



# The Influence of Jack Billiard Marketing Communication on Increasing the Number of Visitors

Valisya Zilvania<sup>1\*</sup>, Eraskaita Ginting<sup>2</sup>, Badarudin Azarkasy<sup>3</sup>

<sup>1,2,3</sup>Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, Raden Fatah Palembang

\*Corresponding Author: [valisyazilvania21@gmail.com](mailto:valisyazilvania21@gmail.com)

---

## Article Info

### Article history:

Received 04 Mar, 2026

Revised 04 May, 2026

Accepted 16 May, 2026

---

### Keywords:

Marketing Communication,  
Number Of Visitors, IMC,  
AIDA

---

## ABSTRACT

The problem in this study arises from the increasingly fierce competition in the entertainment industry which requires business actors, including Jack Billiard, to be able to implement effective marketing communication strategies to increase the number of visitors. This research focuses on the influence of marketing communication on the increase in the number of visitors and how much Jack Billiard's marketing communication affects the increase in the number of visitors. This study aims to find out and describe the influence of marketing communication and measure how much it contributes to increasing the number of visitors. The research method used is a quantitative approach. The variables of marketing communication were measured using the concept of Integrated Marketing Communication (IMC), while the increase in the number of visitors was measured through the stages of Attention, Interest, Desire, and Action (AIDA). Data were obtained from 97 respondents who were visitors to Jack Billiard through questionnaires, and supported by interviews and documentation. The results of the study show that marketing communication has a significant effect on increasing the number of visitors. This is supported by the effectiveness of promotions through social media, promo offers, employee services, and the delivery of clear and interesting information. Thus, integrated marketing communication is able to increase interest, interest, and the decision of visitors to come and make repeat visits.

---

## INTRODUCTION

In the entertainment and sports services industry, business competition is getting tighter as the public's desire to carry out recreational activities in the midst of a busy schedule increases. Billiards is a form of entertainment that is currently crowded, serving as a place to gather for social gatherings and sports activities. As quoted by the (Accounts, 2024), game of billiards, it is now a part of people's lives in different regions and is no longer limited to exclusive entertainment for a few. Billiard businesses consider location to be unimportant. Good service, comfort of facilities, and the quality standards of the billiard table used are also important.

Jack Billiard is one of the well-known billiard entertainment venues in the Pali Regency area. However, the increasing number of competitors in the field of sports entertainment makes Jack Billiard have to continue to strengthen the way he communicates with his potential visitors. However, the effectiveness of marketing communication efforts needs to be further researched to find out the extent of its impact on increasing the number of visitors. The following is presented data on the number of visitors to Jack Billiard during the period of December 22-28, 2025 as an initial overview of the conditions of visitor visits.

In this situation, marketing strategy is one of the important keys to introduce services, build an image, and encourage increased customer visits. In marketing strategy, it is necessary to understand what consumers actually want in behaving to choose what they like, in order to be more effective than other competitors in working on the target market, so the step that can be taken is to develop a communication strategy in marketing (Julvadrin, 2024).

Marketing strategy includes defining targeted market segments, determining the position of marketing mix components, and allocating budgets for marketing. Marketers can use the data they obtain from various

communication sources to analyze their marketing communication concepts and strategies based on consumer behavior. All marketing strategies are tailored to customer preferences and target markets (Julvadrin, 2024).

The number of visitors who come is also influenced by Jack Billiard's marketing communication strategy. There are various elements that can be observed in Jack Billiard's marketing communication. The most important thing is the promotion of Jack Billiard management on social media that shares information, photos of the atmosphere of the place, price promos, and certain events or matches. Then on the product aspect, which is in the form of service, facilities, table quality, lighting, and location comfort. Furthermore, the prices and service from the staff that affect the comfort, satisfaction, and desire of visitors to come back and even recommend to others.

Therefore, this research is carried out which is expected to find out how the marketing communication implemented by Jack Billiard affects the increase in the number of visitors. The research uses a correlational quantitative approach because this method allows for objective data measurement through questionnaires, statistical analysis, and testing of relationships between variables. The use of quantitative methods allows researchers to see the influence in a more structured and measurable way, so that the results obtained can be a reference for Jack Billiard managers in making strategic decisions.

In addition, the limitations of research that specifically studies how marketing communication impacts the increase in the number of billiard entertainment visitors has led to this problem. Because most of the previous research focused more on the culinary industry sector and even tourism, the context of billiard sports entertainment is still rarely researched. This condition shows the need to fill research gaps in the field of sports entertainment industry, especially billiards.

This research needs to be carried out to answer existing problems, as well as provide theoretical and practical benefits. Theoretically, it is expected that this research will add new information to the field of communication science, especially marketing communication. Meanwhile, practically, the results of this research can be used to evaluate the effectiveness of the marketing communication strategy that has been carried out, so that Jack Billiard's management can find out the aspects of promotion that need to be maintained or improved in order to be able to increase the number of visitors more optimally.

Based on the explanation above, Jack Billiard as one of the entertainment venues, needs to adopt an effective marketing communication strategy to compete competitively and maintain the number of visitors. As a result, this study was conducted to determine the level of marketing communication applied by Jack Billiard to increase the number of visitors in more depth through a quantitative correlational approach.

## RESEARCH METHODOLOGY

This research uses a quantitative method, using a quantitative correlational approach, in accordance with the formulation of the problem and the purpose of the research. The purpose of this study was to find out whether marketing communication has a significant influence on the increase in the number of Jack Billiard visitors and how much influence marketing communication has on the increase in the number of Jack Billiard visitors.

## RESULTS AND DISCUSSION.

### The Significant Influence of Marketing Communication on Increasing the Number of Visitors

The results of data processing with a simple linear regression method assisted by the SPSS program showed a calculated t value with a sig level. 0.000. This significance figure is below the threshold of 0.05 ( $0.000 < 0.05$ ), while the tcal value exceeds the table value, which is 1.661. H1 is accepted, while H0 is rejected, based on decision-making guidelines.

The results show that marketing communication has a significant effect on increasing the number of visitors at Jack Billiard. In other words, marketing communication variables have been shown to have an important role in influencing changes in the number of visitors. The better the marketing communication that is done, the greater the increase in the number of visitors that occurs.

Conceptually, the findings of this study are in line with the concept of Integrated Marketing Communication (IMC), which asserts that when the various components of marketing communications are used simultaneously, they can influence consumer decision-making to a greater extent. The elements of marketing communication discussed in this study include advertising, sales promotion, public relation, direct marketing, and Personal Selling. All of these elements support each other in delivering consistent messages to consumers.

In addition, the findings of this study can also be elaborated using AIDA theory. The first stage, attention (Attention), achieved through attractive promotional appearances, both in terms of visuals and the content of the message. Furthermore, the level of interest (Interest) arises when consumers begin to understand the information conveyed regarding the facilities, prices, and atmosphere offered. The next stage is desire (desire), where consumers start to have an urge to try or visit the place. The last stage is the action (Stuart T), which is indicated by the consumer's decision to come and even make a repeat visit.

---

In the context of Jack Billiard, the marketing communication carried out has been able to move consumers through all these stages. Promotion through social media that displays the atmosphere of places, events, and price quotes are factors that can attract attention and build interest. In addition, friendly employee service and the ability to explain the facilities also strengthen consumers' decision to visit.

### **The Influence of Jack Billiard's Marketing Communication on the Increase in the Number of Visitors**

Calculation results Coefficient of determination ( $R^2$ ) produces a value of 0.693, or equivalent to 69.3%. These results show that marketing communication strategies contribute by 69.3% to increasing the number of people who come to Jack Billiard. The results show that most of the shift or increase in the number of visitors can be attributed to elements of marketing communication. In simple terms, marketing communication plays a major role in determining consumer visits.

However, the last 30.7% or the remainder, were influenced by variables that were not included in the scope of this study. These factors can be in the form of overall service quality, prices offered, available facilities, business location, comfort of place, and social factors such as recommendations from friends or trends that are developing in the community.

Value Coefficient of determination that reached that level shows that Jack Billiard's marketing efforts have been considered effective. The various strategies used, such as social media campaigns, discounts, organizing special events, and direct interaction with clients, are a testament to this success.

According to marketing theory, marketing communication is a strategic tool to change customer perception of a brand, increase trust, and long-term relationships with customers. It's more than just delivering a message. Effective communication with positive impact will encourage customers to not only come once, but also come back again and spread recommendations to the surrounding environment.

### **Jack Billiard's Marketing Communication Affects Increased Visitor Numbers**

The results of the data processing showed that the marketing communication strategies used in an observational manner contributed to an increase in the number of people visiting Jack Billiard. A simple linear regression test found this evidence with a t-count value of 14.637 and p-value 0.000 (less than 0.05). In addition, marketing communication contributed 69.3% to the increase in the number of visitors, according to Coefficient of determination ( $R^2$ ) 0.693.

The results confirm the important role of marketing communication in consumer decision-making. This is in line with the opinion of Don E. Schultz, who argues that unified marketing communication (IMC) is the process of managing messages through a variety of ways to achieve the best effect for customers. This study shows how the increase in visitor numbers is actually affected by Jack Billiard's marketing strategy, which includes social media use, promotional pricing, and direct interaction with customers.

In addition, the AIDA theory developed by E. St. Elmo Lewis is well suited to explain the results of this study. The marketing communication method that Jack Billiard uses manages to capture the attention of customers through engaging promotions, clear explanations, encouraging incentives, and visits that generate responses. The series of processes shows that marketing communication is critical in every phase of consumer decision-making.

Previous research has shown that marketing communication has more influence on increasing the number of visitors, as shown by the Baba Boen Tjit Palembang Market Study by Tri Wahyudi (2019), which found that integrated marketing communication is able to significantly increase the number of visitors. In addition, research on promotional strategies through social media at the Yosomulyo Pelangi Market by Ainul Istiqomah (2021) found a positive influence on increasing the number of visitors. This reinforces that marketing communication is an important factor in attracting consumer interest and decision to visit.

Jack Billiard's marketing communication strategy serves as a means of promotion and fostering customer relationships. An impressive customer experience can be achieved through a harmonious relationship between employees and visitors, as well as the delivery of information that is easy to understand and engaging. Consumers are finally coming back because of this positive experience.

The contribution of marketing communication to the increase in the number of visitors is further strengthened by the high influence shown by the  $R^2$  value of 69.3%. This shows that Jack Billiard's communication strategy has been functioning well and in accordance with changing market demands.

This influence does not occur directly without a process, but through several interrelated stages in influencing consumer behavior. Marketing communication carried out by Jack Billiard works through information delivery mechanisms, perception formation, and encouraging visits.

First, marketing communication plays a role in conveying information to potential visitors. Through social media and various forms of promotion, Jack Billiard provides information about facilities, prices, the atmosphere of the place, and the events held. Clear and easily accessible information makes potential consumers have an initial idea of the place. In this stage, marketing communication functions as an educational tool that helps consumers get to know the products or services offered.

Second, marketing communication plays a role in building positive perceptions and images. Attractive promotional content, such as a comfortable and modern visual display of a place, as well as persuasive message delivery, is able to create a positive impression in the minds of consumers. This perception is very important because it will influence the consumer's judgment before they decide to visit. When the communication received gives a good impression, trust in the place will also increase.

Third, marketing communication is able to foster interest and desire to visit. After consumers get information and form positive perceptions, the next stage is the emergence of interest. Promotions such as discounts, play packages, or specific events can be an additional attraction that encourages consumers to try. In this case, marketing communication serves as a stimulus that strengthens the consumer's drive to make a visit.

Fourth, marketing communication plays a role in encouraging real actions in the form of visits. The information that has been received and the interest that has been formed will lead to the consumer's decision to come to Jack Billiard. Previous research results are in line with these findings which suggest that there is a significant relationship between marketing communication and increased visitor numbers. The chances of consumers making visits are greater if communication is done in a better way.

Fifth, marketing communication is also influential in creating visitor experience and loyalty. Direct interaction between employees and visitors is an equally important part of marketing communication. Friendly service, the ability to provide clear information, and the professional attitude of employees will provide a positive experience for visitors. These experiences can encourage visitors to return and even suggest to others.

## CONCLUSION

H0 is rejected and H1 is accepted by simple linear regression test with SPSS. A t-value of 14.637 was found, with a p-value of 0.000 ( $< 0.05$ ), and a t-value greater than 1.661. These findings show that marketing communication has a big influence on the number of visitors who come to Jack Billiard. This shows that a better marketing communication strategy is proportional to the number of visitors who come.

Based on the calculation of the determination coefficient ( $R^2$ ), which reaches 0.693 or 69.3%, it has been shown that marketing communication actually contributes to the increase in the number of visitors at Jack Billiard. In other words, most of the variation in the number of visitors can be caused by marketing communication variables. While the last 30.7% were caused by other factors outside of this study, such as the suggestions of others and popular public tendencies.

According to the results of the data analysis, marketing communication plays a major role in determining the number of visits made by consumers, through the stages of delivering information, forming perceptions, increasing interest, and encouraging visits, and is supported by IMC, AIDA, and previous research theories. In addition, marketing communication also plays a role in building a positive image, improving the visitor experience, expanding market reach, and driving loyalty. So overall, the increase in the number of visitors to Jack Billiard is significantly correlated (related) to better quality marketing communications.

## SUGGESTIONS

### Share Jack Billiard

Jack Billiard is advised to continue to improve his marketing communication strategy, especially through social media with more engaging, informative, and consistent content. In addition, it is necessary to carry out promotional innovations such as routine events and special promo packages. Improving the quality of service and interaction with visitors also needs to be considered in order to create a positive experience that encourages better repeat visits and recommendations from consumers.

### For the University

The results of this research are expected to help the learning process at the Faculty of Social and Political Sciences UIN Raden Fatah Palembang. In addition, these results can also be used as a reference source for other researchers in the future.

### For the Next Researcher

Suggestions to the next researcher to continue this research, and this research can be carried out with different methods or approaches and expand the research object to several other entertainment venues so that the results can be compared and provide a broader picture.

## REFERENCES

- Accounts. (2024). Planning to Open a Billiard Business in 2025? Check First What Needs to Be Prepared! Akunpos.Com.
- Amalia, Rezha. N., Dianingati, Ragil. S., & Annisaa, E. (2022). The Effect of the Number of Respondents on the Validity and Reliability Test Results of the Self-Medicating Knowledge and Behavior Questionnaire. *Journal of Research in Pharmacy*, 2, 10.
-

- Astuti, L., Oktridarti, L., Rosyadi, I., Tika, Y., & Parwito. (2022). Marketing Communication Strategy in Increasing the Number of Visitors to the Elephant Training Center (PLG) Sebelat North Bengkulu. *Social and Political Research*, 11(2).
- Mayasari, T. (2025). Marketing Communication Strategy in Attracting Consumer Interest in PT Daviena Mandiri Indonesia. UIN Raden Fatah Palembang.
- Yusuf, M. (2017). *Research Methods: Quantitative, Qualitative, and Combined Research*. Kencana.