
DIGITAL MARKETING STRATEGIES TO INCREASE HOTEL ROOM SALES IN THE TECHNOLOGY 4.0 ERA AT HOTEL MERCURE BANDUNG CENTRE

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Abstract

Digital marketing in the era of Technology 4.0 plays a crucial role in the hospitality industry, particularly in increasing hotel room sales. Hotel companies are increasingly relying on digital marketing strategies to achieve competitive advantage in an increasingly competitive market. Mercure Bandung City Centre Hotel is a company engaged in providing services and accommodation. This study aims to explore how the implementation of digital marketing by the marketing department of Puri Asri Hotel can help generate competitive advantage, with a focus on the communication aspect through digital marketing communications. This study explores the most effective digital marketing strategies to increase hotel room sales through the use of various digital platforms such as social media, SEO, and content-based marketing. The results show that hotels that implement appropriate digital marketing strategies can increase online visibility, attract new customers, and optimize room booking conversions. In addition, the use of advanced technologies such as data analytics and AI for marketing personalization also significantly influences sales success. Digital marketing is a key strategy used by hotels to reach consumers more widely, quickly, and precisely. This study aims to identify and analyze the most effective digital marketing strategies in increasing hotel room sales in the era of Technology 4.0. The approach used is qualitative-descriptive with case studies of several star-rated hotels that have actively implemented digital strategies. Therefore, the Mercure Bandung City Centre Hotel must improve its digital marketing strategy in the era of technology 4.0 on digital platforms to be able to compete in the hospitality industry and increase room sales at the Mercure Bandung City Centre Hotel. This research provides a new contribution in understanding how technology 4.0 supports marketing transformation in the hospitality industry, especially at the Mercure Bandung City Centre Hotel.

Keywords: *Digital marketing, hotel room sales, technology 4.0, social media, SEO.*

INTRODUCTION

The 4.0 technology era has revolutionized various sectors, including the hospitality industry. Rapidly evolving technology presents both challenges and opportunities for hotels, particularly in marketing. Digital marketing has become a crucial element of hotel business strategy, helping expand audience reach, increase brand awareness, and optimize sales conversions. (SaThierbach et al., 2015)

Technology 4.0 allows hotels to interact with customers through various digital platforms such as social media, websites, and mobile applications, as well as data-driven marketing. (Prabowo, 2018) Digital marketing also supports hotels to attract new customers, promote services, and strengthen customer loyalty through personal interactions, considering that many customers now rely on online searches and reviews to choose a hotel. (Lexy J. Moleong, 2009)

Although digital marketing offers great potential, many hotels have not yet fully utilized it to increase room sales. Research by (Zuhroh & Pradhani, 2024) Research shows that many

hotels still rely on traditional marketing and are less effective in utilizing digital media. Hotels need to design digital marketing strategies that utilize 4.0 technologies, such as big data, AI, and automation, to improve customer experience and booking conversions. Amidst fierce competition, hotels must adapt to changing consumer behavior and technology-influenced marketing trends. Approximately 70% of hotel purchasing decisions are influenced by digital experiences during search and booking.(Bhandari, 2023)so it is important for hotels to maximize market potential through digital marketing.

Research by(Khairunnisa et al., 2025)This study analyzes the implementation of digital marketing strategies at the Mega Nasional Hotel in Gunung Sitoli City to increase the number of visitors in the 4.0 era. Using a qualitative approach and case study method, this study shows that the use of social media, SEO, and content marketing is effective in increasing visibility, despite constraints related to human resources, technology costs, and the lack of integration of the online booking system with the hotel website. This study concludes that improvements in technology and human resource management are needed to optimize these strategies. Meanwhile, the research(Lexy J. Moleong, 2009)also analyzed the implementation of the same digital marketing strategy at the hotel, with a focus on social media, SEO, and content marketing.

The results show increased visibility and traffic, but are hampered by limited data analysis and digital marketing skills, high technology costs, and a lack of integration between digital and traditional marketing. The study recommends improving human resource skills and managing technology costs more efficiently.(Bhandari, 2023)Researching digital marketing at Hotel Lor In Solo using the STP (Segmenting, Targeting, Positioning) approach, shows the need for more investment in digital marketing strategies and rapid adaptation to the competitive market.(Bhandari, 2023)This study examines digital marketing optimization in hotels, showing that the right strategies increase brand awareness and bookings, but there are challenges in budget and platform management. This research used a qualitative approach with interviews, observation, and documentation.(1* & Muhammad Husni Ritonga 2, 2020)This study examines the use of STP in digital marketing at the Hotel California Bandung, which indicates suboptimal market segmentation and positioning. This study uses a descriptive approach with data collected through interviews, observation, and documentation.

While previous studies have demonstrated the importance of implementing digital marketing strategies, few have addressed the application of 4.0 technologies (such as big data and AI) to enhance marketing personalization and customer experience. This study aims to fill this gap by exploring how advanced technologies can be used to optimize digital marketing strategies and increase hotel room conversions.(Prasetyo et al., 2022)

Hotels face significant challenges in integrating digital technology into their marketing strategies. Although digital tools such as social media, SEO, and content marketing are readily available, many hotels have not yet utilized them optimally and still rely on less effective traditional marketing methods. This study aims to analyze digital marketing strategies that can increase hotel room sales in the 4.0 era, focusing on the use of social media, SEO, content-based marketing, and advanced technologies such as big data and AI. The key challenge is how to adopt digital technology to increase booking conversions and create a more personalized and relevant customer experience, thereby driving increased room sales.

This research provides contributions in three main aspects, namely: Theoretical Contribution: Providing an understanding of the application of 4.0 technology, such as artificial intelligence (AI) and big data, in personal (Lexy J. Moleong, 2009)hotel marketing, and how this technology can improve customer experience and room booking conversions. Next, there is a Practical Contribution, namely presenting effective digital marketing strategies, including the use of social media, SEO, and content-based marketing, which hotels can implement to increase room sales and strengthen their online visibility. And finally, the Research Novelty

Contribution is revealing how to integrate digital marketing with 4.0 technology to create a more personalized and relevant customer experience, and providing practical guidance for hotels in optimizing their digital marketing strategies.

LITERATURE REVIEW

Recent research on digital marketing strategies shows that they play a crucial role in increasing hotel occupancy rates. Various digital platforms, such as Online Travel Agents (OTAs), social media marketing, content marketing, and SEO, have proven effective in increasing hotel visibility, engagement, and market reach. For example, research conducted in the Semarang hotel industry showed a significant positive relationship between the implementation of digital marketing strategies and hotel occupancy rates. The most influential tactics were content marketing and social media marketing, which collectively had the greatest impact on increasing hotel visibility and attracting potential guests. (Suparwata, 2024)

Research on Hotel Indies Bandung also corroborates these findings, highlighting the significant role of online travel agents (OTAs), particularly Traveloka, in increasing hotel bookings and occupancy rates. Strategic use of OTAs not only helps improve guest accessibility but also strengthens brand recognition through digital interactions. However, the study also identified challenges such as managing negative reviews and maintaining brand consistency across digital platforms as key obstacles. (Khairunnisa et al., 2025)

In the hospitality industry, marketing management plays a crucial role in building strong relationships with customers and creating sustainable value for the company. Hotel marketing management encompasses various strategic activities, such as service promotion, pricing, distribution channel management, and improving the quality of customer service to achieve guest satisfaction and loyalty. As time goes by, digital transformation in the hospitality industry has become a necessity, especially in the era of the industrial revolution 4.0, which is characterized by the integration of advanced technologies such as Artificial Intelligence (AI), the Internet of Things (IoT), Big Data Analytics, and Cloud Computing. These technologies enable hotels to manage and analyze customer data in real-time, so that marketing strategies can be designed more effectively and efficiently. (Sudartono et al., 2020)

The application of 4.0 technology in hotel marketing has transformed traditional approaches into more digital and automated ones. For example, the use of AI-based Customer Relationship Management (CRM) allows hotels to understand customer preferences and personalize offers tailored to their needs. Furthermore, Big Data Analytics supports strategic decision-making processes in terms of market segmentation, pricing adjustments, and customer behavior mapping. Technologies such as chatbots and virtual assistants also provide 24/7 responsive service to customers, improving the overall guest experience and satisfaction. Some hotels have even utilized Virtual Reality (VR) technology to provide virtual tours to potential guests, becoming an innovative marketing strategy amidst intense digital competition. (Lexy J. Moleong, 2009)

Artificial Intelligence (AI) in hospitality marketing is the application of artificial intelligence technologies—such as machine learning, natural language processing, and computer vision—to automate, personalize, and optimize marketing processes. AI enables hotels to analyze customer behavior based on real-world data, provide personalized recommendations, manage 24/7 chatbots, and more accurately segment and predict service demand. This has a positive impact on operational efficiency, customer engagement, and guest loyalty. According to studies, (1* & Muhammad Husni Ritonga 2, 2020) AI also expands hotels' capabilities in developing data-driven marketing campaigns, creating more personalized guest experiences, and streamlining service responses through smart chatbots. (Prasetyo et al., 2022)

The application of 4.0 technology in digital marketing at hotels encompasses several

aspects. Furthermore, various studies also emphasize the importance of integrating SEO and paid advertising (PPC) into digital marketing strategies. Both tools have proven effective in attracting organic traffic and increasing online bookings, ultimately contributing significantly to increased occupancy rates. The use of data analytics to measure the effectiveness of these strategies is also a crucial factor in improving digital marketing performance.

In the context of hospitality marketing, Big Data refers to large and diverse data sets, both structured and generated from various customer touchpoints such as OTAs, social media, transactions, and guest reviews. The "4V" characteristics of volume, variety, velocity, and veracity form the basis for understanding the challenges and opportunities in its analysis. Big Data enables hotels to perform sharper market segmentation, optimize dynamic pricing, analyze sentiment, and predict guest behavior through machine learning techniques, thus helping to develop measurable and responsive marketing strategies to customer needs. (Salhah et al., 2024)

Although digital marketing strategies, particularly content marketing and social media, have been shown to have a significant positive impact on hotel occupancy rates, the study also revealed several challenges in their optimal implementation. Many hotels face obstacles in maximizing the use of these strategies, primarily due to limited resources, lack of training, and the high costs associated with using digital tools. Further research is needed to explore how these challenges can be overcome, as well as how small hotels can compete in an increasingly digital marketplace. Corporate Management is the activity of organizing and managing a company through various components to achieve predetermined goals effectively and efficiently. Corporate Management is a field of management study, becoming important because the management of company resources is the basis of all company organizational activities. (I* & Muhammad Husni Ritonga 2, 2020)

The digital approach used in the Transformation Readiness Measurement is carried out by assessing the readiness of MSMEs through four main domains: people (HR competencies), business processes, technology, and data. This study classifies MSME readiness into three categories: Ad-Hoc, Traditional, and Go Digital, with the majority of MSMEs still in the early stages of digitalization. The main focus of this approach is strengthening human resources through training and improving digital literacy, as well as the development of a digital transformation roadmap by the local government as a strategic guide. The results of this approach provide a comprehensive picture of the actual condition of MSME digital readiness and offer concrete steps to encourage the acceleration of digital transformation in the Sleman Regency area. (Insani & Adjie, 2023)

RESEARCH METHODS

This research uses a qualitative approach with a case study method that focuses on an in-depth understanding of how digital marketing strategies are implemented at the Mercure Bandung City Center Hotel in the era of technology 4.0. Researchers sought to explore the experiences and perspectives of hotel marketers through open and in-depth interviews so that the data obtained reflects real and authentic conditions. The aim of this approach is to provide a more comprehensive picture of the current situation, in this case at the Mercure Bandung City Center Hotel, Bandung, West Java.

According to (Lexy J. Moleong, 2009) Qualitative research focuses on an in-depth understanding of phenomena experienced by research subjects, such as behavior, perception, motivation, and actions, using verbal descriptions or language. This research is conducted in a natural context and utilizes a variety of scientific methods to gain a holistic understanding.

Researchers acted as the primary instrument for building harmonious relationships with respondents, ensuring smooth and natural communication. Empathy and sensitivity to social

context were emphasized to ensure that all information conveyed was understood and appreciated. Data analysis was conducted inductively, emphasizing understanding the meaning and context of experiences, rather than simply numbers or statistics.

To increase data validity, researchers used triangulation techniques by combining multiple data sources and reconfirming with respondents. The entire research process was conducted with ethical principles, maintaining the confidentiality and dignity of all parties involved, and ensuring that all participants provided voluntary consent. This humanistic approach enabled the research not only to collect data but also to capture the human side of implementing digital marketing strategies in the modern hotel world.

RESULTS AND DISCUSSION

Based on the results of interviews conducted and quantitative data obtained from in-depth analysis, it is clear that the implementation of digital marketing strategies at the Mercure Bandung City Center Hotel has had a very positive and significant impact on increasing room sales and the hotel's overall occupancy rate. Social media such as Instagram and Facebook have become the main platforms that have succeeded in attracting a lot of attention from their active users. On average, each post receives quite high engagement, with the number of likes ranging from 1,200 to 1,500, followed by hundreds of comments and a number of shares from followers. Furthermore, after the hotel collaborated with influencers on Instagram to campaign for hotel products, there was a significant streaming in the number of visitors to the hotel website, which increased by around 35% in the last three months.

Furthermore, SEO optimization efforts to improve the hotel website's search engine rankings have also had a positive impact, increasing visitor traffic to the site by approximately 25%. This opens up more opportunities for potential guests to learn about the hotel and make reservations. Furthermore, a paid advertising campaign using PPC (Pay Per Click) generates approximately 10,000 ad clicks per month, with an average cost of Rp 2,000 per click. Of these clicks, approximately 15%, or approximately 1,500 visitors, ultimately make room reservations. These conversion rates demonstrate the effectiveness of digital advertising.

Beyond social media and digital advertising, hotel collaboration with various Online Travel Agents (OTAs) platforms also plays a crucial role in boosting room sales. Of the total recorded room bookings, approximately 60% were made through the Traveloka platform, while Agoda accounted for around 25%, and the remaining 15% were made through the hotel's official website. This confirms the importance of OTAs in modern marketing strategies, particularly in reaching potential guests from various market segments.

Looking at data related to room occupancy rates, before the digital marketing strategy was implemented, the hotel occupancy rate was 65%. However, after implementing the digital marketing strategy, the occupancy rate increased significantly to 85%. Of the total room bookings, approximately 60% came from OTAs, while the remaining 25% were generated through social media and PPC campaigns. This demonstrates that the combination of various digital channels can effectively reach more customers.

Within six months of implementing the digital marketing strategy, room sales increased by 30% compared to the same period the previous year. Furthermore, hotel revenue from room bookings through various digital channels, including social media, PPC, and OTAs, also increased by approximately 40% compared to before the integrated digital marketing strategy was implemented. Overall, these data demonstrate that the implementation of a well-planned and well-executed digital marketing strategy has significantly contributed to improving the performance and competitiveness of the Mercure Bandung City Center Hotel amidst today's

ever-advancing technological developments.

Table 1.1 Percentage of Marketing Strategies based on Aspects

Aspect	Before Digital Marketing Strategy	After Digital Marketing Strategy	Percentage Increase
Occupancy Rate	65%	85%	20%
Use of Social Media	15%	40%	25%
Sales through OTAs	50%	60%	10%
PPC Conversion Rate	10%	15%	5%
Increase Website Visitors	0%	25%	25%
Room Revenue	Rp. 1,000,000,000	Rp. 1,400,000,000	40%

The graph compares the performance of the Mercure Bandung City Center Hotel before and after implementing a digital marketing strategy. Following implementation, several key aspects improved. Hotel occupancy rates increased by 20%, while social media usage increased by approximately 25%, indicating improved customer engagement. Sales through Online Travel Agents (OTAs) also increased by approximately 10%, demonstrating the importance of OTAs in room bookings. Furthermore, conversion rates from PPC advertising increased by approximately 5%, although the contribution was smaller, but still had a positive impact. Finally, the number of visitors to the hotel website increased by approximately 25%, indicating that SEO optimization and advertising campaigns were effective. Overall, digital marketing has been shown to significantly improve the hotel's marketing performance.

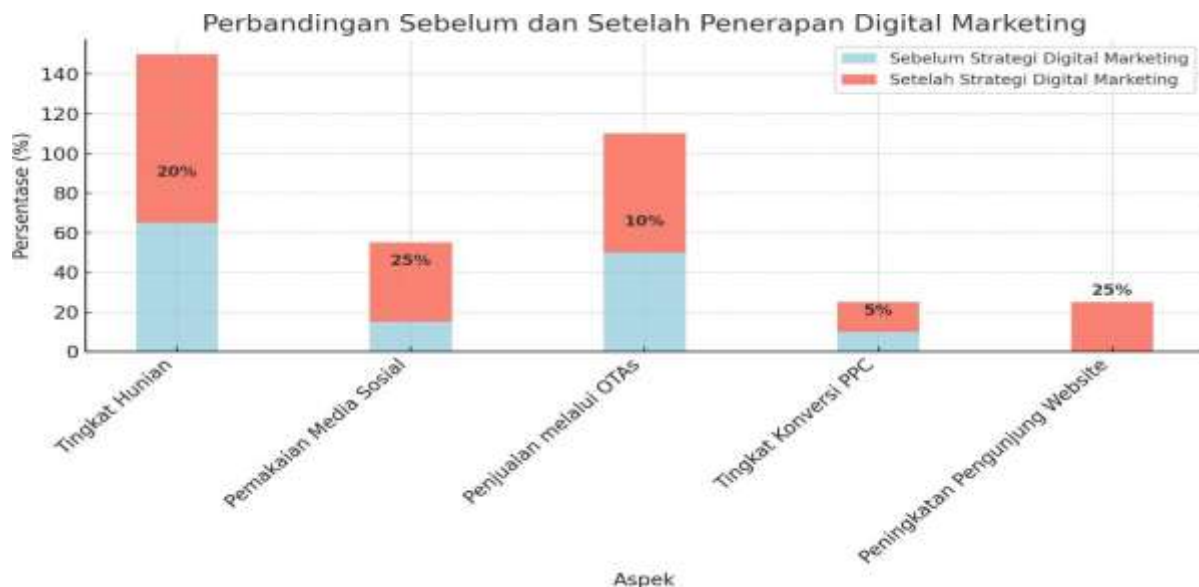


Figure 1.2 Comparison before and after implementing digital marketing

Room sales revenue at the Mercure Bandung City Center Hotel before implementing digital marketing strategies was around Rp 1 billion. After implementing digital marketing, this revenue increased to around Rp 1.4 billion, representing a 40% increase.

Hotel marketing managers responded very positively to these changes. They stated that digital marketing strategies such as the use of social media, search engine optimization (SEO),

and paid advertising (PPC) campaigns significantly increased the hotel's online visibility. For example, after SEO optimization, the number of visitors to the hotel's website increased by approximately 25%, which then directly contributed to an increase in room bookings of up to 30%. The majority of bookings came from online travel agent (OTA) platforms such as Traveloka and Agoda.

Additionally, the marketing manager highlighted the importance of social media in increasing engagement with potential guests. A campaign with influencers on Instagram has increased visits to the hotel's website by 35% in the past three months. This demonstrates that digital marketing strategies not only help increase room sales but also strengthen brand awareness.

Despite the positive results, hotels also face challenges, particularly in managing PPC campaign costs, which are sometimes higher than expected. Therefore, they recommend more careful monitoring of digital campaign spending to ensure more efficient budget utilization in the future. Overall, this feedback demonstrates the significant benefits of digital marketing, as well as the importance of careful management in its implementation.



Figure 1.3 The graph above shows a comparison of room revenue before and after implementing a digital marketing strategy at the Mercure Bandung City Centre Hotel.

Prediction Contribution to Future Hotel Room Sales Development By observing the results of digital marketing implementation at the Mercure Bandung City Centre Hotel, which recorded a significant increase in room occupancy rates and revenue after implementing social media, SEO, and PPC strategies, we can estimate the development of hotel room sales in the future. Based on the graph showing a 20% increase in occupancy rates and 40% increase in revenue after the digital marketing strategy was implemented, we then use a forecasting approach to predict this trend.

Prediction Steps

Following the implementation of digital marketing strategies, the Mercure Bandung City Center Hotel's room occupancy rate increased from 65% to 85%. If this trend continues with consistent digital campaigns and optimization efforts, the occupancy rate is expected to continue to increase by around 20% annually. The following year, the investment rate is predicted to reach 90% to 95%, thanks to increased conversions from social media and online travel agents (OTAs).

Room revenue also saw a significant 40% increase after implementing a digital

marketing strategy. By continuing to strengthen data-driven marketing strategies and utilizing advanced technology, room revenue is expected to increase by another 15% to 25% annually, depending on the innovation and intensity of the digital marketing campaign.

This research makes a significant contribution by demonstrating how digital marketing can transform the way hotels increase room sales in the era of technology 4.0. The study found that social media, SEO, and PPC can increase hotel visibility and drive more bookings, thereby increasing hotel revenue. Furthermore, the use of technologies such as AI and big data for marketing personalization is increasingly important, as they can create more relevant experiences for customers and improve the effectiveness of marketing campaigns.

Hotels that successfully integrate digital marketing with platforms like OTAs and social media can reach more customers more easily. However, managing costs remains challenging, especially for PPC campaigns, which can sometimes cost more than expected. Therefore, regular budget evaluation and monitoring of campaign results are crucial for more efficient use of funds. Overall, digital marketing has proven to be an effective strategic tool for enhancing hotel competitiveness in an increasingly competitive market.

CONCLUSION

This study shows that the use of digital marketing strategies such as social media, SEO, paid advertising (PPC), and partnerships with online booking platforms (OTAs) significantly increased hotel occupancy rates and room revenue. After implementing these strategies, hotel occupancy rates rose from 65% to 85%, and room revenue increased by approximately 40%. Social media platforms like Instagram and Facebook also successfully increased visitor engagement and drove more visitors to the hotel's website, which in turn increased room bookings.

Furthermore, modern technologies like artificial intelligence (AI) and big data also offer significant benefits by helping make marketing more personalized and effective. However, there are several challenges to consider, such as managing PPC advertising costs and the need for staff training to maximize the use of these digital technologies and strategies.

Overall, digital marketing has proven to be a highly effective way to help hotels compete in today's technological era, by expanding market reach, increasing brand awareness, and boosting room sales. Therefore, the Mercure Bandung City Center Hotel needs to continuously develop and adapt its digital marketing strategy to remain superior and relevant in the increasingly competitive hospitality market.

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