

**THE INFLUENCE OF CROSS SELLING, UP SELLING, PRICING, AND
PROMOTIONS SALES TO SALES VOLUME AT GOLDEN TULIP
JINENG RESORT BALI**

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ABSTRACT

The hospitality industry experienced a significant decline in sales volume during the COVID-19 pandemic but has been gradually recovering in the post-pandemic period. In this context, investigating the factors that directly influence sales volume is essential for businesses seeking to optimize their recovery and long-term performance. This study analyzes the impact of Cross Selling, Up Selling, Price, and Sales Promotion on Sales Volume at Golden Tulip Jineng Resort Bali. Using a quantitative approach, data were collected through questionnaires distributed to 62 respondents, selected from a population of 188 using the Slovin formula. The results indicate that Cross Selling has a significant positive effect on Sales Volume, while Up Selling, Price, and Sales Promotion do not show significant effects. The coefficient of determination (R^2) reveals that 50.1% of the variation in Sales Volume is explained by these variables, while the remaining 49.9% is influenced by other factors not included in the study. Based on these findings, management is advised to focus on improving Cross Selling strategies and re-evaluate the effectiveness of Up Selling, Price, and Sales Promotion approaches to boost sales.

Keywords : Cross Selling, Up Selling, Price, Sales Promotion, Sales Volume.

I. INTRODUCTION

The spread of the COVID-19 virus has had a huge impact on the tourism sector, one of which is a significant decrease in the number of tourist arrivals. According to data from UNWTO, international tourist arrivals fell by 72% in 2020, which had a direct impact on the hospitality industry, particularly in Bali, which is a leading tourist destination in Indonesia. This has led to a decrease in sales volume at hotels, including at Golden Tulip Jineng Resort Bali, which recorded fluctuations in room occupancy rates throughout 2023. This decline in the number of tourists affects the income of Indonesia's tourism sector, which has an important contribution to the country's foreign exchange and the national economy.

To overcome the decline in sales volume caused by these conditions, hospitality companies need to utilize a variety of effective marketing strategies. One of them is the implementation of the Cross Selling strategy, which aims to increase revenue by making additional product or service offerings that suit existing customers. This strategy can strengthen relationships with customers and keep them from moving to competitors (Rihad, 2015). In addition, Up Selling can also increase revenue per transaction by offering more expensive or higher quality products or services (Sya'adah, 2017). These two strategies, along with proper pricing and

effective sales promotion, are expected to have an impact on sales volume growth and improve the hotel's financial condition.

This study aims to analyze the influence of Cross Selling, Up Selling, Price, and Sales Promotion on sales volume at Golden Tulip Jineng Resort Bali. Using an approach based on marketing theory and hospitality industry practices, this study aims to identify the factors that contribute to the increase in sales volume in the hotel. The use of marketing strategies is important in facing increasingly dynamic market challenges, especially during the post-pandemic recovery period. It is hoped that the results of this study can provide useful insights for hotel management in formulating more adaptive and effective policies in increasing sales volume.

Based on the previous background description, the formulation of the problem in this study is:

1. How does Cross Selling affect Sales Volume at Golden Tulip Jineng Resort Bali?
2. How does Up Selling affect Sales Volume at Golden Tulip Jineng Resort Bali?
3. How does Price affect the Sales Volume at Golden Tulip Jineng Resort Bali?
4. How does Sales Promotion affect Sales Volume at Golden Tulip Jineng Resort Bali?

II. LITERATURE REVIEW

Consumer Behavior Theory

Consumer behavior studies individual or group behavior in making decisions to purchase, choose, use, and dispose of products, services, ideas, or experiences to meet their needs and desires (Kotler et al., 2015). In the hotel marketing environment, understanding consumer behavior is an important analysis for management to be able to design targeted marketing strategies, such as Cross Selling and Up Selling. This strategy is used to increase the value of transactions per customer.

Cross Selling

Cross Selling is a marketing tactic where a company offers additional products or services related to the main product purchased by the consumer. According to Homburg et al., (2020), this strategy can increase consumers' sense of trust in companies and businesses and reduce their potential to switch to competitors. This strategy has been proven to significantly increase sales volume, as revealed in the research of Sunandar and Lubis (2018), which found that Cross Selling has a positive effect on a company's sales volume.

Up Selling

Up Selling is a technique where customers are offered products with better features or higher services than the main product they purchased. According to Sya'adah (2017), Up Selling aims to increase the company's sales results by offering superior options. This technique requires good communication skills to persuade customers to increase their purchases. Based on previous research by Mas'adah and Hanfan (2022), it was found that Up Selling also has a positive effect on sales volume in the hospitality sector.

Pricing

Price plays a crucial role as a consideration for consumer purchasing decisions. According to Muslimin et al., (2020), fair prices are obtained from the

interaction between supply and demand, and errors in pricing can result in a decrease in sales. Research by Gofur (2019) found that the right price not only increases sales volume, but also builds consumer loyalty.

Sales Promotion

Sales promotion is a way that companies use to influence customers to buy immediately, either through discounts, bonuses, or special offers. According to Sujudi's (2019) research, sales promotion has a direct effect on sales volume by increasing consumer awareness of the products offered. Research by Syahyuni et al., (2021) also has results, namely that targeted promotions can speed up the consumer purchase process.

The Effect of Cross Selling on Sales Volume

Cross Selling is a marketing strategy that encourages customers to buy more related products, increase customer loyalty, and keep them using the company's services. This strategy provides benefits for both parties, namely time efficiency for consumers and increased service focus for companies (Suhesti, 2023). Research by Sunandar and Lubis (2018) shows that Cross Selling increases the number of products or services used by customers, while Mas'adah and Hanfan (2022) prove that there is a positive influence on sales volume.

H1: Cross Selling has an influence on Sales Volume.

The Effect of Up Selling on Sales Volume

Up Selling is a sales method that offers products with higher value to increase the company's profits (Herpin et al., 2016). In the context of the hospitality industry, this strategy requires effective skills and communication (Evianty, 2018). In addition, Sya'adah (2017) explained that Up Selling aims to increase sales through product offerings that have additional benefits. Research by Mas'adah and Hanfan (2022) and Maburroh (2022) shows that Up Selling has a positive influence on sales volume.

H2: Up Selling has an influence on Sales Volume.

The Effect of Price on Sales Volume

Price is an important indicator in consumer decisions, reflecting the balance between benefits and costs (Gofur, 2019). Proper pricing can affect consumer satisfaction, while errors in pricing can negatively impact sales volume (Muslimin et al., 2020). Research by Fauziah et al. (2019) shows that price has a positive influence on sales volume, while Nasution et al. (2017) found a negative influence in certain contexts.

H3: Price has an influence on Sales Volume.

The Effect of Sales Promotion on Sales Volume

Effective sales promotion, especially through social media and digital marketing, increases the reach and attractiveness of products (Elliyana et al., 2022). This strategy allows the company to achieve a significant increase in sales volume (Mahendra, 2018). Research by Sujudi (2019), Syahyuni et al. (2021), and Putra (2019) confirms that sales promotion has a significant impact on sales volume.

H4: Sales promotions have an influence on Sales Volume.

III. RESEARCH METHODS

Through a quantitative approach to analyze the relationship between variables X and Y with statistical methods. This research focuses on the effect of Cross Selling, Up Selling, Price, and Sales Promotion on Sales Volume at Golden Tulip

Jineng Resort Bali. 188 customers with experience using services at Golden Tulip Jineng Resort Bali are the population used in the study conducted. The Slovin formula is a sampling method used with an error tolerance frequency of 10 percent, which produces a sample of 65 respondents. Sample selection is carried out using purposive sampling, which is a sample obtained through certain conditions, such as consumers who have used products or services at the hotel and have related experiences.

The data source was obtained from primary data and the use of data collection techniques using a closed questionnaire. Data processing was carried out using the SPSS version 22.0 program and the data was analyzed by testing descriptive statistical analysis, data quality test, classical assumption test, t-test and F test to test the feasibility of the research model and multiple linear regression analysis.

IV. RESULTS AND DISCUSSION

In the validity test, all indicators on the instrument show values greater than 0.30. Through the results of the analysis that has been carried out, it can be interpreted that the validity test shows valid results. Meanwhile, reliability testing is carried out to ensure that the instruments used are reliable. The results of the reliability test showed that all instruments had a value that exceeded 0.60, thus this means that the results are reliable.

Table 1
Normality Test

Unstandardized Residual	
Asymp. Sig. (2-tailed) ^c	.200d

Through the table above, a value of 0.200 was obtained which amounts to a higher than 0.05, the finding means that the results of the distribution are monitored normally based on this normality test.

Table 2
Multicollinearity Test

Models	Collinearity Statistics	
	Tolerance	VIVID
Cross Selling	.380	2.629
Up Selling	.332	3.015
Pricing	.805	1.243
Sales Promotion	.541	1.850

Through the table above, a tolerance greater than a value of 0.10 and also a VIF value that does not reach 10. So it has been found that the model does not have multicollinearity.

Table 3
Heteroscedasticity Test

	Sig.	Remarks
Cross Selling	0.992	Pass the Test
Up Selling	0.056	Pass the Test
Pricing	0.458	Pass the Test

Sales Promotion	0.406	Pass the Test
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Through the table above, it can be concluded that the Sig. value of the X variable exceeds 0.05, therefore it is found that the model does not have heteroscedasticity.

Table 4
Multiple Linear Regression Analysis Results
Coefficients^a

Models	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.818	1.520		1.196	.237
Cross Selling	.195	.087	.372	2.231	.030
Up Selling	.114	.106	.181	1.068	.290
Pricing	.065	.103	.067	.629	.532
Sales Promotion	.144	.092	.206	1.565	.123

a. Dependent Variable Sales Volume

Through the table above, the linear regression equation below is found.

$$Y = 1.818 + 0.195X_1 + 0.114X_2 + 0.065X_3 + 0.144X_4 + e \dots \dots \dots (1)$$

Through this equation, it is obtained that (1) the constant value is 1.818 which means that if the Y variable is not affected by all X variables, then the Sales Volume at Golden Tulip Jineng Resort Bali is 1.818; (2) the value of the X1 variable is 0.195 which can be interpreted if Cross Selling increases by 1 time the unit has an impact on the increase in sales volume by 0.195 assuming the other variables are constant.; (3) the value of the X2 variable is 0.114, which means that every time there is an increase in Up Selling by 1 unit, it will have an impact on increasing sales volume by 0.114 assuming the other variables are constant.; (4) the value of the X3 variable is 0.065 so that it can be interpreted that if the price increases by 1 unit causing an increase in sales volume by 0.065 assuming the other variables are constant.; (5) the value of the X4 variable is 0.144 which means that in every increase in Sales Promotion there is 1 unit, then the sales volume will cause an increase of 0.144 assuming the other variables are constant.

Table 5
F Test (Model Feasibility Test)

NEW ERA						
Models		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	192.346	4	48.086	16.330	.001b
	Residual	167.847	57	2.945		
	Total	360.192	61			

a. Dependent Variable: Sales Volume

b. Predictors: (Constant), Sales Promotion, Price, Cross Selling, Up Selling

Through the table, it is known that the Sig. value is located below the value of 0.05, so it was found that the regression model is feasible to use.

Table 6
T test

		Coefficient				
		Unstandardized Coefficients		Standardized Coefficients		
Models		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.818	1.520		1.196	.237
	Cross Selling	.195	.087	.372	2.231	.030
	Up Selling	.114	.106	.181	1.068	.290
	Pricing	.065	.103	.067	.629	.532
	Sales Promotion	.144	.092	.206	1.565	.123

Through the table listed earlier, it was found that the significance value of the Cross Selling variable was below the value of 0.05 so that Cross Selling had a positive effect on the Y variable.

Table 7
Coefficient Determination Test

Model Summary^b					
Models	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.731 ^a	.534	.501	1.71601	2.332

a. Predictors: (Constant), Sales Promotion, Price, Cross Selling, Up Selling

b. Dependent Variable: Sales Volume

Through the table, the Adjusted R Square value was monitored as much as 0.501, which means that the influence of variable X on the bound variable was 50.1 percent. Meanwhile, it was found that other factors as many as 49.9 percent were influenced by other variables outside of the analyzed model.

Discussion

The Effect of Cross Selling on Sales Volume

Through the analysis that has been carried out, it was found that the Cross Selling variable showed a positive and significant influence on Sales Volume at Golden Tulip Jineng Resort Bali, with a regression coefficient of 0.195 and a significance level of t of 0.030, so that H₁ was accepted. This means that every one unit increase in Cross Selling (X₁) will increase the Sales Volume (Y) by 0.195. These findings are in line with the theory that Cross Selling is a marketing strategy that encourages consumers to buy additional products that are relevant to the main purchase, which in this study has been shown to be effective in increasing Sales Volume. The data also shows that this strategy is well implemented at Golden Tulip Jineng Resort Bali, so consumers tend to buy more products, and Sales Volume increases with the successful implementation of Cross Selling. This finding is consistent with the research of Mas'adah & Hanfan (2022), which concluded that Cross Selling has a positive impact on Sales Volume.

The Effect of Up Selling on Sales Volume

The results of the analysis showed that the Up Selling variable did not show a significant influence on the Sales Volume at Golden Tulip Jineng Resort Bali, with a regression coefficient of 0.114 and a significance level of t of 0.290. So H₁ was rejected. This means that even though the Up Selling (X₂) variable increased by one unit, the Sales Volume (Y) only increased by 0.114 without significant

influence. These findings are in line with the theory that Up Selling, a marketing strategy that offers better quality products and more expensive prices, can be constrained by certain factors. Some possibilities include customer profiles that are less interested or do not have purchasing power for more expensive products, the ability of staff to offer less effective Up Selling, as well as market conditions such as the impact of the COVID-19 pandemic that encourage consumers to be more cautious in spending. In addition, consumers' tendency to choose products with similar functions but less expensive, hotel competition, and previous consumer experiences can also be barriers. These results are consistent with the research of Mas'adah & Hanfan (2022), which found that Up Selling does not have any effect on Sales Volume.

The Effect of Price on Sales Volume

Through the analysis carried out, it can be concluded that the Price variable does not show any significant impact on the Sales Volume at Golden Tulip Jineng Resort Bali, with a regression coefficient of 0.065 and a significance level of t of 0.532. So H1 was rejected. This means that although the Price variable (X3) increased by one unit, the Sales Volume (Y) only increased by 0.065 without significant effect. These findings are in line with marketing theories such as the 4P model, which states that price is just one of several elements that influence sales, while other factors, such as service quality, location, reputation, and customer experience, may be more dominant. Low price sensitivity to guests, economic conditions, and other variables such as customer loyalty, promotions, and online reviews can also affect these results. This study is in connection with the findings of Muchtar (2021), which shows that Price does not show an influence on Sales Volume.

The Effect of Sales Promotion on Sales Volume

The results of the analysis showed that the Sales Promotion variable did not have a significant impact on the Sales Volume at Golden Tulip Jineng Resort Bali, with a regression coefficient of 0.144 and a significance level of t of 0.123, so H1 was rejected. This means that even though Sales Promotion (X4) increased by one unit, Sales Volume (Y) only increased by 0.144 without significant effect. These findings indicate that promotions, such as discounts or special offers, may be less effective for hotel guests who are more concerned about the quality of service and the experience of stay. According to marketing theory, promotion is just one of several things that also influence a purchase decision, while positive reviews, personal recommendations, and previous experiences can play a bigger role. In addition, variables such as customer loyalty, guest satisfaction, amenities, and hotel reputation can also affect sales volume. This study is consistent with the findings of Suriyok (2020), which concludes that Sales Promotion does not show a significant influence on Sales Volume.

V. CONCLUSIONS AND RECOMMENDATION

The conclusions obtained based on the above explanation are (1) Cross Selling shows a positive influence on the sales volume at Golden Tulip Jineng Resort Bali. (2) Up Selling does not show a significant influence on sales volume. (3) Price does not have a significant effect on sales volume. Price increases do not affect consumer purchasing decisions. (4) Sales volume is not significantly affected by Sales Promotions. Suggestions are directed to Golden Tulip Jineng Resort Bali

to increase Cross Selling and re-evaluate the Up Selling strategy so that it can be used effectively and optimally.

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