyon, 2023; Purwanto & Sudargini, 2021; Ramlo, 2020; Taherdoost, 2022). The research sample includes monthly data on the number of wedding events, the number of MICE activities, and the amount of food and beverage revenue in billion rupiah. The research location is Samudra Indah Resort & Spa Hotel (name changed), while the research period is conducted from February 2025 to June 2025. Data collection is carried out using documentation techniques, specifically through hotel records and financial reports. The analytical tool used in this study is multiple linear regression analysis, processed with the Statistical Package for the Social Sciences (SPSS) version 26, supported by classical assumption tests, partial tests (t-test), simultaneous tests (F-test), and coefficient of determination (R^2) to determine the influence of independent variables on the dependent variable.

RESULT AND DISCUSSION

Samudra Indah Resort & Spa Hotel (name changed) is a five-diamond hotel that has been operating since 1991 with an area of 58,000 m² and a building area of 33,117 m². The hotel has undergone several changes in ownership and name until it officially became part of Marriott in 2016. Facilities offered include 277 guest rooms, 10 villas with contemporary Balinese-style designs, and various room types ranging from Deluxe Garden View to Samudra Indah Resort & Spa Hotel (name changed). In addition, there are two restaurants and four bars with different capacities, as well as several meeting rooms, such as Balai Raya, which can accommodate up to 600 people. From an organizational perspective, the finance department is led by the Director of Finance and supported by various key positions such as Assistant Director of Finance, Chief Accountant, Income Auditor, Credit Manager, Account Receivable Clerk, and Account Payable Supervisor. This organizational structure ensures the smooth financial operations of the hotel, from cash flow management, financial reporting, receipts and payments, to the supervision of purchases and goods receipts. With complete

facilities and professional management, Samudra Indah Resort & Spa Hotel (name changed) is not only a place to rest, but also a destination for weddings, conferences, and large-scale MICE activities.

The organization of wedding events at hotels serves as a significant opportunity to enhance food and beverage revenue through the wide range of catering services provided. Wedding celebrations held in hotels typically include specially designed food and beverage packages that are tailored to the number of guests, menu preferences, and overall event concept. These packages not only cater to the diverse needs of clients but also contribute substantially to the hotel's total revenue. At Samudra Indah Resort & Spa Hotel (name changed), wedding events are organized regularly throughout the year, reflecting the hotel's capacity to host various celebrations with different scales and themes. The number of wedding events each month indicates the level of demand for hotel-based wedding services and their role in driving food and beverage sales. The data on wedding events, as presented in Table 4.3, illustrates the monthly frequency of such events during the 2022–2024 period, providing valuable insight into the trend and growth potential of this revenue source within the hotel's operations. The data on wedding events at Samudra Indah Resort & Spa Hotel (name changed), as presented in Table 1, illustrates the number of wedding events held during the 2022–2024 period. This information provides a clear overview of the frequency and consistency of wedding event organization at the hotel, reflecting its performance in attracting clients and generating food and beverage revenue. The data also highlights the potential for growth in this segment, as wedding events continue to play a vital role in supporting the hotel's overall business operations and financial sustainability.

Table 1. Wedding Events at Samudra Indah Resort & Spa Hotel (name changed) Period 2022 – 2024

Month/Year	2022 (events)	2023 (events)	2024 (events)
January	2	2	1
February	2	2	1
March	1	2	2
April	1	1	2
May	2	1	3
June	4	2	3
July	3	3	3
August	2	3	2
September	3	2	1
October	2	1	3
November	1	1	2
December	2	2	3
Total	**25**	**20**	**26**
Average	**2.08**	**1.83**	**2.16**

The data analysis in this study was conducted to examine the relationship between wedding events and food and beverage revenue, as well as the relationship between MICE events and food and beverage revenue at Samudra Indah Resort & Spa Hotel (name changed) during the 2022–2024 period. The analysis employed a descriptive quantitative approach, where the data were presented in numerical form and interpreted in light of theoretical concepts and previous research.

Wedding events held at the hotel significantly contribute to the food and beverage department's revenue. An increase in the number of weddings typically leads to higher food and beverage income through catering packages, beverage sales, and additional services offered. Throughout the observed period, variations in the number of weddings were accompanied by corresponding changes in food and beverage revenue, indicating a positive correlation between the two variables. However, factors such as the size of the wedding, guest capacity, and the type of package chosen also influence the overall revenue generated. Similarly, MICE (Meetings, Incentives, Conventions, and Exhibitions) events serve as a major contributor to hotel food and beverage revenue (Heykal et al., 2024). These events typically include services such as coffee breaks, luncheons, or gala dinners, which consistently drive demand for food and beverage offerings. The frequency of MICE events throughout the study period highlights their crucial role in sustaining stable and recurring revenue streams for the hotel's food and beverage division.

When compared, MICE events tend to occur more frequently than weddings, resulting in a larger cumulative contribution to total revenue. However, weddings usually generate higher revenue per event, as they often involve more elaborate arrangements, including large-scale catering, premium beverage packages, and additional services such as decoration and entertainment. Overall, both weddings and MICE events are crucial drivers of food and beverage revenue at Samudra Indah Resort & Spa Hotel (name changed). While MICE ensures consistent and frequent income through event volume, weddings provide high-value contributions per occasion. Together, these two types of events form the backbone of the hotel's food and beverage performance, strengthening its financial sustainability and competitiveness in the hospitality industry.

Furthermore, the statistical analysis supports these findings, revealing that wedding events and MICE activities have a positive and significant effect on food and beverage revenue. The results of the t-tests, F-tests, and the coefficient of determination, which reached 44.5%, indicate that both variables play a substantial role in revenue generation. The multiple linear regression analysis also confirms that increasing the number and quality of weddings and MICE events can directly enhance the hotel's overall revenue (Alnaim et al., 2022; Russell, 2020). These findings align with the Resource-Based View (RBV) theory, which emphasizes that weddings and MICE represent valuable, rare, inimitable, and non-substitutable resources key components in achieving competitive advantage. Consistent with previous research, this study highlights that optimizing both event types not only boosts short-term food and beverage revenue but also strengthens the hotel's strategic positioning and long-term competitiveness within the hospitality industry.

CONCLUSION

This study concludes that both wedding events and MICE activities significantly contribute to increasing food and beverage revenue at Samudra Indah Resort & Spa Hotel (name changed). The findings confirm that the growth of these two activities has a positive influence on revenue performance, demonstrating their strategic importance in the hospitality industry. Wedding events generate higher revenue per occasion, while MICE activities contribute cumulatively due to their frequency throughout the year. These results highlight that optimizing both sectors can strengthen the hotel's financial performance and enhance its competitiveness. The research also reinforces the Resource-Based View (RBV) theory, emphasizing that wedding and MICE services are valuable internal resources that provide long-term competitive advantages. Future studies are encouraged to explore other internal and external factors that may influence food and beverage revenue, such as customer satisfaction, service quality, and digital marketing strategies.

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