



Research Paper

The Marketing Strategy of Hermes Palace Hotel Banda Aceh for Improving Global Market Competitiveness

Miranda Hakim¹ , Harbiyah G¹

²Faculty of Vocational Studies, Universitas Muhammadiyah Aceh, Banda Aceh 23123, Indonesia

 harbiyah@unmuha.ac.id

 <https://doi.org/10.30601/humaniora.v%vi%i.7336>

Published by Universitas Abulyatama

Abstract

Artikel Info

Online first:

30/10/2025

Marketing strategy is a plan designed to compete in the market on a sustainable basis. Hermes Palace Hotel Banda Aceh is the only five-star hotel in Aceh, located on Jalan T. Panglima Nyak Makam, Lambhuk, Ulee Kareng, Banda Aceh, Aceh. Competitiveness refers to the ability of a company to excel in service and product delivery compared to other companies. The global market is a marketplace whose scope covers the entire world or the international level. The research problem of this study is: What are the marketing strategies of Hermes Palace Hotel Banda Aceh in enhancing competitiveness in the global market? The objective of this study is to describe the strategies employed by Hermes Palace Hotel Banda Aceh to strengthen its competitive advantage in the global market. The research method applied in this study is a qualitative approach. The research data were obtained through semi-structured interviews with two respondents, namely the Assistant Sales Marketing Manager and a Sales Marketing Staff member. The findings of this study reveal that Hermes Palace Hotel Banda Aceh has successfully competed in the global market. The strategies implemented have proven effective in attracting guests to the hotel by employing digital marketing strategies, differentiation strategies, positioning and branding strategies, as well as global marketing strategies.

Keywords: Marketing Strategy; Competitiveness; Global market

1. Introduction

The hospitality industry is a service sector that provides both products and services while offering facilities designed to ensure guest comfort. To attract guests, the hospitality industry requires a well-structured hotel marketing plan. Marketing strategy is a strategy implemented within a company on a sustainable basis to establish a competitive advantage across various



This work is licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License](https://creativecommons.org/licenses/by-nc/4.0/).

market sectors in the long term [1]. The success of a service or product-based industry is not only marked by guests visiting for the first time, but also by their willingness to return repeatedly. This indicates that the industry has successfully met the demands of its target market, thereby enabling it to compete in the global market.

In the current era of rapid information technology development and globalization, the hospitality industry faces increasingly intense competition at both national and international levels. The industry pays close attention to changes in consumer behavior, the growing concern of consumers regarding service quality, and the emergence of various digital platforms that make it easier for consumers to search for services or products. These dynamics compel the hospitality industry to maximize its marketing strategies in order to strengthen competitiveness in the global market [2].

Tourism and hospitality are vital sectors for regional economic development, including in Banda Aceh. Hermes Palace Hotel is one of the star-rated hotels located in the heart of Banda Aceh, offering comprehensive facilities such as restaurants, swimming pools, spa services, and business amenities. The profile and services of Hermes Palace serve as strategic assets for achieving broader market penetration. However, amid global competition and shifting consumer demands, the hotel must further develop marketing strategies that enhance competitiveness not only locally but also globally. Additionally, the hotel must undertake significant adjustments to its standard operating procedures in marketing due to government budget efficiency policies, which have had a direct impact on the tourism sector, including hospitality [3]. Therefore, Hermes Palace Hotel Banda Aceh needs to develop marketing strategies that align with consumer demand to increase guest visits and strengthen competitiveness in the global market. According to [4], hotels generally consist of several departments such as Human Resources, Accounting, Housekeeping, Food and Beverage, Sales and Marketing, Public Relations, Laundry, and Engineering.

The advancement of digital technology provides a significant opportunity for the hospitality industry to reach a wider market. The use of digital platforms such as social media, official websites, and Online Travel Agents (OTAs) has become an integral part of hotel marketing strategies. At the same time, consumers have become increasingly critical and selective when choosing accommodations, considering factors such as comfort, reputation, price, and corporate social responsibility. Competitiveness plays a crucial role in the economic cycle, particularly in the production of goods and services to meet market demands. According to [5] services and products are the core elements of business operations and require strong competitive skills to outperform rivals. By meeting market demand and adapting to consumer behavior, companies can attract buyers, improve product and service quality, and gain consumer trust. This, in turn, becomes a key factor in maintaining competitiveness in the global market.

Global promotion is another important aspect, often undertaken by multinational organizations through global advertising, international business expansion, and standardized products and policies across multiple countries. [6] notes, globalization forces organizations to compete with large-scale companies with significant capital and extensive networks. To remain competitive, companies must implement global promotion strategies that enhance the quality of services and products. With effective global promotion, companies are better positioned to compete with larger enterprises by offering superior services and products that attract consumers' attention [7].

This study focuses on analyzing the marketing strategies implemented by Hermes Palace Hotel Banda Aceh in enhancing its competitiveness in the global market. Based on this background, the study aims to explore in depth the strategies employed by Hermes Palace Hotel Banda Aceh to strengthen its position globally.

2. Method

This study was conducted at Hermes Palace Hotel Banda Aceh, located on Jalan T. Panglima Nyak Makam, Banda Aceh, with the objective of analyzing its strategies to enhance competitiveness in the global market. The research design begins with identifying quantitative problems and formulating them into research questions. The problems are then addressed using relevant theories. According to [8], research design is a process of finding definite answers to research questions. Similarly, [9] defines research design as all processes required in the planning and implementation of research. Population refers to the entire group of individuals, events, or objects that form the focus of research and are to be investigated [10]. In this study, the population consists of all respondents who use AI-based technologies, with an unknown (infinite) number. According to [9], a sample is a subset of the population that possesses the characteristics being studied. The respondents in this study were determined using an infinite population formula:

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

Where:

Z = Normal distribution level at a 5% significance level = 1.96

n = Sample size

Moe = Margin of error, with a maximum error rate of 10%

Based on the formula, the sample size for this study is 96 respondents, consisting of individuals who are familiar with or utilize marketing strategy indicators such as product, price, promotion, and place when visiting Hermes Palace Hotel in Banda Aceh. The sampling technique employed in this research is Accidental Sampling. According to [9], accidental sampling refers to the selection of respondents by coincidence, meaning that anyone who happens to meet the researcher and meets the established criteria as a data source can be included as a respondent. This technique is often chosen due to limitations in time, resources, and budget. Its strength lies in the researcher's ability to identify and select data sources that are relevant to the research variables.

According to [11], data analysis in this study was conducted using the SPSS program (Statistical Package for the Social Sciences). The techniques included validity testing, reliability testing, descriptive analysis, normality testing, linearity testing, and classical assumption tests. To assess relationships among variables, multiple regression analysis was employed, including the calculation of the coefficient of determination, t-tests, and F-tests. The regression model used in this study is formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e \dots \dots \dots (1)$$

Where:

Y = Competitiveness

a = Constant

X₁ = Product

X₂ = Price

X₃ = Place

X₄ = Promotion

B = Regression coefficients of X₁, X₂

e = Error term

Validity Testing. Validity refers to the extent to which an instrument measures what it is intended to measure and accurately reflects the variables under study. In this research, validity testing was conducted using the Pearson Product-Moment Correlation with a 95% confidence

level [12]. Reliability testing used internal consistency by examining item-total correlations. Items with correlations above 0.20 were considered reliable [13].

Normality test: Data is considered normally distributed if the probability value > 0.05 ; otherwise, it is not normally distributed [14]. Multicollinearity test: Conducted to detect correlations among independent variables. A good regression model should not exhibit multicollinearity [14]. Heteroscedasticity test: Conducted to test whether residual variance is constant across observations. Homoscedasticity indicates equal variance, while heteroscedasticity indicates unequal variance [14]. t-Test: according to [12], the t-test is used to evaluate the partial significance of each independent variable (chatbot usage and social media marketing) on the dependent variable (loyalty). F-Test: the F-test is used to evaluate the simultaneous significance of all independent variables on the dependent variable [12].

3. Result

3.1 Validity test results

The validity of the data was tested statistically using the Pearson Product-Moment Correlation through SPSS. All items obtained correlation values above the critical value of 0.202 ($\alpha = 5\%$) [9], [15] which indicates that the items are significant and valid. Statistically, this demonstrates internal consistency, meaning that the items measure the same construct. As shown in Table 1 below:

Table 1. Validity tes result

Variable	The Marketing Strategy of Hermes Palace Hotel Banda Aceh for Improving Global Market Competitiveness		Value $r_{\text{-tabel}}$ (n = 96)	Description
	Item	($r_{\text{-hitung}}$)		
Competitiveness (Y)	A1	0.760	0.194	Valid
	A2	0.592		
	A3	0.844		
	A4	0.629		
	A5	0.844		
Product (X ₁)	B1	0.531	0.194	Valid
	B2	0.757		
	B3	0.330		
	B4	0.565		
	B5	0.757		
Price (X ₂)	C1	0.763	0.194	Valid
	C2	0.753		
	C3	0.795		
	C4	0.821		
Place (X ₃)	D1	0.503	0.194	Valid
	D2	0.575		
	D3	0.369		
	D4	0.595		
Promotion (X ₄)	E1	0.658	0.194	Valid
	E2	0.831		
	E3	0.733		
	E4	0.738		
	E5	0.369		

3.2 Reliability test results

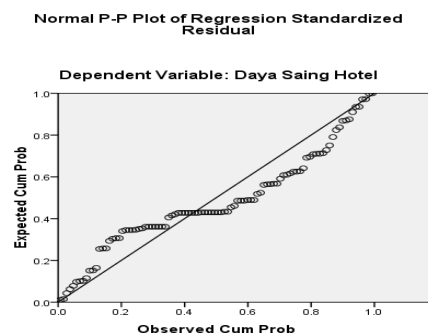
Reliability testing was performed using internal consistency (Cronbach's Alpha). Create a Discussion a Cronbach's Alpha value greater than 0.60 is considered acceptable, while values above 0.80 indicate high reliability. All research variables exceeded 0.80, confirming that the instruments were reliable. Reliability testing was performed using internal consistency (Cronbach's Alpha). The results are presented in **Table 2**:

Table 2. Reliability test results

Name	Alpha Value	Information
Competitiveness (Y)	0.863	Reliable
Product (X ₁)	0.797	Reliable
Price (X ₂)	0.897	Reliable
Place (X ₃)	0.720	Reliable
Promotion (X ₄)	0.847	Reliable

3.3 Normality test results

Normality testing was conducted using regression analysis with SPSS. The scatterplot results indicated that data points were distributed around the diagonal line, suggesting that the data were normally distributed.



3.4 Multicollinearity test results

The multicollinearity test aimed to determine whether high correlations existed among independent variables. Tolerance values greater than 0.10 and VIF values below 10 indicate the absence of multicollinearity. The results indicate that no independent variable had a tolerance value below 0.10 or a VIF value above 10, confirming that multicollinearity was absent.

Table 3. Multicollinearity test results

Nama	Toleran	VIF	Keterangan
Product (X ₁)	0,192	3.864	Non multikolinearitas
Price (X ₂)	0,153	3.529	Non multikolinearitas
Place (X ₃)	0,181	3.526	Non multikolinearitas
Promotion (X ₄)	0.125	3.346	Non multikolinearitas

As presented in **Table 3**, none of the independent variables exhibits a Tolerance value below 0.10, indicating that there is no significant correlation among the independent variables. Similarly, the results of the Variance Inflation Factor (VIF) analysis confirm that all independent

variables have VIF values below the threshold of 10. Accordingly, it can be concluded that the regression model employed in this study does not suffer from multicollinearity.

3.5 Hypothesis testing

The hypothesis states that product (X₁), price (X₂), place (X₃) and promotion (X₄) have an influence on competitiveness. The model employed to estimate this effect is as follows:

Table 4. The influence of independent variable on the dependent variable

Nama	β	Standar Error	T _{tabel}	T _{hitung}	Sig
Constanta	0.449	0.078	0.202	5.756	0.000
Product (X ₁)	0.550	0.145	0.202	3.655	0.002
Price (X ₂)	0.482	0.115	0.202	4.191	0.000
Place (X ₃)	0.294	0.119	0.202	2.471	0.004
Promotion (X ₄)	0.317	0.053	0.202	5.981	0.000

3.6 Partial test (t-Test)

Partial testing was conducted to determine the effect of each independent variable on Competitiveness in Banda Aceh. The results show that all three independent variables— product (X₁), price (X₂), place (X₃) and promotion (X₄) significantly influence customer Hermes Palace Hotel Banda Aceh.

3.7 Simultaneous test (F-Test)

To examine the influence of chatbot usage, social media marketing, and user satisfaction on loyalty in Banda Aceh, the F-test (statistical F-test) was employed. If the calculated F-value (F_{calculated}) is greater than the critical F-value (F_{table}), the null hypothesis (H₀) is rejected and the alternative hypothesis (H_a) is accepted. Conversely, if F_{calculated} is less than F_{table}, the null hypothesis is accepted and the alternative hypothesis is rejected. The partial test results are presented in the following table:

Table 5. Anova

Model	Sum of Squeres	Df	F _{hitung}	F _{tabel}	Sig
Regression	39.870	4	196.200	2.310	.000 ^a
Residual	7.839	91			
Total	47.710	95			

4. Discussion

4.1 The effect of product on hotel competitiveness

Product is a fundamental element of the marketing mix in the hospitality industry, as the quality of the product offered plays a crucial role in shaping competitiveness in the eyes of consumers. In the hotel context, the product encompasses not only rooms and physical facilities but also the overall service quality and guest experience [16]. Hotels that can provide high-quality and innovative products are more likely to achieve a stronger competitive position compared to their rivals. A study by [17] found that innovation in facilities and guest experiences significantly enhances customer satisfaction and loyalty at Padma Hotel Bandung, which ultimately strengthens the hotel's competitiveness. Similarly, [18] in the Journal of Travel & Tourism Marketing concluded that product development aligned with global market needs can

enhance a hotel's brand positioning on an international scale. Therefore, the better the quality and innovation of a hotel's products, the greater its competitive advantage in the market.

4.2 The effect of price on hotel competitiveness

Price is a key factor in building competitiveness because consumers assess a hotel's value based on the balance between quality received and price paid. An effective pricing strategy attracts new customers while retaining existing ones, especially in a highly competitive hospitality industry. [19] found that customers' perceptions of fair and reasonable pricing increase satisfaction and loyalty, which positively impacts a hotel's long-term competitiveness. Likewise, [20] revealed that competitive pricing strategies have a significant effect on occupancy rates and market performance among Indonesian hotels. Hence, pricing is not merely a marketing tool but also a strategic instrument to strengthen a hotel's market position and competitiveness.

4.3 The effect of place on hotel competitiveness

Place in hotel marketing refers to both physical location and distribution channels used to reach consumers. A strategic location and ease of accessibility are key factors in enhancing a hotel's attractiveness and competitiveness [20]. In the digital era, "place" also includes online presence—such as hotel websites, social media platforms, and Online Travel Agencies (OTAs)—which expand the hotel's market reach. A study by [20] demonstrated that a strategic location combined with online distribution collaboration significantly increases hotel occupancy rates and market reach in South Sulawesi. Supporting this, [21] highlighted that digital placement and online availability strengthen hotel competitiveness and improve promotional effectiveness across Indonesia. Therefore, the more strategic and digitally integrated the hotel's location and distribution channels are, the stronger its competitiveness in the market.

4.4 The effect of promotion on hotel competitiveness

Promotion plays a vital role in increasing brand awareness, attracting new customers, and maintaining customer loyalty. Effective promotional strategies—both traditional and digital—strengthen brand image and enhance hotel competitiveness [19]. [19] found that creative and interactive digital marketing strategies significantly boost hotel competitiveness in the global market. This finding is consistent with [21], who reported that social media promotion positively affects brand loyalty and hotel image. Furthermore, [18] emphasized that consistent international promotion contributes to brand differentiation and competitiveness in the hospitality industry. Hence, well-designed promotional activities are crucial for enhancing the competitiveness of Hermes Palace Hotel Banda Aceh.

5. Conclusion

Based on the analysis of Hermes Palace Hotel Banda Aceh's marketing strategies to enhance competitiveness in the global market, it can be concluded that the key elements of the marketing mix—product, price, place, and promotion—play a significant role in strengthening the hotel's competitive advantage. High-quality and innovative products create added value for customers and help differentiate the hotel from its competitors. Competitive pricing strategies attract new customers while retaining existing ones. A strategic location combined with effective digital distribution channels broadens the hotel's market reach, whereas well-designed promotional efforts, both conventional and digital, enhance brand awareness and strengthen the hotel's image in the global marketplace. Therefore, the implementation of an integrated and adaptive marketing strategy serves as a crucial factor in reinforcing the competitive position of Hermes

Palace Hotel Banda Aceh. These four marketing mix elements interact to establish sustainable competitive advantage within the hospitality industry, both domestically and internationally. This study also provides practical implications for hotel management to continuously develop service innovations, enhance digital promotion, and align pricing and product strategies with the dynamics of an increasingly competitive global market.

Acknowledgement

The authors would like to express their deepest gratitude to the Vocational Faculty, Universitas Muhammadiyah Aceh (Unmuha), for providing support and funding for this research through LP4M (Lembaga Pengembangan, Penelitian, Pengabdian, dan Penjaminan Mutu) Unmuha. The financial assistance has been essential in ensuring the successful completion of this study. The authors also extend their appreciation to the reviewers and proofreaders for their valuable feedback and suggestions, which greatly improved the quality of this manuscript. Special thanks are also conveyed to the technical staff who assisted in preparing the necessary research tools, as well as to the students who contributed during the data collection and survey processes.

Authors' contributions and responsibilities

Miranda Hakim: conceptualization, methodology, writing – original draft, supervision.
Harbiyah G: investigation, formal analysis, visualization.

Funding

This research was self-funded by the author(s) without external financial support.

Availability of data and materials

All data are available from the authors.

Competing interests

The authors declare no competing interest.

Additional information

No additional information from the authors.

References

- [1] Sari Rahayu, "Strategi pemasaran produk dalam meningkatkan kepuasan pelanggan," *J. Penelit. Dan Pengkaj. Ilm. Sos. Budaya*, vol. 2, no. 1, pp. 109–113, 2023.
- [2] A. Apriliana and S. Sukaris, "Analisa Kualitas layanan pada Cv. Singoyudho Nusantara," *J. Maneksi*, vol. 11, no. 2, pp. 498–504, 2022, doi: 10.31959/jm.v11i2.1246.
- [3] E. H. Insights, *Hospitality Industry Trends 2025 – tren teknologi, AI, dan marketing dalam meningkatkan daya saing hotel*. Jakarta, 2025.
- [4] Rizki Nurul Nugraha, "Peranan purchasing departement dalam operational in hotels," *J. Ilm. Wahana Pendidik.*, vol. 9, no. 24, pp. 637–646, 2023.
- [5] P. K. Bomantara M. E. W, "Analisis daya saing produk pada usaha kecil menengah the mango Manado," *J. Ris. Ekon. Manaj. Bisnis, dan Akunt.*, vol. 8, no. 4, pp. 538–548, 2020.
- [6] R. J. Asalamah, "Analisis strategi pemasaran dalam global," *Pros. Semin. Nas. Manaj.*, vol. 3, no. 2, pp. 2063–2070, 2024.
- [7] M. S. Sabri, B. Ravi, and K. S. Sujaya, "Social media marketing: a conceptual study," vol. 8, no. 1, pp. 63–71, 2021, [Online]. Available:

- <https://www.researchgate.net/publication/354967866>
- [8] T. O. Adebiyi, J. & Abayomi, "Research design: a review of features and emerging developments," *Eur. J. Bus. Manag.*, vol. 8 Nomor 11, pp. 113–118, 2020.
- [9] Sugiyono, *Metode penelitian kuantitatif, , kualitatif, dan R&D*. Bandung: Alfabeta, 2022.
- [10] B. Indriantoro, N., & Supomo, *Metodologi penelitian bisnis*. Yogyakarta: ANDI, 2018.
- [11] D. Priadana, S., & Sunarsi, *Metode penelitian kuantitatif*, 1st Ed., V. In Universitas Nusantara PGRI Kediri, 2021.
- [12] P. . Sugiyono, *Metode penelitian bisnis: pendekatan kuantitatif, kualitatif, kombinasi, dan R&D*. Bandung: CV. Alfabeta, 2017.
- [13] B. Murti, *Validitas dan reliabilitas pengukuran*. Universitas Sebelas Maret, 2016.
- [14] I. Ghozali, *Aplikasi analisis multivariate dengan program IBM SPSS 23*. Univ. Diponegoro Press., 2016.
- [15] N. O. Andrea and M. Y. Febrianta, "Pengaruh artificial intelligence terhadap acceptance of ai enabled banking: studi kasus pada livin' by Mandiri," *J. Ilm. Manajemen, Ekon. Akunt.*, vol. 8, no. 3, pp. 253–272, 2024, doi: 10.31955/mea.v8i3.4443.
- [16] K. L. Kotler, P., & Keller, *Marketing management (16th ed.)*. 2022.
- [17] M. Octovianus, R., Juliana, D., & Hulu, "Product innovation and customer experience in strengthening hotel competitiveness: A case study of Padma Hotel Bandung.," *J. Pariwisata dan Ekon. Kreat. Indones.*, vol. 5, no. 1, pp. 12–25, 2025.
- [18] L. Nguyen, B., & Simkin, "Global branding and product innovation in hospitality: Enhancing competitiveness through market alignment.," *J. Travel Tour. Mark.*, vol. 41, no. 3, pp. 250–268, 2024.
- [19] S. S. Han, H., & Hyun, "Customer retention in the hotel industry: The role of perceived fairness in price and service quality," *Tour. Manag.*, vol. 3, no. 4, pp. 1–11, 2021, [Online]. Available: <https://doi.org/10.1016/j.tourman.2021.104382>
- [20] Y. Buhalis, D., & Sinarta, "Real-time co-creation and nowness service: Lessons from tourism and hospitality.," vol. 34, no. 5, pp. 1620–1642, [Online]. Available: <https://doi.org/10.1108/IJCHM-07-2021-0886>
- [21] S. Haerul, A., Pahlevi, M., & Nuraini, "The influence of location and online distribution on hotel competitiveness in South Sulawesi," *Indones. J. Tour. Bus. Manag.*, vol. 9, no. 2, pp. 45–56, 2024.