THE INFLUENCE OF SERVICE MARKETING MIX

ON CONSUMER BEHAVIOR TO STAY IN NAMIRA SHARIA HOTEL

(Case Study in Namira Syariah Hotel Yogyakarta)

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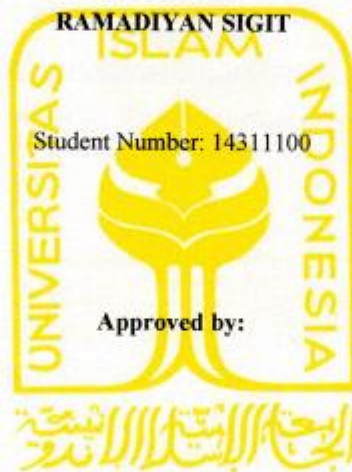
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ABSTRACT

The study conducted in this research is about the effect of the marketing mix service carried at theHotel 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 diHotel 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*

INTRODUCTION

The development of the hotel business is one of the service businesses that are developing in the city of Yogyakarta. Since because Yogyakarta is one of the tourist destinations, where there are a big number of tourists who visit Yogyakarta are having a lot of number and with different interests ranging from just traveling to business interests.The growth of hotels in Yogyakarta is very fast and they are competing to get a good tourist market that uses room services and business facilities that are offered by the hotel.

One of the sharia hotels in Yogyakarta is the NamiraSyariah Hotel. This hotel is one of the hotels that puts forward the concept of sharia in its services. One of value over NamiraSyariah Hotel is it's located on Jl. Magelang 4.5 km (in front of TVRI) Yogyakarta is a strategic location close to the city center.With a location that is very easy to reach, the NamiraSyariah Hotel can be an alternative place to stay for families. The concept of sharia carried by the NamiraSyariah Hotel is interesting because the hotel operations are in the context and corridor of sharia. NamiraSyariah Hotel has 25 clean and spacious rooms. Italso provides several types of rooms for various needs.

Consumers who are hotel guests are heterogeneous communities and come from different backgrounds. Based on the background of some of these theories and previous research, the researcher was interested in conducting a study entitled "The Influence of Marketing Mix on Consumer Behavior to Stay in Namira Sharia Hotels". In this study, the researcher selected indicators of products, prices, places, promotions, people, procedures, and physical evidence as the focus of the study. The study focused on these variables because it was suspected that these variables had a significant influence on the consumer behavior to stay at the NamiraSyariah Hotel.

LITERATURE REVIEW

Effect of Products on Consumer Behavior to Stay

Products are all things that can be offered by producers to be selected and enjoyed by consumers according to their desires and needs. The products offered include physical goods (such as laptops, cars, houses) and services (hotels, transportation, beauty salons) by Tjiptono (2008).

> *H1:*   *It is suspected that there is a product effect on the customer behavior to stay at the Namira Syariah Hotel.*

Effect of Prices on Consumer Behavior to Stay

Pricing strategies are very significant in providing value to consumers and influencing product image and consumer behavior to buy stated by Lupiyoadi (2013: 95). According to Buttle (1995: 235), prices in hospitality are all struggles made by consumers in order to benefit from an item. There are three important words in price, namely worth, value, and cost. The value obtained by one consumer can be different from other consumers, because a product that has good quality will affect the value of the product to be good too.

> *H2:*   *It is suspected there is a price effect on the customer behavior to stay at the Namira Syariah Hotel.*

Effect of Places/Location on Consumer Behavior to Stay

According to Tjiptono (2002: 92), a strategic location and easy to reach will make it easier for consumers to remember an object or place. The better the location will improve the customer behavior to stay. It means if the place/location is not strategic, the customer behavior to stay will decrease.

> H3: It is suspected that there is a place/location effect on the customer behavior to stay at Namira Syariah Hotel.

Effect of Promotion on Consumer Behavior to Stay

Promotion is the whole of communication activities and incentives that are formed to build consumer choices in specific services or service providers mentioned by Lovelock and Wright (2004: 19). Promotion is one variable in the marketing mix that is important to be carried out by the company in marketing goods and services.

> H4: It is suspected that there is a promotion effect on the customer behavior to stay at the Namira Syariah Hotel.

Effect of People on Consumer Behavior to Stay

People are all human beings involved in providing services and thus affect the perception of buyers which are: company personnel, consumers and others in the service environment as has been explained by Zeithaml (2006). Furthermore according to Zeithaml and Bitner (2000: 19), people are all people who play a role in the presentation of services that can affect the perception of buyers.

> H5: It is suspected that there is a people effect on the customer behavior to stay at the Namira Syariah Hotel.

Effect of Processes on Consumer Behavior to Stay

The process includes actual procedures, tasks and stages of activities carried out in order to produce and deliver services with a simple service delivery process, so they can receive services without difficulty by Tjiptono (2009: 63). According to Payne (2008: 131) the process aims to create and provide services to consumers and becomes a major factor in the service marketing mix because service consumers will view the service delivery system as part of the service itself.

> H6: It is suspected that there is a process effect on the customer behavior to stay at the Namira Syariah Hotel.

Effect of Physical Evidence on Consumer Behavior to Stay

According to Zeithaml and Bitner (2005: 282) physical evidence of a company includes all aspects of tangible facilities, namely: exterior facility (exterior design, sign, parking location, and land), interior facility (interior design, equipment, signs, layout, and air temperature) and other skills (business cards, stationery, billing statements, reports, uniforms, brochures, web pages). Further according to Alma (2007), physical conditions are the physical environment or the real conditions of objects that produce these services. Physical conditions can also affect consumers in receiving services for the products offered.

H7:   *It is suspected that there is physical evidence effect on the customer behavior to stay at the Namira Syariah Hotel.*

CONCEPTUAL FRAMEWORK
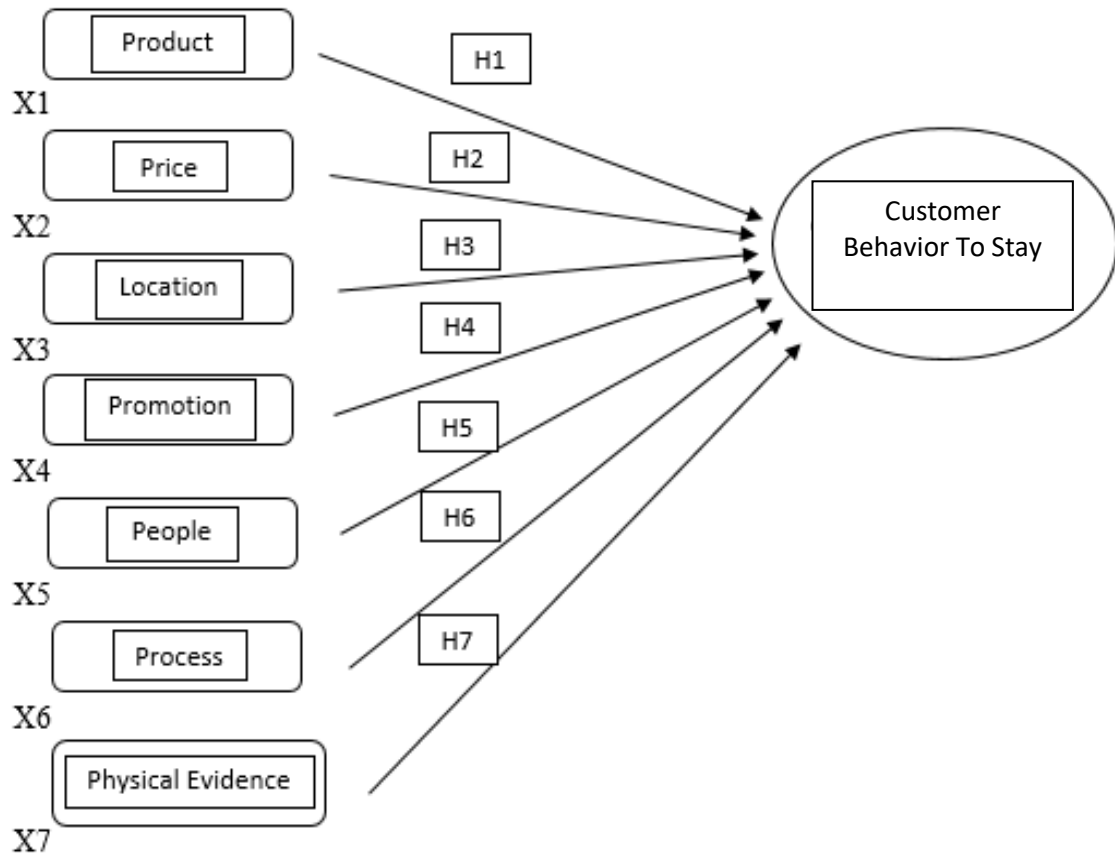
RESEARCH METHOD

This type of research uses quantitative methods, namely data in the form of numbers. According to Bisri (2013: 12) quantitative data can be processed or analyzed using mathematical or statistical calculation techniques.

Population

Population is an area of generalization which consists of objects and subjects that have a certain quantity or characteristics determined by the researcher and studied and then drawn conclusions as stated by Sugiyono (2008). The population in this research were consumers who stayed at Yogyakarta Namira Syariah Hotel.

Sample

The sample is part of the population taken based on certain characteristics and techniques as explained by Wijaya (2013). In this study, the number of population is not known with certainty so that in determining the sample size, the researcher refers to the opinion of Sugiyono (2008: 30).

The researcher will do multivariate analysis, then the number of samples is at least 10 times the number of variables studied. In a simple experimental study using the experimental group and the control group, the number of sample members was between 10-20 samples.

Based on it, if the research will do multivariate analysis, the number of samples is at least 10 times the number of variables studied. In this study there are eight variables, so that the sample taken is 10 x 8, which is 80 respondents. To facilitate research, researchers took as many as 120 respondents, arguing that the higher the sample, the higher the result.

Sampling Technique

The sampling technique in this research is "non-probability sample", which is accidental method (accidental sampling). Accidental sampling is to determine a sample based on chance. Based on research done by Sugiyono (2012: 77) explain that accidental sampling is anyone who purposes to meet the researcher who can be used as a sample, if viewed by someone who happens to be found to be suitable as a data source. It is based on the consideration that visitors who have come to Namira Syariah Hotel in Yogyakarta did not come back at the time of the questionnaire distribution

Table 4.1 Characteristics of Respondents

No	Characteristics	Frequency	Percentation (%)
1	Gender		
	Man	68	57
	Women	52	43
2	Ages		
	< 20	7	6
	20 – 30	34	28
	30 – 40	48	40
	>40	31	26
3	Jobs		
	Students	5	4
	Private Employee	31	26
	Entrepreneur	42	35
	PNS	21	18
	TNI/POLRI	12	10
	Others	9	8
Amount		120	100

DISCUSSION

Based on the table of research results, regarding the characteristics of the respondents of this study, in terms of gender the majority of respondents were male, that is 68 people or 57%, while respondents amounted to 32 people or 43%. In terms of age, the majority of respondents aged between 30-40 years, as many as 48 people or 40%. Respondents aged <20 years were 7 people or 6%, respondents aged 20-30 years were 34 or 28%, while those aged> 40 years were 31 people or 26%. In terms of employment, the majority of respondents are

entreprneurs who number 42 people or 35%. While those who work are students, private employees, civil servants, and the military / police. Thus, it can be concluded that the majority of consumers who decide to stay at the Namira Syariah Hotel in Yogyakarata are between 30-40 years old, male, and work as entrepreneurs.

Coefficients [a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	B		
1 (Constant)	-3,381	1,537		-2,200	0,030
Product	0,140	0,056	0,179	2,503	0,014
Price	0,327	0,104	0,245	3,150	0,002
Place/Location	0,199	0,066	0,203	3,008	0,003
Promotion	0,237	0,071	0,236	3,337	0,001
People	0,145	0,071	0,147	2,026	0,045
process	0,140	0,060	0,177	2,342	0,021
Physical Evidence	0,198	0,091	0,151	2,176	0,032

Dependent Variable: Customer Decision to Stay

Regression equation:

$$Y = -3,381 + 0,179 X_1 + 0,245 X_2 + 0,203 X_3 + 0,236 X_4 + 0,147 X_5 + 0,177 X_6 + 0,151 X_7$$

Effect of Products on Customer Behavior to Stay

Product variable (X_1) based on t test obtained a value of 2.503 with a significance value of 0.014 and a coefficient of 0.140. Because of the sig value. Obtained less than 0.05 ($p < 0.05$) it can be concluded that the product has a positive and significant effect on the customer behavior to stay. This shows that there is a positive and significant influence of the product on the customer behavior at Namira Syariah in Yogyakarta.

Effect of Price on Customer Behavior to Stay

Obtained t value for the variable price of 3.150 with a significance value of 0.002 and a coefficient of 0.327. Because of the sig value. Obtained less than 0.05 ($p < 0.05$) it can be concluded that the price has a positive and significant effect on the customer behavior.

Effect of Place/Location on Customer Behavior to Stay

Obtained t value for the place variable of 3.008 with a significance value of 0.003 and a coefficient of 0.199. Because of the sig value. Obtained less than 0.05 ($p < 0.05$) it can be concluded that the place has a positive and significant influence on the customer behavior to stay.

Effect of Promotion on Customer Behavior to Stay

Obtained t value for the promotion variable is 3.337 with a significance value of 0.001 and a coefficient of 0.237. Because of the sig value. Obtained less than 0.05 ($p < 0.05$) it can be concluded that promotion has a positive and significant influence on the customer behavior to stay.

Effect of People on Customer Behavior to Stay

Obtained t value for the variable person 2.026 with a significance value of 0.045 and a coefficient of 0.145. Because of the sig value. Obtained less than 0.05 (p <0.05) it can be concluded that people have a positive and significant effect on the customer behavior to stay.

Effect of Process on Customer Behavior to Stay

Obtained t value for procedure variable is 2,342 with a significance value of 0,021 and coefficient value is 0,140. Because of the sig value. Obtained less than 0.05 (p <0.05) it can be concluded that the procedure has a positive and significant effect on the customer behavior to stay.

Effect of Physical Evidence on Customer Behavior to Stay

Obtained t value for physical evidence variable is 2.176 with a significance value of 0.032 and a coefficient of 0.198. Because of the sig value. Obtained less than 0.05 (p <0.05) it can be concluded that physical evidence has a positive and significant effect on the customer behavior to stay.

Influence of Service Marketing Mix on Customer Behavior to Stay

Based on the calculation, it is known that the effective contribution of the product variable to the customer behavior to stay is 6.9%, the price variable for the customer behavior to stay is 13.0%, the place variable for the customer behavior to stay is 7.1%, the promotion variable for the customer behavior to stay is 8.3%, for the variable of people to stay customer behavior of 5.0%, for the procedure variable for the customer behavior to stay is 7.2% and for the physical evidence variable is 4.9%. This means that the variable that most influences the customer behavior to stay is the price variable.

CONCLUSION AND RECOMMENDATION

The most influential indicator of the decision to stay at Namira Syariah Hotel Yogyakarta is the Price indicator. This is evidenced by the value of the price indicator contribution is the largest, which is 13%.

Suggestions that can be given from the results of this research are:

1. The results of this study are limited to seven indicators, so for further research related about this research could be developed better.
2. For hotel businesses, it is expected that this research can provide input related to efforts to increase the service marketing mix in every variables of the research so that the decision to stay for all customers will also increase.

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