INFLUENCE OF HOSPITALITY INDUSTRY SALES MARKET SEGMENT TOWARDS STAYCATION TOURISM IN BANTEN PROVINCE

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Abstract

The potential of the hotel business is one part of the tourism industry in every sector spread across the Banten Province, West Java is the basic capital in the development of tourism and lodging in hospitality. Banten Province has established a leading tourist attraction that is strongly influenced by the hotel industry sales market segment towards *staycation* tourism in the area. In 2023, data from the Banten Provincial Tourism Office is one of the areas with great tourism potential, which includes 279 natural tourism, 49 cultural tourism power, 61 artificial tourism, 48 special interest tourism and 110 religious' tourism. In addition, there are 10 museums, 116 ancient sites and 61 historical buildings. accompanied by the promotion of several business units supporting the tourism sector which include: hotels, restaurants, accommodation, and travel agencies. Purpose This study determines the influence of hotel industry sales market segmentation from the characteristics of hospitality management*, overall staycation* tourism perception, interest, and motivation of tourists visiting tourist destinations in Banten Province towards the *Staycation* tourists. This study uses descriptive analysis of the quantitative method with primary data which includes observation, surveys and interviews, and questionnaires from 120 respondents of tourists staying at hotels, In addition to secondary methods using various types of policy and regulatory documents, planning documents, statistical data, and others, The results of this study illustrate the market segmentation of sales promotion of the hotel industry towards *staycation* tourism various tourist destinations in Banten Province, whose influence is very significant even though there are still shortcomings in tourist destinations.

Keywords: *Market segmentation, Sales Promotion, Hospitality, Staycation Tourism, Province Banten.*

Introduction

Tourism is synonymous with travel, and the hospitality industry is part of the tourism industry which is an activity that involves the community. Community involvement in hospitality tourism can be in the form of consumers of hospitality and tourism services or as producers or suppliers of goods and services involved in tourism activities. Tourism hospitality is a potential activity for the economic development of a region because it can not only encourage expansion of existing jobs, but efforts to create new jobs (Bujung.F.E., Rotinsulu, D., &; O. Niode, A., 2019). The tourism hospitality sector is a top priority in order to improve the regional economic structure, increase independence and competitiveness.

Banten cultural tourism destinations and hotel inns that have great business potential, with a variety of art attractions, pilgrimage tourism, beach tourism, Baduy village, cultural heritage sites and many other potential tourist places, revitalization continues to be promoted by the government and is expected to increase the business potential of these cultural tourism destinations. The success of the destination is based on the ability to organize local resources,

coordinate and manage the value generated from the tourism system through the involvement of all actors from the public sector, business, tourists and the local community (*host community*). The level of competition is very tight today, causing tourist destinations to require the development of the right marketing strategy. (Cravens and Piercy, 2013) (1) states that business and marketing strategies are undertaken with business organizations to succeed and survive in an increasingly complex and dynamic global business environment.

When business competition is booming, it strengthens the promotion strategy of hospitality tourism, staycation or tourist holidays that are located relatively close to the house where they live. Hoteliers are building new strategies to grow. The strategy carried out by the hotel is a strategy to promote the sale of vacation packages by staying at hotels or what can be called staycations to the tourism market segment in Banten.

Currently, one of the tours in Banten Province, namely tourism in Tanjung Lesung, is starting to be crowded with visitors, although it is not yet significant because it is not yet a holiday period, even so the charm of Tanjung Lesung seems unstoppable, so still tourists continue to come to Tanjung Lesung with various purposes, whether for family recreation, refreshing, *staycation tourism,* and others. Tanjung Lesung Tourism is a Banten cultural destination because (1) The distance is only 4 hours from Jakarta, (2) It is a tourist destination not just accommodation, (3) Open space, covering an area of 1500 hectares with 14 km of coastline, all facilities are in it "*all in one place*". Lodging package programs at Tanjung Lesung Hotels and Resorts, Economic Zones such as *Book Now,* Pay Later *and Tanjung Lesung* Virtual Travel programs to *trigger* tourists who want to come, and are tourism priority areas included in the 10 new Bali and Tourism Special Economic Zones (SEZs). This means that it will become facilities and infrastructure that will spoil tourists, such as the Serang-Panimbang Section I Toll Road which has been operating in mid-2022 and will cut travel time to Tanjung Lesung to be shorter.

Based on data collected from the Tourism Office, throughout 2022 there are 10.47 million tourists visiting tourist sites in Banten Province, consisting of 10.31 million domestic tours and 0.16 million foreign tourists. In addition, in 2021 there are 453 hotels (star and non-star) in Banten Province that provide 19,139 rooms and 27,791 beds (BPS Banten Province, 2022). The hotel is used by foreign guests and domestic guests for tourists in Banten Province. Judging from the availability of hotel rooms, in 2022 Tangerang City has an accommodation business and the highest number of rooms is 4,419 star-rated hotel rooms in Banten Province. Then, followed by Serang Regency and Tangerang Regency. Data on the number of accommodations, rooms and beds in Banten Province can be seen in Table 1, below:

Table 1. Number of Accommodation, Rooms and Beds Available at Star Hotels,

NonStar and other Accommodation from Regency / City data in Banten Province

Regency and City	Star Hotels			Non-Star Hotels		
	Accommodation	Room	Bed	Accommodation	Room	Bed
Pandeglang Regency	7	373	581	64	1116	1989
Lebak Regency	-	-	-	135	1137	1836
Tangerang Regency	18	2.232	3315	13	726	726
Serang Regency	23	1.794	2.755	48	917	1233
Tangerang City	37	4.419	6.217	26	1.273	1116
Cilegon City	9	790	1.580	18	584	935
Serang City	10	671	1.033	11	285	361
South Tangerang City	22	2.119	3.146	12	703	968
Total	126	12.398	18.626	327	6.741	9.164

Source: Banten Province in numbers, 2023 (https://banten.bps.go.id/)

The hotel industry engaged in services has fierce sales competition, so every hotel entrepreneur must be able to create added value to the products he offers. The benchmark for the success of a hotel business depends on the *room acceptancy rate*. Room occupancy rate shows the volume of reception from the hotel in a period and is a key parameter used to see the success of the hospitality business.

The concept of competitiveness of cultural tourism destinations according to Nyaupane*, et.al, (*2006) (3) there are three dimensions of motivation to participate in cultural tourism activities, namely focusing on culture, paying attention to culture. The most successful destinations are those that can create a positive synergy between culture and tourism. But these synergies do not happen automatically, they must be created, developed and managed.

Several studies on tourism management strategies have been conducted (Hardianto, et al (2021) (4), Paradina (2021) (5). However, tourism competitive strategies that have an impact on the development of cultural tourism destinations and the hospitality industry in Banten Province are not widely available, so this study seeks to fill the gap. The ultimate goal of this research activity is expected to support the development of the hospitality and tourism industry in Indonesia.

Problem Statement
1. Does it affect the market segmentation of hotel industry sales promotion on staycation tourism in Banten Province?
2. What are the characteristics of hotel management and market segmentation of staycation tourism in Banten Province?
3. What is the motivation of staycation tourists in Banten Province?

Purpose

The purpose of the market segment of hospitality promotion activities for staycation tourism is to determine the market segmentation of Banten's leading tourism hotel industry which will be very useful for supporting planning, mapping, developing and evaluating activities in the tourism sector in Banten Province. The purpose of the market segment in hospitality

promotion work for tourism *staycation* tourists in Banten Province is to make a study that can provide the necessary outcomes in the formulation of the strategy of the competitiveness of the tourism hospitality industry, including:

1. Knowing the sales promotion of the hotel industry towards staycation tourism in Banten Province
2. Knowing the characteristics of hotel management and segmentation of staycation tours in Banten Province
3. Knowing the motivation of staycation tourists in Banten Province

Library Review

Hospitality is part of the tourism industry, meaning the word, the hospitality industry is a sub-set or function of the tourism industry. Tourism comes from Sanskrit which consists of two words, namely the word tour and the word tourism. The word tour means full, whole or all and the word tour means travel. Nabisbitt and Hermantoro (2020) said that tourism is defined as a development domain and not a development sector, because a domain contains space from various sectoral activity support. Tourism is built on synergy between sectors and their outputs so as to produce collective output. Meanwhile, according to (Azwar, 2018) the tourism hospitality industry is a service activity, and a product of the tourism hospitality industry to create new experiences for tourists. I Gede Pitana in (Maulida and Fazri 2022) found that tourism hospitality contains several characteristics, including: first, there is an element of temporary stay in a place that is not an unusual place to live. Second, there is a travel environment, namely the movement of people from one place to another and third, the main purpose of the movement is not to seek a living but to get entertainment from the tour. The exposure can be concluded that tourism is an activity that involves people who travel and stay at hotels with the aim of getting entertainment pleasure, fulfilling the desire to know something within a certain period of time and not making a living.

Ismayanti in (Puspita and Avita, 2021) types of tourism, namely first, culinary tourism; Tourism that is not only to find cuisine, food from tourist destinations, but if you get an interesting experience is also the motivation. Second, sports tourism; tours that combine tourist activities with sports. This tour can form an active exercise activity that requires tourists to use the movement directly. In addition to active activities, there are also tourists whose activities are passive, where tourists do not make movements, but become connoisseurs and only sports lovers. Third, commercial tourism; Tourists who flock to fairs, exhibitions and other commercial activities. Fourth, Marine tourism; tours related to water sports. Then fifth, industrial tourism; tours held by student groups or the general public for research purposes to all industrial locations. Fifth, honeymoon tourism; Tours are held for new bride couples where special services are provided for the pleasure of traveling. And the seventh, the nature reserve tour; Tour is implemented by a travel agency that focuses on designing tours to nature reserves. Protected parks, etc., whose existence is protected by existing legislation.

Market Segment for Staycation Tourism

Segmentation according to Rhenald Kasali (quoted by sutisna, 2002) is: "Segmentation is the process of tinkering with heterogeneous markets into potential customers who have similar needs and / or similar characters that have the same response in spending their money." According to Philip Kotler, what is meant by market segmentation is an effort to improve the accuracy of the company's marketing. Market segments consist of large groups that can be identified in a market with similar desires, purchasing power, geographic locales, purchasing behaviors and purchasing habits (Ekawati Rahayu, 2008). Segmentation is the process of

grouping markets into different segments. A market segment is a group of buyers who have the same characteristics and respond equally to certain marketing activities (Nugroho J. Setiadi, 2010).

Staycation, short for "stay" and "vacation," refers to a vacation or free time spent within the city or one's own home rather than traveling far. Market segments for staycation travel can include different groups and demographics. Some potential market segments for staycation travel include: Family Groups i.e. Families with children may be looking for staycation options to avoid the hassle of long trips. Family-friendly activities and accommodations can be a major attraction. Young or newly married couples can opt for a staycation as a way to spend quality time together without having to travel far. Hotels or resorts that offer romantic packages or couples-only services may attract attention. Individuals or couples who have hectic work schedules may be looking for a more relaxed vacation option without the need to spend time on travel. Accommodations that offer comfort and luxury can appeal to this segment. People who are retiring may enjoy a staycation as an alternative to enjoy free time without the need to travel far. Age-friendly facilities and suitable activities can be an attractive option. Business travelers who travel a lot may opt for a staycation after a busy work period. Hotels or lodging places with business and relaxation facilities can be the main choice. Travelers who are in a country for business or study purposes might opt for a staycation during their free time.

Local experiences and cultural activities can attract this segment. Young groups looking for new and contemporary experiences can be drawn to staycations at places that offer an urban lifestyle or popular activities. People looking for opportunities to relax and improve their mental and physical health can look for staycation options that offer spas, yoga, or wellness programs. Then to understand the preferences and needs of each of these market segments and adapt staycation offerings to match their expectations. Along with the rising trend of staycation popularity, hospitality companies and other tourism industries can develop marketing strategies that target specifically this market segment to maximize business growth potential and enhance tourism accommodation.

Accommodation

Accommodation is one of the main means of tourism and has an important role for tourists who travel and has an influence on the length of stay of tourists in a destination area. In a narrow sense, accommodation means a hotel room. Where visitors get a place to sleep / stay at the hotel. But gradually the term accommodation has developed widely into a place where someone can sleep, rest or stay temporarily during their trip but also get food and drink and other needs (Damayanti, Solihin and Suhardani, 2021)

Accommodation in general can be divided into 3 types, namely commercial accommodation; hotels, motels, hostels, cottages, bungalows, inns, guest/house, hous apartments, logements/inns. Floating hotel, pension, mansion house, ryokan, mariana boatel/Nautel, holiday flatlets, lodging house, boarding house, and condominium hotel; A building complex owned by several businessmen. The building can be sold to entrepreneurs with companies with different types of business (Indrawati, Dede, and Syukur, 2016). Semi-commercial accommodation is accommodation that is built and operated not for commercial purposes, but for social purposes (underprivileged communities), types such as: youth tourism houses, student dormitories, Islamic boarding schools, hospitals, homestays, guest houses, inns, limestone *ground/camping sites and rooming houses*. Non-commercial accommodation does not seek profit for social purposes or assistance from certain circles such as: messes (owned by government agencies/departments), *guest houses* (for state guests), orphanages, lodging, and villas (privately owned).

Hotel

The word "Hotel," comes from the word *Hospitium* (Latin), meaning living room. In the long term the word *hospitium* underwent a process of changing understanding and to distinguish between Guest House and Mansion house (mansion), then the mansions were called Hostels. This hostel is rented to the general public to stay and rest temporarily, which during the stay is coordinated by a host, and the visitor who stay must obey the rules made by the hotel host. However, with the times and tourists who want to get satisfaction, do not like the rules or regulations that are too much like in hostels, and the word hostel has changed. The letter "s" in the word hostel was changed to "hotel", which is known today (M.Toha and Miyanto, 2015)

Based on the Decree of the Director General of Tourism No.14/U/1988 in (Lubis, 2022), regarding hotel business and management, it is explained that the hotel classification uses the Star system. From the lowest class given one star, the highest class is a five-star hotel. Meanwhile, hotels that do not meet the standards of the five classes or that are below the minimum standard are called non-star hotels. This hotel class determination statement is stated by the Director General of Tourism with a certificate issued and carried out every three years with implementation procedures determined by the Director General of Tourism.

Staycation

Staycation is a vacation that is done in your own country, not abroad, or a vacation that is done at home and involves traveling to local attractions around the area of residence, or in other words, being a tourist in your own city. In this case, staycation emphasizes more on domestic tourists who take advantage of vacation time by staying at accommodation facilities in their own country, staycation itself has become known in Indonesia since the early 2010s. However, the new staycation trend has increased interest, especially in big cities since early 2018 and until now there are still many enthusiasts. (Jurniata P.P.,2021)

The concept of staycation which means vacationing in the country and doing activities close to home. Activities that are usually carried out are visiting parks and educational facilities such as museums. However, with the development of information technology such as social media; Instagram, youtube, facebook and other applications as a means of self-existence, then staycatin has a broader meaning. Vacationing by staycation means enjoying a vacation by spending time and staying at domestic hotels. Usually, hotels that become staycation destinations are star hotels. Activities not only stay overnight, but staycation also includes activities that can be done at the hotel, such as enjoying spa facilities, playing in the park, eating regional (national) and international specialties (Andriany, 2021).

The main idea of a staycation is to stay at a hotel in the city / nearby to take a break from the hectic routine. In big cities in general, there are many hotels with aesthetic development, even hotels with affordable rental prices with locations in the middle of the city are also a favorite of people who do staycations. 4 (four) Star and 5 (five) Star hotels are in demand for the upper middle class. Star hotels generally offer excellent service and beautiful views such as rooftop edge swimming pool. In addition, star hotels also have luxurious fine dining for people with middle to lower economies, 3 (three) star hotels or budget hotels are the right choice. The staycation aspect (Rose, 2020) is change of scenery, individual benefit, and environmental sustainability, convenience, social benefit and local travel. For millennials, staycation is the right way to vacation based on several things such as (BTP, 2021); Staycation is a cost-effective and practical way of vacation at an affordable cost for those who can feel

new experiences while enjoying the facilities provided by lodging accommodation. Millennials are synonymous with limited leave periods, with productive livelihoods full of work demands or education with minimal vacation periods to short leave. Faced with that, they choose holidays when schedules are empty, such as weekends or national holidays.

Staycation is a solution in the midst of a busy urban life ranging from workloads, traffic jams to social problems creating the need for a short vacation to calm down and clear your mind. Through a staycation for one or two days, they can feel the different atmosphere offered by hotels and other accommodations, as well as enjoy various other facilities such as spas, swimming pools, or just rest in hotel rooms. Millennials need to increase their presence on social media also bringing a shift in hotel consumption motivation for the millennial generation. While hotels and lodging accommodations are highly functional and commonly used as transit points, millennials' presence in hotels and other accommodations is now driven by various motives and goals, one of which is to increase their presence on social media.

Hotel Room Occupancy Rate

The occupancy rate is a benchmark for the success of a hotel, while Sulastiyono in (Jatmiko and Sandy, 2020) wrote that a successful hotel will be seen from the occupancy of its rooms. So, it can be concluded that with the high occupancy rate of a hotel room, it will indirectly affect the sales income and profits of the hotel. This is because the revenue obtained from room sales is almost half of the average hotel revenue. Factors that increase room occupancy include; The strategic location of the hotel provides advantages for the hotel to stay which is located in tourist areas, shopping centers, city centers, entertainment centers and has high accessibility with places such as airports, stations train or other transportation. Other factors such as hotel facilities, hotel services, room rates and promotions.

Staycation tourism sales promotion basically aims to inform many people that there are products offered for sale. This statement can be understood that promotion is very important in determining the success of selling rooms from a hotel, villa, or resort through promotional media so that potential guests can see the advantages and disadvantages of the products offered. The occupancy rate is one element of calculating hotel revenue. Room occupancy rate is a state of the extent to which the number of rooms sold, if the ratio (ratio) with the entire number of rooms that can be sold. Understanding the *occupancy ratio* is a benchmark for the success of hotels in selling their main products, one of which is rooms.

The development of the Room Occupancy Rate (TPK) of Star hotels in Banten in June 2022 reached 57.00%, an increase of 4.83 points compared to May 2022. This increase in TPK was caused by room occupancy that increased in all Star hotel classes in Banten, except for three-star hotels and five-star hotels which decreased by 0.70 points and 0.82 points respectively compared to the same month in 2021, TPK in June 2022 rose 18.36 points from the previous 38.64% (Official Statistical News, August 2022).

Table 3. Room Occupancy Rate in Star and Non-Star Hotel Classification
In Banten Province, July 2022

Star Classification	TPK (%)			Change of June'22 to June'21 (points)	June'22 change to May'22 (points)
	June 2022	May 2022	June 2022		
1 Star	20,87	43,87	64,54	43,67	20,67
2 stars	38,43	54,23	56,13	20,04	4,24
3 stars	35,31	54,82	56,42	18,81	-0,70
4 Star	44,39	49,45	60.23	14,72	9,66
5 stars	30,28	46,64	45,82	15,54	-0,82
TPK Star	38,64	52,17	57,00	18,36	4,83

|					
TPK non-star	17,65	17,21	18,63	0,98	1,42
TPK Star + non-star	35,73	46,06	48,77	13,04	2,71

Source: Official Statistics News, August, 2023

Based on table 3, above and figure 1 below, it is clear that the development of TPK in the last year shows that conditions are still fluctuating, in June 2022 it has increased. The increase in annual TPK (year on year) was caused by an increase in room occupancy in all Star hotel classes in Banten. As Banten Province which is one of the *buffer* areas between Java and Sumatra in the MP3EI paradikma 2011 -2025, Banten has great tourism potential. Various potential tourist destinations spread across regencies and cities in the Banten Province area are the basic capital in the development of tourism. However, a strategy is needed to promote or market and design tourism development patterns that are in accordance with the characteristics of the region in Banten Province, so that with an integrative staycation tourism sales marketing strategy can boost the number of tourists visits both local, regional, and foreign to visit and travel to Banten Province.

Banten Province has established a leading tourist attraction that is strongly influenced by the market segment by it carrying capacity. The carrying capacity of tourism is determined by several factors, including the number of tourists, tourist activities, intensity, natural quality, and the influence of promotion on the sales of staycation attractions, as well as the level of management. To maintain the authenticity of nature, the integrity and sustainability of tourist attractions, the pattern of natural tourism development is based on the potential of beautiful and exotic nature reserves in tourist villages, wildlife reserves, and national parks. Therefore, in the 2023 fiscal year, the Banten Provincial Tourism Office programs the promotion of staycation tourism to the Tourism market segment in Banten to become a leading tourism with a strategy in the market segment so that this will be useful for supporting planning, mapping, and evaluation activities in the tourism sector in Banten Province.

Graphic figure 1. Development of TPK Hotel in Banten Province, June 2022– June 2023
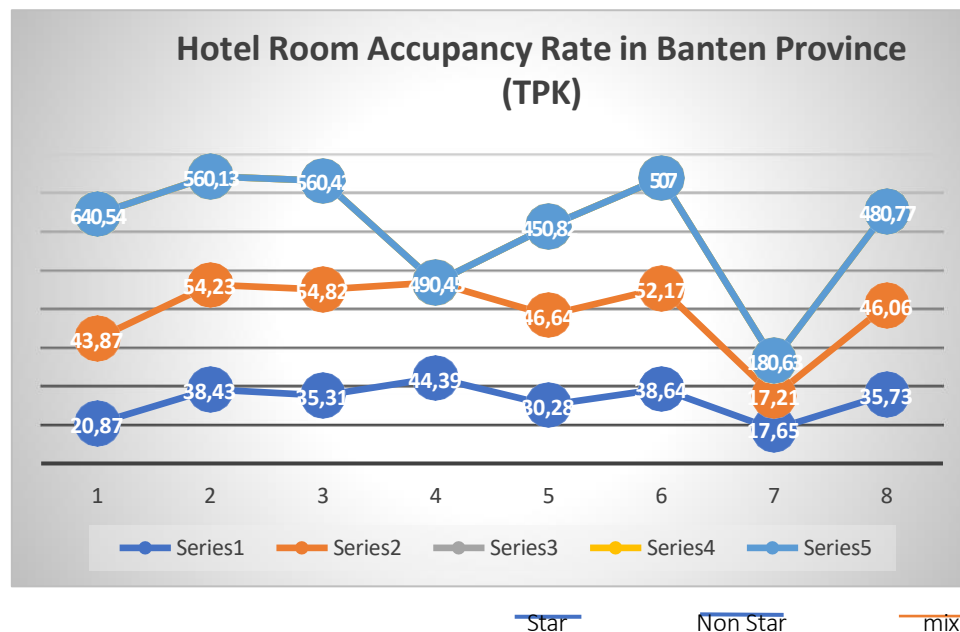
Source: Official Statistics News, August 2022

When the number of available hotel rooms increases, the number of tourists visiting increases and there is more interest in hotel rooms. When the hotel feels comfortable to stay,

they will be more comfortable to stay longer. So that the tourism industry and activities related to lodging, namely hotels, both star and non-star, will get higher tourism sales if tourists stay longer. Hotel room occupancy rate *(Single Occupancy)* is the number of occupied rooms divided by available rooms multiplied by 100%. *Double occupancy* is used to calculate the percentage of rooms sold that are occupied by more than 1 person, and average room rate (ARR) is a matrix used to find out what is the average price of rooms sold in a certain period. The way to calculate it is to divide the total room revenue by the total rooms sold (Afsheena, 2022).

Research that has been done by previous research that can be taken from various scientific sources such as dissertations, theses, theses or scientific research journals. The following is from previous research that became a reference in conducting a staycation tourism promotion study on the tourism hospitality promotion market segment:

Table 4. Previous Research Results

No	Name, Title of Research	Research Methods	Research Objectives	Research Results
1	(Prima Sulistiyo & Tharesia, 2022) "The Impact of Sales Promotion and Consumer Trust on Staycation Interest in Jakarta Four-Star Hotel During Covid-19 Pandemic. Journal Of Business Studies and Management Review."	Quantitative Descriptive	To find out how the influence of sales promotion and consumer confidence on the interest in staying at four-star hotels in Jakarta during the Covid-19 pandemic	Sales promotion with an average of 3.50 is in the very good category. Consumer confidence with an average of 3.52 is also in the very good category, and staycation interest with an average of 3.36 is in the very high category. Sales promotion affects staycation interest by 165 and the remaining 84% is influenced by other variables not studied in this study. Consumer confidence affects staycation interest by 43.5% and the remaining 56.5% is influenced by other variables that were not studied in this study. Sales promotion and consumer confidence influenced the interest in staying by 45.1% and the remaining 54.9% was influenced by other variables that were not studied in this study.

2	(Juniarta P. 2021) The Effect of Staycation Promotion on Guest Decision to Stay at Alila Hotel Seminyak during Covid 19 Pandemic	Quantitative Descriptive	To find out the effect of staycation promotions on guest decisions to visit Alila Hotel Seminyak during the pandemic covid 19.	The results showed that there was a significant influence on staycation promotion on guests' decision to stay at Alilla Hotel Seminyak.
3	(Sofiani dan Octrariana, 2022) "The Effectiveness of Hotel Staycation Promotion Using Digital Marketing in Maintaining Room Occupancy Rate during the Covid 19 Pandemic".	Qualitative descriptive analysis	To be used as a staycation promotion as one of the superior products in all Santika Hotels in Indonesia. This product is expected to increase selling power during covid 19, pandemic which has decreased Room occupancy Rate.	The results of the study used digital marketing through websites, social media, online advertising and mobile applications. By maximizing the four digital marketing segments, it is able to lift promotions and various aspects.

Source: several research journals

Research Methods

This research uses a survey method through a quantitative descriptive approach, used with a survey method to solve a problem according to questions that have been asked or with problems that have been observed (Hardianto,2021). Descriptive research is aimed at describing a state or phenomena as it is. In this study the researchers did not manipulate or provide certain treatments to the object of research, all activities or events run as they are (Creswell J. (2013).).

Data sources in this method use primary data and secondary data, so that data collection through tracing literature and policies that have been made, carried out and disseminated by the Banten Provincial Tourism Office, through surveys including literature studies to get an overview of the state of Banten Province tourist areas and prepare research instruments (questionnaires), activity schedules, preparation and distribution of team tasks. Conducting surveys and distributing questionnaires by visiting relevant agencies (government and non-government) to obtain written data, field surveys to obtain information by observing and disseminating research questionnaires to tourists and hotel owners and other accommodations. Then through the discussion group forum in this study *Focus Group Discussion* (FGD) was carried out with the Banten Provincial Tourism Office. FGD is a systematic process of collecting data and information on a particular very specific problem through group discussion (Irwanto, 2006). After that, analyze the data in a statistically descriptive manner (mean and frequency test). The sample discovery technique in this study uses non-probability side with purposive sampling techniques. *Nonprobability sampling* is a sampling technique that does not provide opportunities or opportunities at all for every element or member of the population to be selected into a sample (Creswell J., 2013). The side type chosen by the author is purposive sampling, where samples with certain criteria are still included in certain populations.

The population in this study is *staycation* tourists and accommodation managers of Banten Province where the population cannot be estimated. Therefore, the authors used *the Ancient Rao formula* to determine the number of samples required in this study.

$$n = \frac{Z^2}{4\,Moe^2}$$

n: Number of samples

Z^2: Normal distribution levels at significant levels 5% = 1.96

Moe: fault tolerance limit (10%) -> (0,1)

Based on the above formulation, the sample calculation is as follows:

$$n = \frac{1,96^2}{4\,(0,1)^2} \;,\; n = \frac{3,8416}{4\,(0,01)} \;,\; n = \frac{3,8416}{0,04}$$

$$n = 96,04$$

The calculation above can be seen that the number of samples needed in this study is a minimum of 96.04 respondents. We successfully distributed the questionnaire to 120 tourist respondents. Accommodation data was obtained from 59 accommodations consisting of hotels and homestays spread across cities / regencies in Banten Province. The survey was given to determine the profile and occupancy rate of rooms in accommodation in Banten Province. The number of survey distribution on accommodation in Banten Province, can be seen in table 2, below;

Table 2. Number of samples Accommodation

Regency/ City	Hotel	Homestay
Lebak Regency	9	3
Pandeglang Regency	4	12
Serang Regency	3	4
Tangerang Regency	5	-
Cilegon Regency	4	-
Serang City	2	3
Tangerang City	4	-
Tangerang Selatan City	4	2
Sum	35	24
TOTAL	59	

Source: Primary Data Analysis Results, 2023

Data Analysis

Data analysis methods used for descriptive analysis, approaches that are often used in presenting data in descriptive analysis often use data center symptom measures, namely mean, median, mode (Hermawan, 2018). The data analysis used in this study is: Mean Test, from quantitative data analysis used is descriptive analytical technique, by calculating the average (mean). Mean test, is a test performed to determine the average value of a data. The average value comes from the quotient between the sum of the total values and the amount of data processed. Mathematically, the mean test formula (average value) can be written as follows:

$$x = \frac{\sum xi}{n}$$

Information:

X = Average rating

Xi = data value to- i

N = Amount of data

Frequency is a grouping of data into several groups, usually used to summarize data, facilitate the presentation of data, and facilitate the analysis process, the frequency formula used is:

₱ = ƒ/n*100%

P = Percentage sought (relative frequency)

F = Frequency

N = Number of respondents

Stages of Data Management

Quantitative data management, including the characteristics of staycation tourists, staycation tourist motivation, staycation tourism sales promotion to the tourism market segment of Banten Province. Quantitative data were assessed with a Linkert scale on a closed questionnaire. Furthermore, the data obtained is transformed in data tabulation and continued with mean and frequency tests. The final stage, the data that has been tabulated and then presented in the form of a table with numbers to facilitate the results that have been obtained. Then conclusions are made from the research that has been studied. The final stage of data management is interpreted in words to obtain comprehensive information related to tourist characteristics and tourism market segmentation which will be used as a reference in the formulation of tourism development strategy policies in Banten Province.

On the basis of the literature review above, the following research hypothesis was compiled:

Hypothesis 1: The Hospitality Promotion market segment has a positive and significant effect on staycation tour in Banten Province.

Hypothesis 2: Hotel management characteristics have a positive and significant effect on the segmentation of the staycation tourism market in Banten Province

Hypothesis 3: Staycation travelers' motivation has a positive and significant effect on staycation tourism market segment in Banten Province.

Results of Study Analysis Discussion

The management characteristics of the hospitality industry for staycation tourism are obtained from 120 tourists who stay at the hotel used as sample. The characteristics assessed are based on demographic, geographic, travel patterns and psychographics. The characteristics of staycations by gender can be seen in the following diagram Picture:
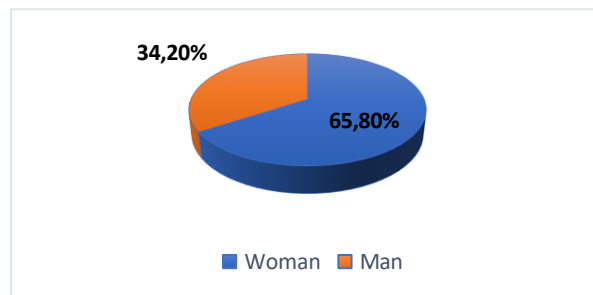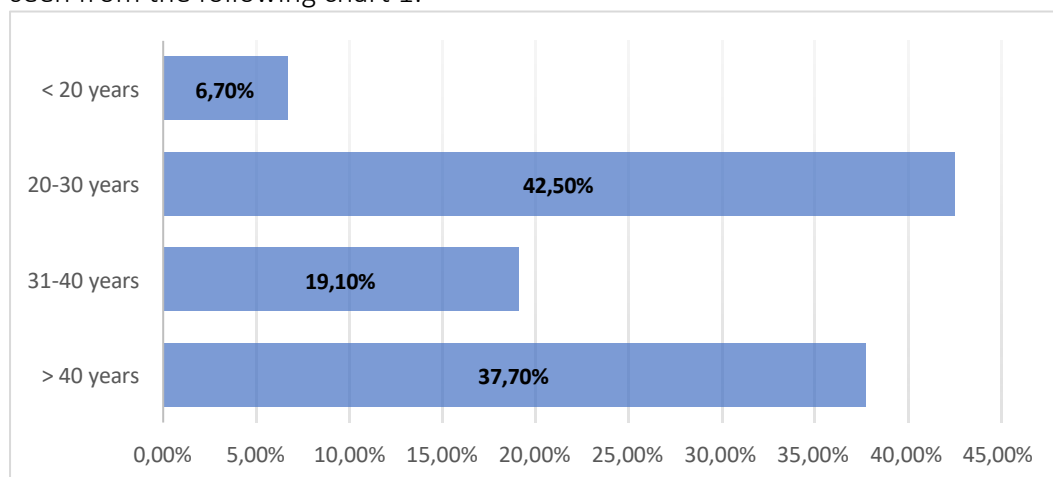
Figure 1. Travelers Staycation gender
Source: Primary Data Analysis Results 2023

Based on the diagram of figure 1 above, it can be seen that the percentage of female sex is 65.80% while men have a lower percentage of 34.20%

Tourists who do staycations in Banten Province, ranging from young to adults, can be seen from the following chart 1:

Graphic Figure 1. Age of Staycation Travelers
Source: Primary Data Analysis Results, 2023

Graphic Figure 1 above from the age of the most staycation travelers in Banten Province is the age of 20-30 years by 42.5%, then the age of more than 40 years by 37.7%, and the age of 32-40 years by 19.1%, while the least is the age of less than 20 years by 6.7%.

The characteristics of staycation tourists based on their domicile (geographical) can be seen in the following diagram:
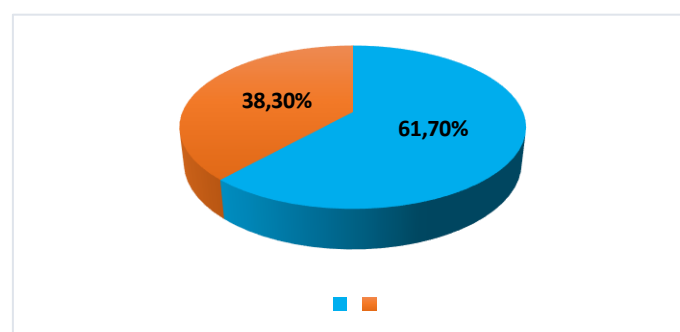

Figure 2. Staycation Tourist Domicile
Source: Primary Data Analysis Results, 2023

Based on figure 2 of the diagram above, it can be seen that the percentage of domicile is tourists domiciled in Banten Province with a percentage of 61.7%, while 38.30% are tourists domiciled outside Banten Province. Based on the basic theory of staycation that staycation is a tourist activity in an accommodation place not far from the place where the tourist lives.

Hotel industry sales promotion revenue from Accommodation data in Banten Province. The type of accommodation consists of homestays, non-star hotels and star hotels, so the distribution of questionnaires is carried out throughout Banten Province. Here are the results of the survey of these types of accommodation;
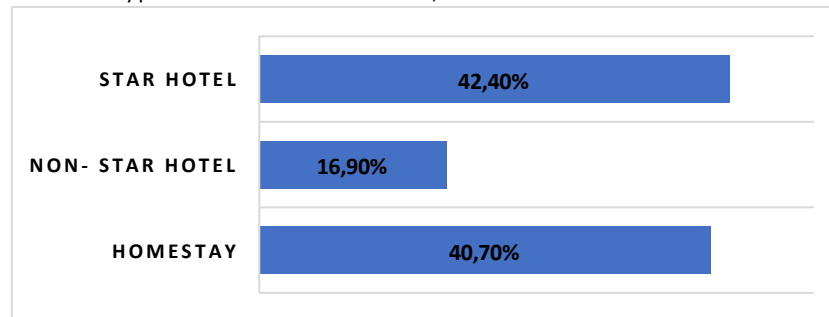
Graphic Figure 2. Types of Accommodation in Banten Province
Source: Primary Data Analysis Results 2023

From Figure 2 above, it can be seen that accommodation with the type of star hotel has a higher percentage of 42.4%, next is homestay at 40.7% and the lowest is non-star hotels at 16.9%. In detail, data on the distribution of accommodation types in each Regency and City in Banten Province can be seen in the following table:

Table 3 Types of Accommodation from Districts and Municipalities in Banten Province.

Regency and City	Hotel Star (%)	Hotel Non-Star (%)	Homestay (%)
Lebak Regency	33,3	41,67	25
Pandeglang Regency	12,5	12,5	75
Serang Regency	71,4	14,28	57,14
Tangerang Regency	100	0	0
Cilegon City	50	50	0
Serang City	20	20	60
Tangerang City	100	0	0
Tangerang Selatan City	66,67	0	33,3

Source: Primary data analysis results, 2023

From table 3 above, it can be seen that the distribution of data on the type of accommodation of the highest Star hotels is in Tangerang Regency and Tangerang City by 100%, while for non-Star hotels the highest is in Lebak Regency by 41.67%. For homestays, the highest is in Pandeglang Regency at 75%.

Hotel room type from figure 5, which has accommodation in Banten Province. Here's what this graphic 3 is:
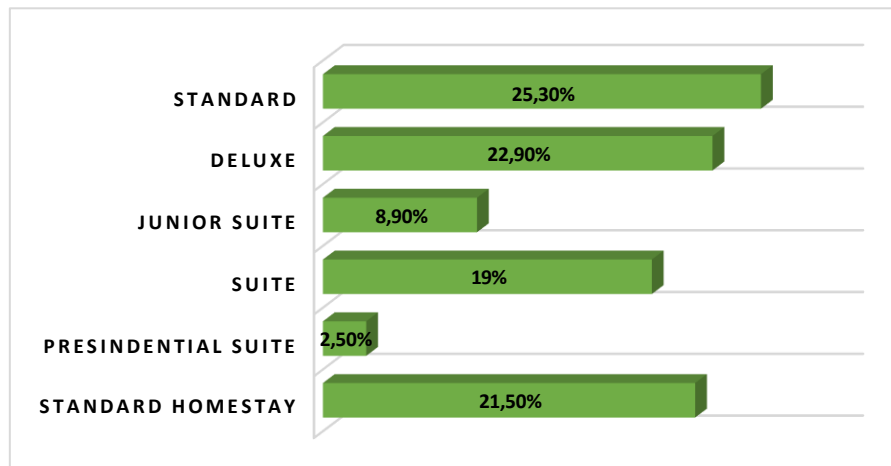
Graphic Figure 3. Types of rooms owned by Accommodation in Banten Province
Source: Primary Data Analysis Results, 2023

From the graphic image 3 above, it can be seen that the most dominant room types owned by accommodation in Banten Province are standard type rooms by 25.30%, then Deluxe types by 22.90% and standard types of homestays by 21.50%. For the lowest room type owned by accommodation is the presidential suite with a percentage of 2.50%.

The number of rooms available in 2022 -2023, in chart 4 below is an overview of the number of rooms available in Banten Province.
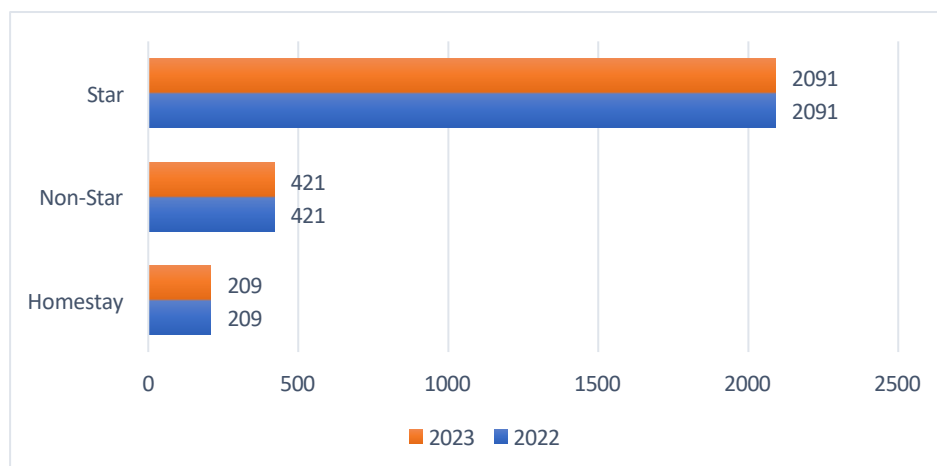
Graph 4. Number of rooms available
Source: Results of Primary Data Analysis, 2023

From the graphic image 4 above, it can be seen that star hotels have the largest number of rooms, which is 2,091 in 2022 and 2023. Then for non-Star hotels have the same number of rooms of 421 rooms in 2022 and 2023, and for homestays have the same number of rooms of 209 rooms in 2022 and 2023. In detail, data on the number of rooms in each Regency and City in Banten Province can be seen in table 4 below:

Table 4 Number of Rooms available in 2022 and 2023
per-Regency and City in Banten Priovince

Regency and City	Hotel Star		Hotel Non Star		Homestay	
	2022	2023	2022	2023	2022	2023
Lebak Regency	121	121	127	127	32	32
Pandeglang Regency	65	65	139	139	99	99
Serang Regency	140	140	17	17	32	32
Tangerang Regency	510	510	-	-	-	-
Cilegon City	425	425	60	60	-	-
Serang City	60	60	78	78	44	44
Tangerang City	525	525	-	-	-	-
Tangerang Selatan City	245	245	-	-	2	2
Sum	2.091	2.091	421	421	209	209

Source: Primary Data Analysis Results, 2023

From the results of the analysis, it can be seen in table 4 above that Star Hotels have the highest number of rooms and the highest number of rooms located in Tangerang Regency as many as 510 rooms in 2022 and 2023. Meanwhile, non-star hotels with the highest number of rooms are in Pandeglang Regency with 139 rooms. And homestays in Pandeglang Regency also have the highest number of 99 rooms in 2022 and 2023.

Average Room occupancy rate in 2022 and 2023 in Banten Province, see in chart 5 below:
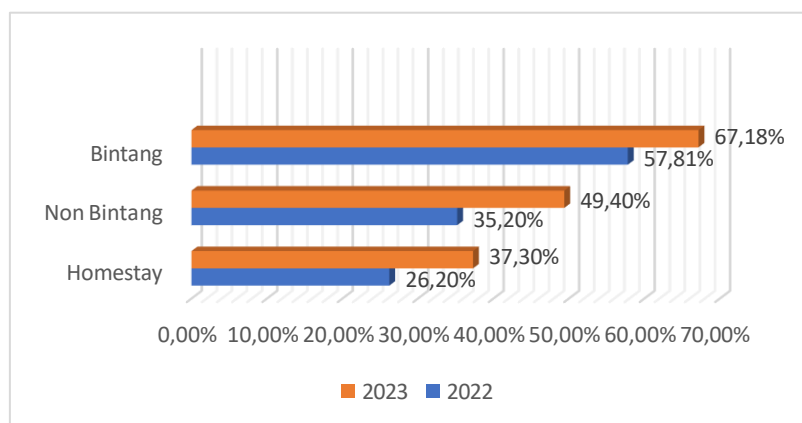
Graphic Figure 5. Room occupancy rate (%) in 2022 and 2023
Source: Primary Data Analysis Results, 2023

From the graphic image 4 above, it can be seen that in 2022-star hotels have the highest room occupancy rate of 57.81%, non-star at 35.2% and homestay at 26.2%. In 2023, there will be an increase in occupancy rates for star-rated hotel rooms by 67.18%, non-star by 49.4% and homestays by 37.3%. In detail, data on room occupancy rates in each Regency and City in Banten Province can be seen in table 5, below:

Table 5. Average Room Occupancy Rate Per-Regency and City in Banten Province in 2022 and 2023 year

Regency and City	Hotel Star (%)		Hotel Non Star (%)		Homestay (%)	
	2022	2023	2022	2023	2022	2023
Lebak Regency	32.5	44	46	57	23.3	35
Pandeglang Regency	45	60	30	35	13.7	2.,8
Serang Regency	57.5	66.5	50	75	47.5	71
Tangerang Regency	45	55	-	-	-	-
Cilegon City	50.5	67	30	45	-	-
Serang City	60	70	20	35	36.7	41.7
Tangerang City	88	90	-	-	-	-
Tangerang Selatan City	84	85	-	-	10	15
Average	57.81	67.18	35.2	49.4	26.2	37.3

Source: Primary Data Analysis Results, 2023

Based on table 5 above, it can be seen that the largest occupancy rate in star-rated hotels is located in South Tangerang City, which is 84% in 2022 and 85% in 2023. As for non-Stars who have Stars, which have the largest occupancy rate, they are located in Lebak Regency, which is 46% in 2022 and 57% in 2023. Then for homestays that have the largest occupancy rate is located in Serang Regency, which is 47.5% in 2022 and 71% in 2023.

Guests staying at tourism hospitality in Banten Province from guests who come from one Regency and City in Banten Province and guests who are not from Banten Province. The following graphic 6 below, is the percentage of origin of guests staying at Banten Province Hospitality:
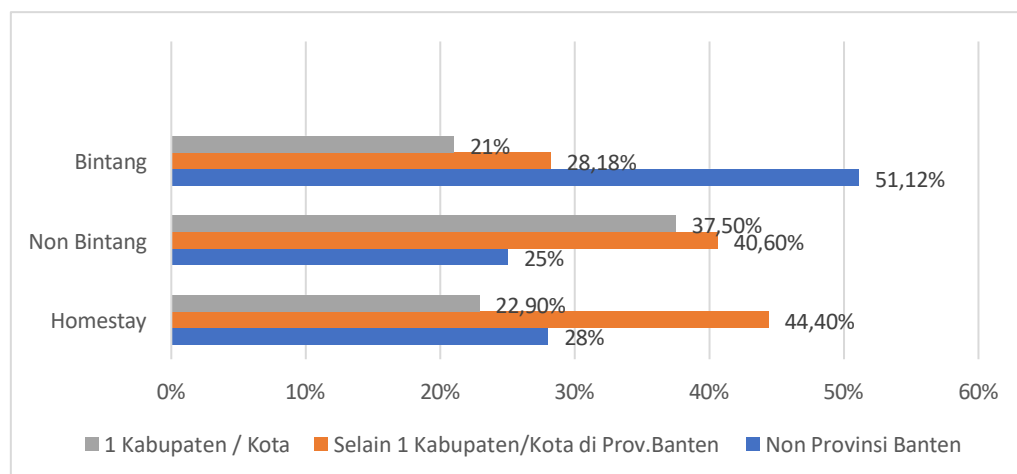
Graphic Figure 6. Origin of Staying Guests
Source: results of Primary Data Analysis, 2023

Based on the chart of graph 6 above, it can be seen that star hotel guests are dominated by non-Banten Province guests or those from outside Banten Province by 51.12%. Meanwhile, non-star hotels are dominated by guests from other than 1 Regency and City in Banten

Province by 40.6%. Likewise, homestay guests who have a percentage of 44.4%, come from other than one Regency and City in Banten Province. In detail, the data on the origin of staying guests can be seen in table 6 below:

Table 6. Origin of Guests Staying in Banten Province Hospitality

Regency and City	Accommodation Type	1 Regency/ City (%)	Besides 1 Regency/ City (%)	Non Banten Province (%)
Lebak Regency	Star	37.5	30	32.5
	Non-Star	40	34	26
	Homestay	6.7	46.7	46.6
Pandeglang Regency	Star	10	37.5	52.5
	Non-Star	30	60	10
	Homestay	35	40	25
Serang Regency	Star	37.5	27.5	35
	Non-Star	20	30	50
	Homestay	17.5	48.75	33.75
Tangerang Regency	Star	17.5	30	52.5
	Non-Star	0	0	0
	Homestay	0	0	0
Cilegon City	Star	15	33.5	49.5
	Non-Star	30	50	20
	Homestay	0	0	0
Serang City	Star	3	30	67
	Non-Star	50	30	20
	Homestay	48.3	36.7	15
Tangerang City	Star	10	10	80
	Non-Star	0	0	0
	Homestay	0	0	0
Tangerang Selatan City	Star	35	25	40
	Non-Star	0	0	0
	Homestay	30	50	20

Source: results of Primary Data Analysis, 2023.

The city of origin of guests apart from Banten Province, tourists come from various provinces in Indonesia. The area of origin of the guest can be seen in the following graphic 7:
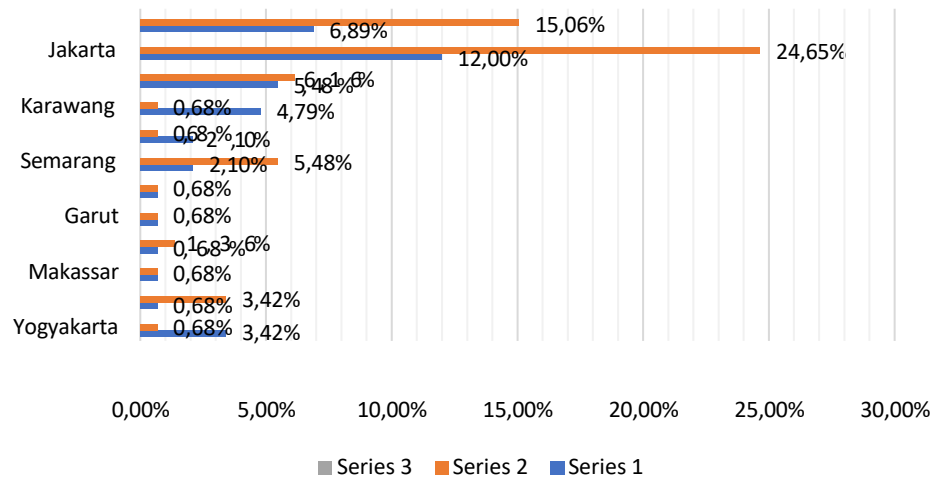
Graphic Image 6 Guest's Hometown apart from Province Banten
Source: results of Primary Data Analysis, 2023

From the chart of graph 6 above, the hometown of guests who have the most staycations to Banten Province is Jakarta at 24.65%. Next are guests from Bandung by 15.06% and Bekasi by 12%. While other guests come from various regions in Indonesia which have been listed above.

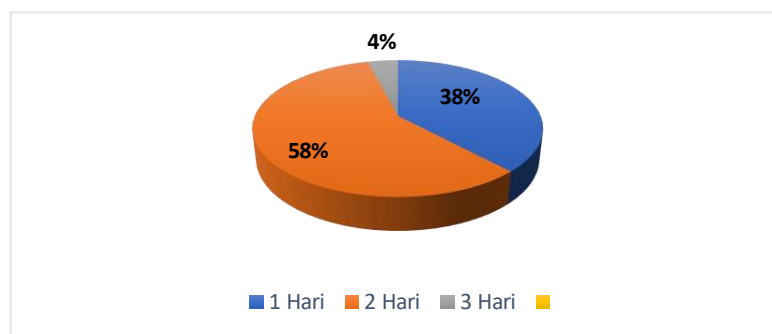The average guest staying at hotel accommodation, Banten Province, can be seen in figure 3 in the following diagram:

Figure 3. Average Length of Stay in Hospitality in Banten Province
Source: Primary Data Analysis Results, 2023

From figure 3 above, it is known that the average length of guests staying in Banten Province is 2 days by 58%, 1 day by 38% and the last order of guest stay is 3 days by 4%.

Regarding the availability of creative economy outlets in Banten Province accommodation, it can be seen in the following diagram:
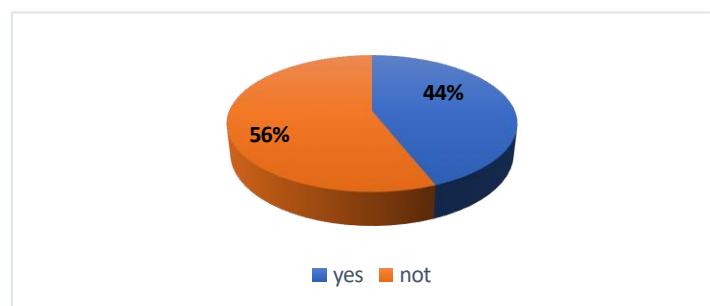

Figure 4. Availability of Creative Economy Outlets
Source: Primary Data Analysis Results, 2023

Based on figure 4 of the survey results in Banten Province accommodation, it turns out that 56% of accommodations answered that they do not have creative economy outlets, while 44% of accommodations have creative economy outlets. From these results, it is known that there are still many accommodations that do not have creative economy outlets. The existence of creative economy outlets in accommodation that sell creative products from the region will help the economy of the surrounding community. In addition, it can make it easier for guests to get what they need as a guest hand without the need to look far from the accommodation.

An overview of tour packages sold in Banten Province accommodation can be seen in the diagram, below:
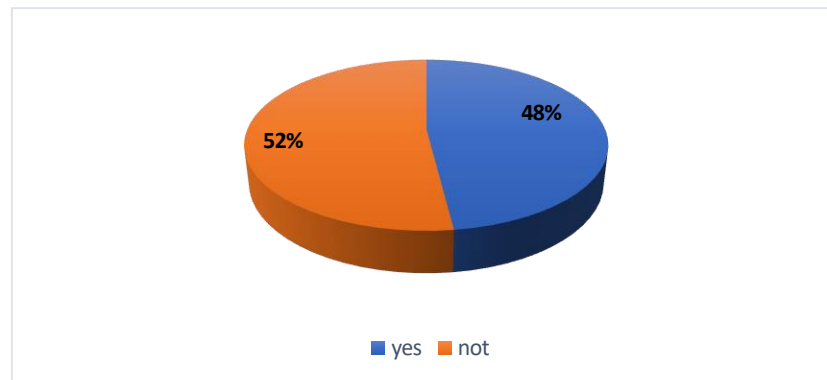

Figure 5. Tour Packages
Source: Primary Data Analysis Results, 2023

Based on the survey results in figure 5 above, 52% of accommodations in Banten Province do not have tour packages sold to guests, while 48% have tour packages. From these results, it can be seen that tour packages can make it easier for guests to visit a tourist destination, such as easy transportation access to attractions provided by tour operators.

An overview of tourist attractions in Banten Province accommodation can be seen in the following diagram:
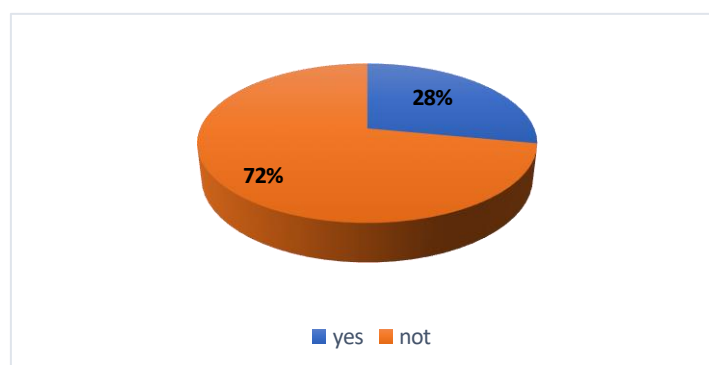

Figure 6. Existence of Tourist Attractions
Source: Primary Data Analysis Results, 2023

Based on the survey results on respondents who are accommodation managers in Banten Province, it can be seen that 72% of accommodations do not provide tourist attractions at accommodation, the remaining 28% provide tourist attractions. This means that accommodation focuses more on the needs of staying or staycation on the spot. The existing tourist attractions are tourist attractions in the accommodation area so it needs to be reached by traveling back.

Staycation in Regencies and Cities in Banten Province, based on the results of an analysis conducted by managing hotels, the highest type of Star hotel accommodation is in Tangerang Regency and Tangerang City, while the highest non-Star hotels are in Lebak Regency by 40%. The highest homestay is in Pandeglang Regency.

When viewed by region in 2022 and 2023, Tangerang City and South Tangerang City have a relatively higher occupancy rate of star-rated hotel rooms compared to other regencies and cities. This is due to the strategic position of the city, directly adjacent to the capital city of Jakarta, so it can attract guests to come. For non-Star hotels and homestays, the highest occupancy rate in 2022 and 2023 is Serang district.

Judging from the origin of guests staying at accommodation, in accordance with the concept of staycation, namely staying and vacationing in one city, so it can be seen from the percentage of staycation guests in 1 district and city with accommodation. The data can be seen as follows:
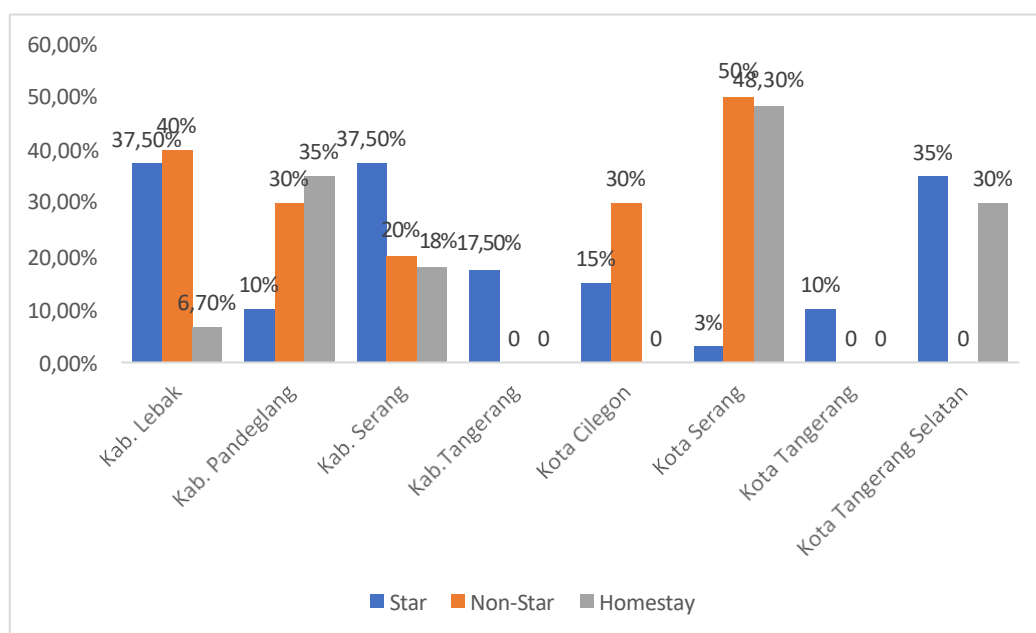
Graphic Figure 7. Guest Staycation in 1 Regency and City with Accommodation
Source: Primary Data Analysis Results, 2023

From the results of the analysis in figure 7 above, staycation guests in the same 1 Regency and City with the highest accommodation are in non-star hotels by 50% and homestays by 48.3% in Serang City, this is because Serang City is the capital of Banten Province.

Staycation Tourism in Banten Province, based on the results of an analysis conducted by managing hotels, the highest type of hotel accommodation is a star hotel. Then homestay and next is a non-star hotel, the most dominant room type owned by accommodation is the standard room type. While the highest number of rooms is at Star hotels. Analysis results The occupancy rate in 2022 star hotels have the highest room occupancy rates and increase in 2023. The average length of stay in Banten Province is 2 (two) days.

Based on the results of the analysis from table 7 below that the origin of staycation guests, hotel guests are dominated by non-Banten Province guests or those from outside Banten Province. For non-star hotels dominated by guests from 1 (one) Regency in Banten Province, as well as homestay guests dominated by guests from other than 1 (one Regency in Banten Province. The hometown of guests who do the most staycations to Banten Province is from Jakarta while other guests come from various regions in Indonesia.

Table 7. Origin of Guests Staying in Banten Province Accommodation

Accommodation Type	1 Regency/ City (%)	Besides 1 Regency / City (%)	Non Banten Province (%)
Star	21	28.18	51.12
Non-Star	37.5	40,6	25
Homestay	22.9	44.4	28
Average	27.13	37.73	34.7

Source: Results of Primary Data Analysis, 2023

The findings of the problem are based on the results of surveys and interviews with staycation guests staying at hotels in Banten Province, and several problems related to accommodation and staycation tourism destinations, as follows:

1. Some accommodations in Banten Province do not have staycation tour packages in collaboration with travel or staycation tourism communities.
2. There is no calendar event at the Banten Provincial Tourism Office, which is related to information about cultural attractions, especially for staycation tourists held in the Regency and City of Banten Province.
3. For the safety of staycation tourists in hotels and destinations still rarely have life guards on the beach.
4. The cleanliness of the tourist area is still lacking, especially the parking area that looks dirty around the beach and there are still unclean toilets found in tourist destinations
5. The lack of tourism information centers (TIC) in tourist destinations and their PIC lack of mastery of staycation tourism products

Based on the results of analysis and discussion, it can be recommended as a solution to existing problems for the hotel industry and tourism destinations in Banten Province, as follows:

1. To attract visitors who will do a staycation, the hotel must be able to innovate and present an extraordinary experience so that it is not easily forgotten by visitors.
2. In the era of digitalization, millennial silence is very present on social media, so the hotel industry can provide interesting photo spots in their hotels.
3. The hotel industry can create tour packages, either the hotel itself has an excursion section / Dept., or cooperation with travel or the travel community.
4. As it is known that in addition to staying overnight tourists also want to see and learn local culture and uniqueness, so that local cultural attractions need to be improved again such as dances, export souvenirs, culinary, and others.
5. The local Tourism Office makes calendar events as information to tourists about the regional activities carried out. For the safety and comfort of guests, hotels and beach destinations, the natural beauty around it should provide sufficient life guards. Then tourist destinations must pay attention to cleanliness in tourist areas, especially toilets and parking areas.
6. The existence of Tourism Information Canter (TIC) in tourist destinations needs to be improved again to make it easier for tourists to obtain tourist information. Then it is necessary to train on tourism products for PIC in Tourism Information Canter (TIC), so that they can master the staycation tourism products offered or the promotion of hospitality industry sales in Banten Province, West Java.

Conclusion

Based on the results of the analysis and discussion, it can be concluded the results of this study, first the characteristics and market segmentation of the hotel industry sales promotion towards staycation tourism seen from demographics; For example, groupings in the fields of age, gender, and family size, income, position of head of the family, education, family life cycle (family life cycle), grouping in the fields of religion, social, ethnicity. Geography, based on travel patterns such as staycation tour travel time to the location for 1 to 3 hours and long stay at the hotel. Psychographic segmentation of various kinds of buyer needs or arises as a result of the fact that buyer needs are more different throughout life style or personality life than demographic Liesses as frequency of hotel stays 1 year 2 times, budget for staycation 1-3 million, vehicles to go on staycation tours using private vehicles and tourists choose to staycation at star hotels. Motivation for staycation tourism among others for tourists want to escape for a moment from the saturation of daily activities and motivate quality, comfortable, safe and clean hotel facilities and facilities so that tourist perceptions are positive, memorable and feel satisfied with hotel services. *Therefore, the market segment for hotel promotion also has a significant effect on staycation tourism in Banten Province which has beautiful natural attractions, easy access to staycation tourist destinations and the price of food-beverages and export souvenirs in tourist destinations in Banten Province.*

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