PUBLISHING
ISSN 2720 - 9544 (print)
ISSN 2721 - 0871 (online)
JTEP
Journal of Tourism Economics and Policy
JOURNAL OF TOURISM ECONOMICS AND POLICY
Indexed by :

INTEGRATION OF MARKETING STRATEGIES IN ROOM AND FACILITY SALES AT TJOKRO STYLE YOGYAKARTA HOTEL

Volume: 6
Number: 3
Page: 770 - 776

Tri Nur Rohmah[1] Rosalia[2]
[1,2]Hospitality Management Study Program, Politeknik API Yogyakarta, Indonesia
Corresponding author: Tri Nur Rohmah
E-mail: trinur@poltekapi.c.id

Article History:
Received: 2026-07-12
Revised: 2026-08-13
Accepted: 2026-09-12

Abstract:
This study maps the marketing strategies implemented by Tjokro Style Yogyakarta Hotel, examines their contribution to room and facility sales, and proposes improvements that can be evaluated using measurable indicators. A descriptive qualitative single-case study design was employed. Data were collected through interviews with the General Manager and Sales & Marketing personnel, field observations conducted from 1 July to 31 December 2025, documentary review, and a supplementary survey of 27 guests. The analysis involved data selection, thematic development, cross-source verification, and conclusion drawing. Six principal strategies were identified: personal touch, volume-group arrangements, sales visits, telemarketing, partnerships with online travel agents (OTAs), and participation in table-top events. Their implementation was reinforced through bundled offers, sleeping-account reactivation, new-account development, digital promotion, and loyalty programs. The supplementary survey showed that 55.6% of respondents learned about the hotel from friends and 37.0% booked through OTAs. All respondents rated the reservation response as good and prompt, 96.3% rated management service as very good, and 92.6% expressed an intention to book again. The findings indicate that integrating relationship-based and digital marketing helps the hotel broaden market reach, manage reservation opportunities, cross-sell facilities, and maintain its reputation. However, the available evidence is insufficient to establish causal effects or the profitability of individual channels. The hotel therefore requires a performance dashboard linking marketing activities to leads, bookings, revenue, costs, and repeat transactions.

Keywords: Hotel Marketing, Room Sales, Online Travel Agents, Relationship Marketing; Customer Loyalty

INTRODUCTION

The accommodation market in Yogyakarta has become increasingly competitive, as reflected in the growing number of hotel options, the ease of price comparison, the strong influence of online reviews, and shifts in travelers' search and booking behavior. Hotel rooms constitute perishable inventory; a room that remains unsold on a given day cannot be stored and sold later. This condition requires hotels to align market segmentation, pricing, distribution, promotion, service quality, and customer relationship management.

The use of online travel agents (OTAs) and social media has expanded the reach of hotel marketing. Through OTAs, prospective guests can search for, compare, and book rooms within a single channel. These benefits are accompanied by commission costs and the potential risk of dependence on intermediaries. On social media, content and customer interactions can influence trust and loyalty toward hotel brands. Yudha et al. (2025) identified relationships between social

This open acces article is distributed under a
Creative Commons Attribution (CC-BY-NC) 4.0 licence

PUBLISHING
ISSN 2720 - 9544 (print)
ISSN 2721 - 0871 (online)
JTEP
Journal of Tourism Economics and Policy
JOURNAL OF TOURISM ECONOMICS AND POLICY
Indexed by :

media marketing activities, customer engagement, brand trust, and brand loyalty. Gouda and Halim (2025) likewise showed that both firm-generated and user-generated content contribute to customer loyalty in the hospitality industry.

Digital channels nevertheless need to be complemented by relationship-based marketing. In corporate and group segments, personal communication, sales visits, account maintenance, and response speed remain important. Hotel marketing therefore operates through multiple channels with distinct functions. Digital channels broaden market reach, while direct relationships help the hotel understand client needs and sustain opportunities for repeat purchases.

As a three-star property, Tjokro Style Yogyakarta Hotel operates 99 rooms and provides a ballroom, five meeting rooms, a restaurant, a swimming pool, a rooftop area, and several supporting services. This product diversity creates opportunities for cross-selling. At the same time, the hotel requires strategies that combine rooms with meeting spaces, food and beverage services, laundry, and social-event offerings in ways that are relevant to specific customer segments. Preliminary findings indicate the use of personal touch, volume-group arrangements, sales visits, telemarketing, OTAs, table-top events, bundling, and customer account management.

Previous studies have predominantly examined digital marketing, customer engagement, trust, and loyalty using quantitative approaches (Al-Dmour et al., 2023; Gouda & Halim, 2025; Yudha et al., 2025). Research on how three-star hotels integrate direct relationship management with digital channels in day-to-day operations remains comparatively limited. This article addresses that gap through an operational case study. The analysis focuses on the configuration, functions, constraints, and evaluation requirements of the marketing strategies rather than on establishing causal relationships.

Accordingly, this study aims to identify the hotel's marketing strategies, explain their roles in room and facility sales, map implementation challenges and opportunities, and formulate recommendations that can be assessed using performance indicators.

METHODS

This study adopted a descriptive qualitative approach using a single-case study design. The research was conducted at Tjokro Style Yogyakarta Hotel over a six-month period, from 1 July to 31 December 2025, in conjunction with field activities in the Sales & Marketing Department.

The study focused on practices related to the marketing of hotel rooms and facilities. The General Manager and Sales & Marketing personnel who were familiar with the planning, implementation, and evaluation of marketing programs served as the primary information sources. Evidence was obtained through semi-structured interviews, observations of marketing activities, promotional and facility-related documents, and relevant literature. As supplementary evidence, 27 guests completed a 14-item multiple-choice survey covering sources of information, booking methods, reservation responses, facilities used, service quality, reasons for choosing the hotel, price perceptions, and intention to book again.

Data processing began by organizing field notes, interview material, documents, and survey responses according to their sources. Relevant information was then selected and coded into themes covering marketing strategies, sales functions, guest experience, constraints, opportunities, and evaluation. Information from the different sources was subsequently compared to identify convergences and discrepancies. Conclusions were drawn in accordance with the strength of the available evidence. The survey figures describe only the response patterns of the 27 participants and were not used for hypothesis testing or to represent the entire guest population.

This open acces article is distributed under a
Creative Commons Attribution (CC-BY-NC) 4.0 licence

PUBLISHING
KSI • ISSN 2720 - 9544 (print)
• ISSN 2721 - 0871 (online)
JTEP
Journal of Tourism Economics and Policy
JOURNAL OF TOURISM ECONOMICS AND POLICY
Indexed by :

Trustworthiness was assessed by comparing data sources and collection techniques. Statements from management were cross-checked against observations, documents, and guest responses. Participant identities were kept confidential, while customer data and internal financial information were not disclosed without authorization. The study is nevertheless constrained by the absence of complete information on the number of informants, the small survey sample, the lack of psychometric testing of the instrument, and the unavailability of time-series data on occupancy, Average Daily Rate (ADR), Revenue per Available Room (RevPAR), marketing costs, and channel-specific conversion rates.

RESULT AND DISCUSSION

Marketing Strategy Portfolio

The analysis shows that the hotel conducts marketing through customer relationship management, direct sales activities, digital distribution channels, business forums, and product packaging. This portfolio provides access to individual, corporate, and group market segments.

Table 1. Marketing Strategy Portfolio

Strategy	Implementation	Role in Sales
Personal touch	Direct engagement with clients or persons in charge (PICs), with communication tailored to guest needs.	Maintains trust, encourages repeat visits, and generates referrals.
Volume group	Customized rates and terms for group bookings.	Supports room uptake and the use of additional facilities.
Sales visit	Face-to-face meetings with existing clients and prospective accounts.	Generates sales opportunities and sustains corporate relationships.
Telemarketing	Contact and follow-up through telephone and messaging channels.	Accelerates lead follow-up and supports account reactivation.
OTA	Room distribution through Agoda, Traveloka, Booking.com, and similar platforms.	Expands hotel visibility and provides convenient booking access.
Table top	Business forums that bring together tourism product sellers and buyers.	Facilitates partnerships and the acquisition of new accounts.
Bundling	Combining rooms with meeting spaces, food and beverage, or laundry services.	Increases transaction value and supports cross-selling.

Personal touch, sales visits, and telemarketing help maintain close customer relationships. OTAs provide transactional access to a broader market, while table-top events connect the hotel with prospective buyers and tourism-industry partners. Through bundling, multiple facilities are combined into more convenient offers. This pattern is consistent with studies that position customer engagement and trust as mechanisms linking marketing activities to loyalty (Aljuhmani et al., 2022; Yudha et al., 2025).

Account and Target Management

The Sales & Marketing Department prepares a four-month plan, develops new accounts, and re-engages sleeping accounts. Existing accounts are reactivated through telemarketing, communication with new persons in charge (PICs), reviews of previous service experiences, and offers of newly developed products. These practices indicate that customer relationships are

This open acces article is distributed under a
Creative Commons Attribution (CC-BY-NC) 4.0 licence

PUBLISHING
KSI • ISSN 2720 - 9544 (print)
• ISSN 2721 - 0871 (online)
JTEP Journal of Tourism Economics and Policy
JOURNAL OF TOURISM ECONOMICS AND POLICY
Indexed by : sinta 3 Crossref GARUDA Google scholar

managed as a source of sales opportunities. Their success rate cannot yet be quantified because data on the number of contacted accounts, leads converted into transactions, sales value, and follow-up costs were not available.

Target setting is based on the revenue budget, occupancy levels, and promotional plans. Actual performance also varies according to high and low seasons, corporate or social events, and travel and expenditure policies. Evaluation should therefore distinguish the contribution of marketing programs from demand fluctuations attributable to seasonality and other external conditions.

Guest Experience as a Marketing Reinforcement Mechanism

The survey responses indicate a descriptive association among service experience, recommendations, and intention to book again. Table 2 includes only percentages that were explicitly reported in the research source. Estimated respondent counts were calculated from the percentages based on the total sample of 27 respondents.

Table 2. Marketing Reinforcement Mechanism

Indicator	Percentage	Number	Interpretation
Learned about the hotel from friends	55.6%	15	Personal recommendations were the most frequently cited source of information.
Booked through an OTA	37.0%	10	OTAs represent an important reservation channel among respondents.
Reservation response rated good and prompt	100.0%	27	Rapid responses can support booking conversion.
Management service rated very good	96.3%	26	High service ratings strengthen the hotel's reputation.
Chose the hotel because of its location	44.4%	12	Accessibility is an important market consideration.
Preferred affordable pricing	44.4%	12	Perceived value supports customer choice.
Intended to book again	92.6%	25	The sample indicates a high intention to return.
Rated all staff as friendly	55.6%	15	Staff friendliness across functions reinforces the guest experience.

Friends were the most frequently cited source of information among respondents. This finding suggests that the hotel's marketing communication is also shaped by guest experiences that are subsequently shared through recommendations. The result is consistent with Gouda and Halim (2025) regarding the role of firm-generated and user-generated content in fostering customer loyalty in the hospitality industry. Nevertheless, an expressed intention to book again does not demonstrate an actual repeat transaction. Verification would require matching the responses with anonymized transaction data managed in accordance with ethical standards.

Integration of Relationship and Digital Marketing

The findings reveal an interconnected marketing flow. OTAs help the hotel acquire customers and facilitate transactions, whereas personal touch is used to maintain relationships after initial contact has been established. Prompt reservation responses can support prospective guests in progressing toward a booking decision. Following the stay, service quality and review management influence the likelihood of recommendations and repeat bookings. The customer journey therefore

This open acces article is distributed under a
Creative Commons Attribution (CC-BY-NC) 4.0 licence

PUBLISHING
ISSN 2720 - 9544 (print)
ISSN 2721 - 0871 (online)
JTEP
Journal of Tourism Economics and Policy
JOURNAL OF TOURISM ECONOMICS AND POLICY
Indexed by :

progresses from information discovery to consideration, booking, service delivery, experience evaluation, and relationship maintenance.

Cross-channel strategy implementation requires integrated record-keeping. When the source of leads and transactions is unknown, the relative contributions of OTAs, sales visits, telemarketing, table-top events, and digital promotions are difficult to compare. Relevant performance measures include conversion rate, channel revenue, customer acquisition cost, cancellations, repeat bookings, occupancy, ADR, RevPAR, and facility margins. These data enable management to evaluate outcomes rather than merely count completed marketing activities.

Cross-Selling Across Hotel Facilities

The hotel's sales sources extend beyond room accommodation. The ballroom, five meeting rooms, restaurant, swimming pool, rooftop area, and laundry service enable cross-selling across facilities. The hotel also offers packages for meetings, weddings, engagement events, barbecues, social gatherings, cooking classes, yoga, and community activities. Combining several services into a single package can simplify customer choices while broadening revenue sources.

Package evaluation should take economic performance into account. Higher sales volume does not necessarily generate greater profit when discounts and service costs are excessive. Each package should therefore specify its target segment, validity period, capacity, price, variable costs, contribution margin, and actual performance.

Challenges, Opportunities, and Implications

Dimension	Key Findings	Implications
Strengths	Urban location, relatively complete facilities, modern design, and friendly service.	Build positioning around comfort, experience, and integrated packages.
Weaknesses	Limited parking, maintenance requirements, limited staffing during peak periods, and unintegrated marketing data.	Improve facility communication, peak-season SOPs, and performance dashboards.
Opportunities	Gen Z, families, corporate clients, communities, influencers, direct booking, and account activation.	Develop segment-specific content and trackable packages.
Threats	Price competition, demand seasonality, policy changes, hotel competition, and dependence on OTAs.	Prioritize value differentiation and manage the channel mix.

Price competition should be addressed by clarifying the value received by guests. Differentiation can be developed through personalized service, prompt responses, comfort, package options, and hotel reputation. On social media, content should be relevant to prospective guests, provide useful information, be published consistently, and encourage interaction. Satisfaction and customer engagement can form part of the loyalty-building process, as reported by Al-Dmour et al. (2023) and Yudha et al. (2025).

Strategy Strengthening Model

Priority	Program	Minimum Indicators
Channel dashboard	Link marketing activities, leads, proposals, reservations, revenue, costs, and cancellations.	Conversion rate; revenue by channel; acquisition cost.

This open acces article is distributed under a
Creative Commons Attribution (CC-BY-NC) 4.0 licence

PUBLISHING
KSI • ISSN 2720 - 9544 (print)
• ISSN 2721 - 0871 (online)
JTEP
Journal of Tourism Economics and Policy
JOURNAL OF TOURISM ECONOMICS AND POLICY
Indexed by :

Priority	Program	Minimum Indicators
Basic CRM	Record accounts, PICs, needs, interactions, status, and follow-up schedules.	Active accounts; reactivated accounts; repeat bookings.
Direct booking	Optimize the website, WhatsApp reservation channel, booking benefits, and response process.	Direct-booking share; response time; commission savings.
Facility packages	Design packages by segment and calculate margins.	Average transaction value; facility revenue; margin.
Digital reputation	Manage reviews, complaints, content, and user-generated content (UGC).	Rating; sentiment; response rate; repeat guests.
Monthly evaluation	Compare targets, actual performance, seasonality, channels, and segments.	Occupancy; ADR; RevPAR; revenue; contribution margin.

CONCLUSION

Tjokro Style Yogyakarta Hotel implements marketing strategies through personal relationships, direct selling, online distribution, business meetings, and service packaging. Personal touch, volume-group arrangements, sales visits, telemarketing, OTAs, and table-top events serve different functions across the customer decision process. Collectively, these strategies help expand market reach, follow up on leads, secure reservations, offer additional facilities, maintain the hotel's reputation, and create opportunities for repeat transactions.

Responses from 27 guests show generally positive assessments of personal recommendations, OTA bookings, response speed, service quality, pricing, and intention to return. These findings are limited to the survey participants and are insufficient to establish that any particular strategy causes an increase in sales. The article therefore proposes practical improvements through channel-performance tracking, the use of customer relationship management (CRM), stronger direct-booking mechanisms, evaluation of facility packages and digital reputation, and regular monitoring of occupancy, ADR, RevPAR, customer acquisition cost, and margins.

Limitations And Future Research Agenda

The study is limited to a single hotel observed over a six-month period. Details regarding the informants were not fully documented, while the survey involved a small number of respondents and the instrument was not formally validated. Future research could adopt a mixed-methods design, provide more complete interview transcripts and triangulation matrices, use larger and more clearly defined samples, and collect operational data longitudinally. By linking marketing records with revenue data, subsequent studies could compare the contribution of individual channels and their performance across different market segments.

REFERENCES

Al-Dmour, R., Alkhatib, O. H., Al-Dmour, H., & Amin, E. B. (2023). The influence of social marketing drives on brand loyalty via customer satisfaction as a mediating factor in travel and tourism offices. SAGE Open, 13(2). https://doi.org/10.1177/21582440231181433

Al-Dmour, H. H., Al-Dmour, R. H., & Ali, W. K. (2019). The relationship between customer engagement, satisfaction, and loyalty. International Journal of Customer Relationship Marketing and Management, 10(2), 35–60. https://doi.org/10.4018/IJCRMM.2019040103

This open acces article is distributed under a
Creative Commons Attribution (CC-BY-NC) 4.0 licence

PUBLISHING
KSI • ISSN 2720 - 9544 (print)
• ISSN 2721 - 0871 (online)
JTEP
Journal of Tourism Economics and Policy
JOURNAL OF TOURISM ECONOMICS AND POLICY
Indexed by :

Aljuhmani, H. Y., Bayram, P., Elrehail, H., & Samarah, T. (2022). Linking social media marketing efforts with customer brand engagement in driving brand loyalty. Asia Pacific Journal of Marketing and Logistics, 35(7), 1719–1738. https://doi.org/10.1108/APJML-08-2021-0627

Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. Journal of the Academy of Marketing Science, 48(1), 79–95.

Gouda, R. M., & Halim, Y. T. (2025). The role of sustainable social media content in enhancing customer loyalty in the hospitality industry. Future Business Journal, 11, 130. https://doi.org/10.1186/s43093-025-00516-8

Kriyantono, R. (2020). Teknik Praktis Riset Komunikasi Kuantitatif dan Kualitatif. Prenadamedia Group.

Moleong, L. J. (2012). Metodologi Penelitian Kualitatif. Remaja Rosdakarya.

Sugiyono. (2020). Metode Penelitian Kualitatif. Alfabeta.

Tarigan, N., & Tambunan, N. (2023). Buku Ajar Pemasaran Hotel. Eureka Media Aksara.

Yudha, A., Lestari, L., & Yasmin, A. (2025). The influence of social media marketing activities on hotel brand loyalty: The mediating role of customer engagement and brand trust on TikTok. Diponegoro International Journal of Business, 8(2), 129–144. https://doi.org/10.14710/dijb.8.2.2025.129-144

Yoeti, O. A. (2003). Manajemen Pemasaran Hotel. PT Perca.

This open acces article is distributed under a
Creative Commons Attribution (CC-BY-NC) 4.0 licence