

**THE INFLUENCE OF SERVICE MARKETING MIX
ON CONSUMER BEHAVIOR TO STAY IN NAMIRA SHARIA HOTEL**

(Case Study in Namira Syariah Hotel Yogyakarta)

A THESIS

Presented as Partial Fulfillment of the Requirements
to Obtain the Bachelor Degree in Management Department



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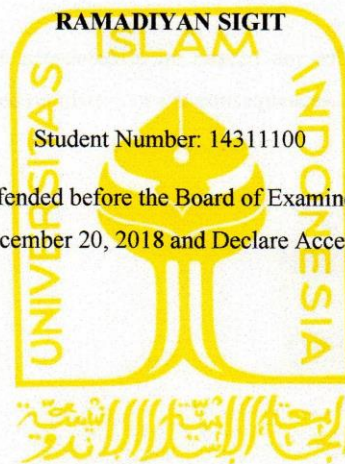
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DECLARATION OF OUTHENCITY

Herein I declare the originality of the thesis; I have not presented anyone else's work to obtain my university degree, not have I presented anyone else's words, ideas or expression without acknowledgement. All quotations are cited and listed in the bibliography of the thesis.

If in the future this statement is proofed to be false, I am willing ti accept any sanctions complying with the determined regulation or i'st consequences.

Yogyakarta. December 17th, 2018



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Hopefully, this thesis could be useful for the human resource management or marketing management study in the future.

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ABSTRACT

The study conducted in this research is about the effect of the marketing mix service carried at the Hotel Namira Syariah in Yogyakarta on the customer behavior to stay at the hotel. The purpose of this study is to find the effect of marketing mix services on customer behavior to stay. The marketing mix services itself is including product, price, promotion, place/location, people, process, and physical evidence as variables. Testing of the variables in this study is using a questionnaire and it was given to guests of the Namira Syariah Hotel. The analysis technique in this study uses Multiple Linear Regression Analysis techniques. The results also show that all variables (products, prices, promotions, places / locations, people, processes, and physical evidence) have a positive effect on the customer behavior to stay at the Hotel Namira Syariah Yogyakarta.

Keywords: Hotels, marketing mix, customer behavior to stay

**PENGARUH DARI BAURAN PEMASARAN LAYANAN TERHADAP
PERILAKU PELANGGAN UNTUK MENGINAP
DI HOTEL NAMIRA SYARIAH**

(Studi kasus di Hotel Namira Syariah Yogyakarta)

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ABSTRAK

Penelitian yang dilakukan dalam penelitian ini adalah tentang pengaruh bauran pemasaran dalam pelayanan yang dilakukan di Hotel Namira Syariah di Yogyakarta terhadap perilaku pelanggan untuk menginap di hotel. Tujuan penelitian ini adalah untuk mengetahui efek dari bauran pemasaran terhadap perilaku pelanggan untuk menginap. Pelayanan dalam pembauran pemasaran itu sendiri termasuk produk, harga, promosi, tempat / lokasi, orang, proses, dan bukti fisik sebagai variabel. Pengujian variabel dalam penelitian ini menggunakan kuesioner dan diberikan kepada para pelanggan dari Hotel Namira Syariah. Teknik analisis dalam penelitian ini menggunakan teknik Analisis Regresi Linear Berganda. Hasil penelitian juga menunjukkan bahwa semua variabel (produk, harga, promosi, tempat / lokasi, orang, proses, dan bukti fisik) memiliki efek positif pada perilaku pelanggan untuk menginap di Hotel Namira Syariah Yogyakarta.

Kata kunci: *Hotel, bauran pemasaran, perilaku pelanggan untuk menginap*