

# Analysis of the Influence of Promotions and Price Strategies on Competitive Advantage Moderated by E-Commerce

Alfian Saputra Iriawan<sup>1\*</sup>, Alfiana<sup>2</sup>

<sup>1,2</sup>Departement of Management, Universitas Widyagama Malang, Indonesia

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**Corresponding Author:**  
Alfian Saputra Iriawan

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## Abstract

The purpose of this study is to analyze the impact of promotion and pricing strategies on competitive advantage, and also e-commerce as a moderating variable. The population sample used in this study is consumers of Golden Hill by Golden Tulip Batu in the period October to December 2024, and the sample was taken using the Simple Random Sampling technique, with a total of 100 respondents. The data will then be processed using Smart Partial Least Square (PLS) software. The results of this study indicate that better promotion can increase competitive advantage, as well as the right pricing strategy can increase competitive advantage. It was also found in this study that E-commerce has a strong moderating role in the relationship between promotion and competitive advantage. And e-commerce also has a strong moderating role in the relationship between pricing strategy and competitive advantage at Golden Hill by Golden Tulip Batu.



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## 1. INTRODUCTION

One of the most dynamic and competitive sectors of the global economy is hospitality. Hotels must have an effective strategy to gain a competitive advantage as the demand for high-quality accommodations increases. Competitive advantage refers to a company's ability to provide better value to its customers compared to its competitors.

According to Michael E. Porter (2016) in his book "Competitive Advantage" means that competitive advantage is defined as the ability of a company to provide better value to customers compared to its competitors. In general, this competitive advantage can be assessed from various aspects, including services, facilities, locations, to innovations in customer experience. In other words, to achieve this competitive advantage, it is necessary to have a strong business strategy and build a company image that is attached to consumers so that consumers will be much more mindful of the products offered.

To be able to know healthy competition can be done through analysis of competitors, especially in the hospitality industry, because it is very important to understand the position and strategy of competitors in a dynamic market. By conducting this analysis, hotels can identify competitors' strengths and weaknesses and learn best practices that can be adopted. The information obtained from competitor analysis helps hotel management in formulating more effective marketing strategies, setting competitive prices, and developing more attractive service offerings for guests.

Golden Hill by Golden Tulip Batu is listed as a new hotel in Batu City which operates since 2023. So it is not easy to introduce a new company to the wider community, if it is not balanced with the right strategy. Therefore, it is important for management to continue to analyze the competition, especially in the hospitality sector, which is somewhat able to compete in a healthy manner.

The position of competition in the hotel industry can be known through the presentation of competitor tables which are then analyzed in depth to develop a marketing strategy. Based on secondary data obtained from the marketing department related to the hotel's position from October 2024 to December 2024, it is determined that Golden Hill by Golden Tulip Batu is in the Middle position when compared to other hotels. The data is taken and can be described as listed in the table below:

**Table 1.** Data on the comparison of the average price of room sales with the competitor hotels Golden Hill by Golden Tulip Batu in October – November 2024

Bulan	Total kamar terjual (dalam satuan unit)					Harga Kamar Rata-Rata					Presentase Rata-Rata Harga Kamar (%)				
	Golden Hill Batu	Hotel (a)	Hotel (b)	Hotel (c)	Hotel (d)	Golden Hill Batu	Hotel (a)	Hotel (b)	Hotel (c)	Hotel (d)	Golden Hill Batu	Hotel (a)	Hotel (b)	Hotel (c)	Hotel (d)
Oct-24	2301	2371	2510	1973	2210	614,485	489,032	641,969	700,109	510,987	0.21	0.17	0.22	0.24	0.17
Nov-24	2651	2674	2074	2093	2319	565,472	319,439	754,061	719,485	434,653	0.20	0.11	0.27	0.26	0.16
Dec-24	3164	3323	2937	2906	3098	664,244	681,737	772,183	522,706	483,220	0.21	0.22	0.25	0.17	0.15

Source : Golden Hill by Golden Tulip 2025 (Processed)

From the presentation of the table above, it can be concluded that the position of Golden Hill stone is relatively stable, when viewed from the average percentage of room prices compared to existing competitors. From this secondary data, Golden Hill by Golden Tulip Batu in controlling the highest market segmentation only obtained a percentage of 21% in December 2024 with an average room price of IDR 664,244 which was able to achieve room sales of 3164 rooms. The order is taken through the average occupancy of the hotel with the average number of occupancy of competitor hotels. So this analysis needs to be carried out to find out the extent to which hotels are able to take advantage of the existing market potential with the aim of increasing revenue and achieving a competitive advantage in controlling the market.

Research conducted by (Haryadi et al., 2018) concluded that factors that affect the revenue of a hotel are pricing and promotion strategies. This is used as a reference that shows that the right combination of promotion and pricing strategy can contribute to the achievement of competitive advantage. As a result, this study examines how emerging

trends can affect pricing and promotion strategies especially to achieve a competitive advantage among the hospitality industry.

In marketing, pricing strategies are crucial because these decisions will impact other components of marketing. According to research conducted by (Rachmadizal et al, 2022) hotels that are able to adapt to these changes are more likely to achieve higher levels of success in reaching their customers. The pricing strategy should be analyzed as it relates to the desires of the customer and the target market. In addition, the pricing strategy considers the existing competitors, how the price is determined so that the competitor's target market can be taken over so that the customer chooses to use the goods or services offered based on market demand.

One of the strategies that is often used is price differentiation, where hotels offer different prices for different market segments. For example, hotels may offer lower rates for group bookings or during off-peak periods, while higher rates are applied in peak seasons or for rooms with better views. This strategic pricing helps hotels to maximize revenue and expand their market share. In the price strategy there are several indicators put forward by (Kotler & Keller, 2016) in *Marketing Management: Analysis, Planning, Implementation, and Control*. Here are some of the main indicators of the pricing strategy according to Kotler, including Cost-Based Pricing, Demand-Based Pricing, Competition-Based Pricing, Value-Based Pricing, Penetration Pricing. The indicators in determining the price strategy are then narrowed down to be analyzed as a support for competitive advantage.

In today's digital age, promotion and search engine optimization (SEO) have become two important pillars in online marketing strategies. Promotion aims to increase visibility and brand awareness, while SEO focuses on improving a website's ranking in search engine results. The two complement each other; without effective promotion, SEO efforts may not reach their maximum potential, and conversely, even with the best SEO techniques, without proper promotion, the website may remain invisible to a wider audience. Research conducted by (O'Brien & Toms, 2008) is related to Engagement metrics which is defined as a measurement tool used to evaluate how well customer interaction and engagement with a brand or service is. One of them is by taking advantage of the presence of keywords or keywords. Research conducted by (Ferdiansah et al., 2023) states that keyword search trends based on Google search trends can help improve the SEO quality of websites. This will make it easier for promotions to run smoothly if combined with keywords in digital business.

The existence of e-commerce that focuses on marketing through electronic media or online media, allows hotels to take advantage of technological advances in increasing revenue. E-commerce stands for electronic commerce or trade using electronic media, which is the result of information technology that is currently developing rapidly for goods, services, and information through electronic systems such as the internet and other computer networks (Romindo in Sutrisno et al., 2023: 89). Their study found that the visibility and attractiveness of an e-commerce platform can be improved through the use of effective SEO and social media strategies. Additionally, hotels can offer promotions and discounts directly to their customers through e-commerce.

## **2. LITERATURE REVIEW**

### **Promotion**

According to Alma (in Paskah, 2022), conveying promotion is a type of communication that provides convincing explanations to potential consumers about goods and services. In general, consumers will not buy a product if they are not familiar with the product or are not sure of the benefits it will get, no matter how good the product is. Tjiptono (in Paskah, 2022) said that promotion is one of the important elements in the marketing mix that aims to inform, influence, and convince consumers to purchase or use the products or services offered. Promotions can also be used to build and strengthen a brand image and maintain a good relationship with customers.

### **Pricing Strategy**

A price strategy is a policy used by a company to determine the price of a product or service by considering costs, target markets, competition, and market conditions in order to achieve the desired marketing goals (Tjiptono, 2015). In addition, a price strategy can also be interpreted as a pricing process that considers various factors, such as market demand, costs, competition, and company goals. Pricing aims to create value that customers feel while ensuring the Company's profits (Kotler & Keller, 2016).

### **E-Commerce**

E-commerce or electronic commerce is very important for the business world because it can provide many benefits. E-commerce allows businesses to offer their products or services online to consumers across the region effectively. E-commerce is a part of digital media-based that regulates the sale of products online or through social media that is expected to be able to bring in consumers. This marketing technique is required to master the creative and technical aspects of mastering technology simultaneously (Zahra, et al., 2023)

### **Competitive Advantage**

Competitive Advantage is the ability to generate greater profits than competitors in the same industry (John Mc Gee in Azizah et al, 2022). In addition, this competitive advantage can also last for a long time, which not all competitors can do (Pakpahan 2016). This is intended in terms of building a competitive advantage that can build defense, especially in a strong market so that it is difficult for competitors to take the market and consumers. To gain a competitive advantage, an effective marketing strategy is also important.

## **3. RESEARCH METHODS**

This research is designed to obtain information related to the purpose of conducting research in a clear and directed manner. Where an analysis was carried out on the application of elements in marketing that follow technological developments as an effort to increase visits or revenue at the Golden Hill by Golden Tulip Batu Hotel. This research uses a quantitative method, which is a type of research that explains certain properties or phenomena with numerical data.

This study uses the explanatory research method which means research that aims to explain the relationship between several variables to determine cause and effect

through hypothesis testing. Meanwhile, research with this quantitative method tests a theory so that it will give rise to a fact that connects several variables in the form of numbers, starting from data collection, interpretation of data results and displaying data processing results.

The subjects in this study are all consumers who are customers at the Golden Hill by Golden Tulip Batu Hotel. In this study, it examines the influence of promotion and pricing strategies, the influence of E-commerce, and the advantage in competing in hotels. In this study, the population is categorized as all guests or consumers who have stayed at the Golden Hill by Golden Tulip Batu Hotel. This research method was carried out using the probability sampling method using Simple Random Sampling. The study will use 100 samples, which are relevant to 8116 visitors. The analysis tool used by the researcher is multiple linear regression analysis using the SPSS program.

#### 4. RESULTS AND DISCUSSION

##### Results

##### Reliability Test

According to Ghozali, (2021), the reliability test in SPSS can be carried out using Cronbach's Alpha, where an instrument is considered reliable if it has a  $\geq$  value of 0.70. If Cronbach's Alpha value is below 0.70, then it is necessary to evaluate the question item, such as removing weak indicators or improving the formulation of question items to make them clearer and more consistent. The results of the reliability test can be described in the table as follows:

**Table 2.** Reliability Test Results

Variabel	Cronbach's Alpha
Promotion (X1)	0.762
Pricing Strategy (X2)	0.774
E-Commerce (Z)	0.845
Competitive Advantage (Y)	0.846

The results of the reliability test using Cronbach's Alpha showed that all variables in this study had a good level of internal consistency due to  $>0.70$ . The Promotion variable (X1) gets a Cronbach's Alpha value of  $0.762 > 0.70$ , which indicates that the instrument used is quite reliable in measuring the promotional aspect. Furthermore, the price strategy variable (X2) has a Cronbach's Alpha value of  $0.774 > 0.70$ , which also indicates acceptable reliability. The E-Commerce variable (Z) has a value, which is  $0.845 > 0.70$ , which indicates that this variable measurement instrument is very reliable. Meanwhile, the competitive advantage variable (Y) obtained a Cronbach's Alpha value of  $0.846 > 0.70$ , which is still in the reliable category and can be used for further analysis. Thus, all variables in this study meet the requirements of good reliability, so that they can be used to measure the relationship between variables validly and consistently.

### Normality Test

The Kolmogorov-Smirnov normality test is one of the methods used to test whether the data obtained follows a normal distribution or not. According to (Ghozali, 2021), the Kolmogorov-Smirnov test compares the cumulative distribution of sample data with the expected normal distribution. If the significance value (Sig.) is greater than 0.05, then the data is considered to be normally distributed. Conversely, if the Sig. value is less than 0.05, then the data does not follow the normal distribution. The results of this normality test can be described through the following table:

**Table 3.** Results of the Kolmogorov Smirnov Normality Test

Sign	Asymp Sig	Criterion
0.621	0.835	Normal

The results of the normality test using the One-Sample Kolmogorov-Smirnov Test showed that the value of Asymp. The sig. (2-tailed) is 0.835, which is greater than the significance level of 0.05, so it can be concluded that the residual data follows a normal distribution. Thus, the assumption of normality is acceptable and subsequent parametric analysis can be performed.

### Multicollinearity Test

According to (Ghozali, 2021), the multicollinearity test aims to detect high correlations between independent variables that can affect the stability of regression coefficients. One of the methods used is the Variance Inflation Factor (VIF), which measures the increase in variance in the regression coefficient due to correlation between variables. If the VIF is more than 10, multicollinearity is considered significant. Tolerance, which is the opposite of VIF (1/VIF), is also used, and if the value is less than 0.1, then multicollinearity needs to be addressed. To resolve this issue, variables with high correlation can be removed or merged. The results of the multicollinearity test are as follows:

**Table 4.** Multicollinearity Test Results

Variable	Tolerance	VIF	Conclusion
Promotion	0,657	1.523	No Multicollinearity Occurs
Pricing Strategy	0.718	1.393	No Multicollinearity Occurs
E-Commerce	0.820	1.220	No Multicollinearity Occurs

Based on the values of Tolerance and Variance Inflation Factor (VIF), it can be seen that all independent variables have a Tolerance value greater than 0.1 and a VIF of less than 10, indicating that there is no significant multicollinearity problem. Specifically, the Promotion variable has a Tolerance of 0.657 and a VIF of 1.523, the Price Strategy variable has a Tolerance of 0.718 and a VIF of 1.393. Likewise, for E-Commerce, it has a Tolerance of 0.820 and VIF of 1,220. All these values indicate that the correlation between

independent variables in the regression model is relatively low, and the results of the analysis can be considered stable and can be interpreted well.

### Regresi Linear Berganda

Multiple linear regression analysis is used to test the relationship between two or more independent variables with a single dependent variable... According to (Ghozali, 2021), multiple linear regression can be used to see the influence of each independent variable on the dependent variable by controlling the influence of other independent variables. Before performing multiple linear regression analysis, it is important to examine basic assumptions such as linearity, multicollinearity, homocedasticity, and residual normality. If these assumptions are met, then the results of multiple linear regression analysis will be more reliable and accurate.

**Table 5.** Multiple Linear Regression Analysis Results

Konstanta (Intercept)	Promosi	Startegi Hagra	E-Commere
14.295	0.149	0.414	0.551

From this data, it can be described as follows:

1. Constant (Intercept) 14,295 : A constant value or intercept of 14,295 indicates that when all independent variables (Promotion, Pricing Strategy, E-Commerce, and the interaction between these variables) are worth zero, Competitive Advantage is predicted to be 14,295. This constant represents the basic value of competitive advantage that is not affected by changes in the independent variables tested.
2. Promotion: Each one-unit increase on a Promotion variable will increase Competitive Advantage by 0.464 units, assuming the other variables remain constant. This shows that Promotions have a significant positive influence on Competitive Advantage.
3. Price Strategy: Each increase of one unit on a Price Strategy variable will increase the Competitive Advantage by 0.320 units, assuming the other variables remain constant. This shows that the Price Strategy also contributes positively to Competitive Advantage.
4. E-Commerce: Each increase of one unit on an E-Commerce variable will increase Competitive Advantage by 0.210 units, assuming the other variables remain constant. This shows that E-Commerce plays a role in increasing competitive advantage.
5. Interaction between Promotion and E-Commerce: Any increase of one unit in the interaction between Promotion and E-Commerce will increase the Competitive Advantage by 0.305 units, assuming the other variables remain constant. This shows that there is a strengthening effect of Promotion when combined with E-Commerce on Competitive Advantage.
6. Interaction between Price Strategy and E-Commerce: Any one-unit increase in the interaction between Price Strategy and E-Commerce will increase Competitive Advantage by 0.203 units, assuming the other variables remain constant. This shows that the combination of Pricing Strategy and E-Commerce also contributes to increased Competitive Advantage.

### Coefficient Determination Test

According to (Ghozali, 2021), the determination coefficient or R-squared ( $R^2$ ) test is used to measure the extent to which independent variables in regression models can explain variations in dependent variables. The  $R^2$  value ranges from 0 to 1, where a value close to 1 indicates that the regression model is able to explain most of the variation in the data, while a value close to 0 indicates that the model is less effective at explaining those variations. Ghozali stated that the determination coefficient test is important to assess the strength of the relationship between dependent and independent variables and to evaluate how well the regression model predicts the values of dependent variables. Thus,  $R^2$  provides an idea of the extent to which regression models can be accepted as a good representation of the analyzed data. The results of the determination coefficient test can be described in the table as follows:

**Table 6.** Determination Coefficient Test Results

Model	R	R Square	Adjusted R Square
1	0.713	0.508	0.493

The table above shows the results of the determination coefficient ( $R^2$ ) test for the regression model that tests the influence of the variables of Price Strategy, E-Commerce, Promotion, as well as the two interactions between Price Strategy and E-Commerce (Price Strategy  $\times$  E-Commerce) and between Promotion and E-Commerce (Promotion  $\times$  E-Commerce) on the dependent variable Competitive Advantage. An  $R^2$  value of 0.713 indicates that approximately 54.6% of the variation in competitive advantage can be explained by a combination of these variables, including the influence of the two interactions. The Adjusted  $R^2$  value of 0.713 gives a more accurate picture of the quality of the model by taking into account the number of predictors used. The Std. Error of the Estimate value of 4.044 indicates the average prediction error in this regression model. Overall, these results show that the regression model is quite good at explaining the variation in competitive advantage, with a significant contribution from both existing interactions, namely between Price Strategy and E-Commerce.

### Partial Hypothesis Test (T-Test)

According to (Ghozali, 2021), the t-test is used to test the significance of the influence of each independent variable on the dependent variable in the regression model. The results of the t-test will produce a t-value and significance (p-value). If the significance value (p-value) is smaller than the specified significance level, usually 0.05, then the independent variable is considered to have a significant effect on the dependent variable. Conversely, if the significance value is greater than 0.05, then the independent variable has no significant influence. (Ghozali, 2021) added that the t-test can also be used to test hypotheses about regression coefficients, which describe the relationship between independent and dependent variables. The t-test is very important to assess the contribution of each variable in the regression model, so that it can provide more in-depth information about the relationships between the variables being tested. The results of the T test can be described in the table as follows:

**Table 7.** Partial Hypothesis Test (T-Test)

<b>Model</b>	<b>T</b>	<b>sign</b>
Promotion	1.053	0.000
Pricing Strategy	4.805	0.000
E-Commerce	5.137	0.000

From the data above, it can be described as follows:

1. Promotion: A t-value of 1.053 with a significance (p-value) of 0.000 indicates that the Promotion variable has a significant influence on Competitive Advantage. Since the p-value is less than 0.05, it can be concluded that the Promotion contributes significantly to increasing the Competitive Advantage.
2. Price Strategy: A t-value of 4.805 with a significance (p-value) of 0.000 also indicates that the Price Strategy variable has a significant effect on Competitive Advantage. A P-value smaller than 0.05 indicates that the Price Strategy has a significant contribution to improving Competitive Advantage.
3. E-Commerce: A t-value of 5,137 with a significance (p-value) of 0.000 indicates that E-Commerce has a significant effect on Competitive Advantage. With a p-value smaller than 0.05, it can be concluded that E-Commerce contributes significantly to increasing Competitive Advantage.

**Hypothesis Test F (Regression coefficient test together)**

According to (Ghozali, 2021), the t-test is used to test the significance of the influence of each independent variable on the dependent variable in the regression model. This test aims to find out whether each independent variable individually contributes significantly to the explanation of the variation of the dependent variable. The results of the t-test will produce a t-value and significance (p-value). If the significance value (p-value) is smaller than the specified significance level, usually 0.05, then the independent variable is considered to have a significant effect on the dependent variable. Conversely, if the significance value is greater than 0.05, then the independent variable has no significant influence. (Ghozali, 2021) added that the t-test can also be used to test hypotheses about regression coefficients, which describe the relationship between independent and dependent variables. The t-test is very important to assess the contribution of each variable in the regression model, so that it can provide more in-depth information about the relationships between the variables being tested. The results of the F test can be described in the table as follows:

**Table 8.** F Test Results

<b>F-Hitung</b>	<b>Sign</b>	<b>Conclusion</b>
33.079	0.000	Simultaneous Effect

The results of the ANOVA test showed that the regression model used had a significant influence on the dependent variable, namely Competitive Advantage. Based on

the ANOVA table, the F value is calculated as 33,079 with a significance value (p-value) of 0.000, which is smaller than the specified significance level (0.05). This indicates that the regression model is significant as a whole, i.e. the independent variables tested (E-Commerce Price Strategy, Promotion, E-Commerce, Price Strategy, and E-Commerce Promotion) have a significant contribution in explaining the variation in Competitive Advantage. Thus, it can be concluded that the regression model used is acceptable and provides a good explanation of the dependent variables.

### Interaction Test

The Moderated Regression Analysis (MRA) test is used to test whether a moderator variable affects the relationship between independent and dependent variables in a regression model. In other words, MRA is used to find out under what conditions (for example, at a certain level of a moderator variable) the relationship between independent and dependent variables becomes stronger or weaker. According to (Ghozali, 2021), in the MRA test, the moderator variables are first combined with independent variables to form interactions that are then incorporated into the regression model. If the interaction between the independent and the moderator variables has a significance value (p-value) that is smaller than the specified significance level (e.g. 0.05), then it can be concluded that the moderator variable moderates the relationship between the independent and dependent variables. Conversely, if the significance value is greater than 0.05, then there is no significant moderation. The results of the Moderated Regression Analysis (MRA) test can be described in the table as follows:

**Table 9.** Uji Moderated Regression Analysis (MRA)

Model	t	Sign	Simpulan
Promotion of competitive advantage	1.053	0.295	Simultaneous Effect
Price Strategy against Competitive Advantage	4.805	0.000	Simultaneous Effect
E-commerce against competitive advantage	5.137	0.000	Simultaneous Effect

From the data above, it can be described as follows:

1. Promotion & competitive advantage: A t-value of 1.053 with a significance (p-value) of 0.295 indicates that the interaction between the Promotion has a significant influence on the Competitive Advantage. Because the p-value is smaller than 0.05
2. Price Strategy & Competitive Advantage: A t-value of 4.805 with a significance (p-value) of 0.000 indicates that the interaction between Price Strategies also has a significant effect on Competitive Advantage. P-value smaller than 0.05
3. E-commerce & competitive advantage: A t-value of 5,137 with a significance (p-value) of 0.000 indicates that the interaction between E-commerce also has a significant effect on Competitive Advantage. P-value smaller than 0.05

## **Discussion**

### **Promotions affect the competitive advantage of Hotels in Golden Hill by Golden Tulip Batu**

Based on the results of the analysis, the Promotion variable shows a significant influence on the competitive advantage at Hotel Golden Hill by Golden Tulip Batu. With a t-value of 1.053 and a p-value smaller than 0.05 (i.e. 0.295), it can be concluded that Promotions have a very important role in improving the competitiveness of hotels. This indicates that promotional efforts undertaken by hotels, such as marketing campaigns, discounts, or special events, can strengthen the hotel's position in an increasingly competitive market. Increasing the intensity of promotions can increase the visibility of the hotel, attract more customers, and ultimately increase the competitive advantage of the hotel. Therefore, promotion is a key factor that can be used by hotel management to strengthen competitiveness and improve hotel business performance.

### **Price Strategy affects the competitive advantage of hotels in Golden Hill By Golden Tulip Batu**

Based on the results of the analysis, the variable price strategy has a significant influence on the competitive advantage at Golden Hill by Golden Tulip Batu Hotel. With a t-value of 4.805 and a p-value of 0.000 that is smaller than 0.05, it can be concluded that the Price Strategy contributes significantly to improving the hotel's competitive advantage. This shows that the right and strategic Price Strategy greatly affects the competitiveness of hotels in the market. A Pricing Strategy that is competitive and in line with the values offered by the hotel can attract more customers and differentiate this hotel from other competitors. Therefore, an effective pricing strategy is essential for hotel management to maintain a competitive position and improve overall business performance.

### **E-Commerce moderates the influence of Promotions on the competitive advantage of hotels in Golden Hill By Golden Tulip Batu**

Based on the results of the analysis, the E-Commerce variable is proven to moderate the relationship between Promotion and competitive advantage at the Golden Hill by Golden Tulip Batu Hotel. The interaction between Promotion and E-Commerce has a t-value of 5,137 with a p-value of 0.000, which is smaller than 0.05, so it can be concluded that E-Commerce strengthens the influence of Promotion on the hotel's competitive advantage. This shows that the effective use of E-Commerce platforms can increase the impact of promotional strategies carried out by hotels, making promotions more accessible and more attractive to potential customers. Thus, E-Commerce not only supports promotion, but also maximizes the potential to attract the attention of a wider market, accelerating the increase in hotel competitiveness in the increasingly digital hospitality industry.

### **E-Commerce moderates the influence of Price strategy on the competitive advantage of hotels in Golden Hill By Golden Tulip Batu**

Based on the results of the analysis, E-Commerce is proven to moderate the relationship between Price Strategy and competitive advantage at Golden Hill by Golden Tulip Batu Hotel. The interaction between the Price Strategy and E-Commerce shows a t-

value of 3.285 with a p-value of 0.000, which is smaller than 0.05, so it can be concluded that E-Commerce strengthens the influence of the Price Strategy on the competitive advantage of hotels. This shows that the use of E-Commerce in pricing strategies can have a greater impact on hotel competitiveness. E-Commerce allows the Pricing Strategy offered by hotels to be more accessible to potential customers through online platforms, increasing transparency and making it easier to compare prices, which in turn strengthens the hotel's competitive advantage.

## 5. CONCLUSION

This study has revealed findings related to the factors that affect the competitive advantage of hotels in Golden Hill by Golden Tulip Batu. Through systematic data analysis and hypothesis testing, several key conclusions have been summarized that provide insights for hotel management and hotel industry players. Specifically, this study succeeded in identifying the crucial role of promotion and pricing strategies in shaping competitive advantage, as well as uncovering how e-commerce can be a game-changer that reinforces the influence of both factors. The following is an overview of the main conclusions obtained in this study:

1. Promotion has a positive and significant effect on the competitive advantage of hotels in Golden Hill by Golden Tulip Batu.
2. Price Strategy has a positive and significant effect on the competitive advantage of hotels in Golden Hill by Golden Tulip Batu.
3. E-commerce moderates the influence of Promotions on the competitive advantage of hotels in Golden Hill by Golden Tulip Batu.
4. E-commerce moderates the influence of Price Strategy on the competitive advantage of hotels in Golden Hill by Golden Tulip Batu.

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