CHAPTER I
INTRODUCTION

A. Background

Globalization gives impact on the service industry which includes a variety of industries, including the transportation, telecommunications, banking and hospitality industries by Zeithaml and Bit (2003). The development of competition in the hotel business in Indonesia is one of the phenomena caused by globalization. A company including a hotel, must have more value that makes the company/hotel becomes different from other companies, so that the company can survive in the middle of competition.

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 Namira Syariah Hotel. This hotel is one of the hotels that puts forward the concept of sharia in its services. One of value over Namira Syariah 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 Namira Syariah Hotel can be an alternative place to stay for families. The concept of sharia carried by the Namira Syariah Hotel is interesting because the hotel operations are in the context and corridor of sharia. Namira Syariah Hotel has 25 clean and spacious rooms. It also provides several types of rooms for various needs.

The growth of the number of hotels in Yogyakarta is very rapid, both sharia hotels and public hotels. This growth makes the hotel competition in Yogyakarta is very tight. Therefore, entrepreneurs engaged in the hotel business are required to be able to compete in order to survive in the middle of competition.

The hotel industry is a service industry that combines products and services. Products sold are hotel facilities, including restaurants, room designs, and so on. While the services sold for example are hospitality and ability of employees to provide services to consumers. Services are activities or benefits offered by one other party which are basically without form and do not produce any ownership by Kotler and Armstrong (2004).

There are several things that affect the resignation of a hotel business. One of them is how the hotel can attract consumers and maintain their hotel business by providing the highest quality services so that guests/customers are satisfied with the services provided. Service is the most important thing for companies as a differentiation strategy when they sell the same product. As stated by Orlio (2005), good service can save bad food, and on the contrary delicious food does not guarantee and can save bad service. This proves that quality service is an important aspect that must be considered by the company. Service quality rests on meeting customer needs, desires and expectations. Services here are all kinds of services provided by the hotel as long as the guest or customer is located at the hotel, which includes the speed and accuracy of service, courtesy of service, understanding the needs of guests, and responding to guest complaints properly.

In relation to good quality services, hotel facilities also contribute to capturing consumers. Hotel facilities are infrastructure facilities that make it easier for consumers to carry out an activity in a hotel. Today many consumers are very critical and think smart, so they are careful in spending money. The customer will consider many factors in choosing a

product or service, including choosing hospitality services. Consumers will consider hotel facilities at the same level of hotel prices. The more complete the facilities provided by the hotel, the more satisfied the customer will be and he will continue to choose the hotel as a priority choice based on the perception he gets of the available facilities. Perceptions obtained from customer interaction with facilities affect the quality of these services in the eyes of customers by Tjiptono (2006).

In addition to facilities, the location of the hotel is also a consideration for guests who will stay. Strategic location and easy access will attract consumer's hearts, because it will make it easier for consumers to meet their lodging needs. According to Murti and Soeprihanto (1999) the location of the company is often referred as the place for the company's activities to carry out daily activities. Most hotel service users come from outside the region who have business in the serrounding area around the hotel location both for business purposes, tourism, and as a transit point while on their way. Therefore a strategic hotel location will make it easier for consumers to get access to the hotel. The location of the hotel which is close to tourist destinations or other public facilities will be a great value for the hotel. Location has the power to succeed or destroy the company's strategy explained by Heizer (2001). Based on that statement, the hospitality service provider must consider and choose a location that is able to compensate for possible changes in economic conditions, demographics, culture, competition and regulations in the future.

Good facilities certainly have a price that compensates with it. Consumers will consider prices in choosing hospitality services. Prices or rates for each hotel are different, depending on the facilities offered by each hotel. According to Gitosudarmo (2000: 228) the price is the amount of money needed to get a number of goods and certain services or a combination of both. The stay rates offered by the hotel are an attraction for hotel guests to stay at the hotel. These different rates are a form of

hotel efforts in meeting the needs and desires of consumers. Sometimes rates can change at certain times, such as when holidays or certain events.

Every hotel certainly does a promotion to offer its services to be known by many people, which in the end is aimed for attracting customers to increase hotel profits. These methods can include advertising, sales promotion, direct marketing, personal selling, and public relations. Although in general the promotion mix for goods and services is the same, service promotion often requires a certain emphasis on efforts to increase the tangibility of services said by Tjiptono (2014: 42). Yogyakarta Namira Syariah hotels do promotions through the website of hotel agents like traveloka.com, pegipegi.com, agoda.com and many more and even have their own website address.

Furthermore, the ease of procedure in staying at a hotel can be taken into consideration for guests who will stay. Consumers will certainly prefer procedures that are easy and as expected because they want the convenience of staying overnight, including at this time many consumers who prefer the concept of sharia in their activities. Lupiyoadi (2013: 98) stated that the process is a combination of all activities, consisting of procedures, work schedules, mechanisms, and other routine matters, where services are generated and delivered to consumers. All activities undertaken are a production process and will be delivered to hotel guests. At the Namira Syariah Yogyakarta Hotel, all existing processes are carried out by holding on to sharia rules.

Physical evidence is the physical environment of the company where services are created and where service providers and consumers interact, plus any tangible elements used to communicate or support the role of the service Lupiyoadi (2013: 120). The consequence of mentioning sharia hotels in Namira hotels, requires that the environment in the room or outdoors must reflect Islamic values, such as displaying wall hangings with Al Quran calligraphy, providing clean rooms as well as rooms with prayer mats/sajadah, mukenah and Al Quran.

Previous research is conducted by Wijayanto (2015) who was researching with the title The Effect of Service Marketing Mix in Choosing The Hotel Decision To Consumer Services: Studies In Grand Zuri Hotel Pekanbaru. The result is known that price, person and physical evidence variables have a significant effect while product, place, promotion and process variables do not significantly influence consumer behavior to stay.

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 Namira Syariah Hotel.

B. Problem Identification

Based on the background of the problem, it can be identified as follows:

1. Increasingly intense competition between hotels makes service quality become an important factor in providing services, including Yogyakarta's Namira Syariah Hotel.
2. Competitive stay price rates are the choice for consumers. Consumers will choose the price of stay according to their needs and desires.
3. Promotion activities that aim to offer hotel services are important. This is a consideration for consumers in making choices and using services that are good for them.
4. Each hotel certainly chooses a strategic location so that consumers can access it easily to attract consumers to stay at the hotel.

5. Every activity carried out by the hotel is a production process that will be delivered to the hotel guests. The process quality of each hotel will be a consideration for consumers in determining their choice in using hotel services.
6. Many hotels are popping up to make the service of each person be different. The appearance and attitude of their employees to consumers is important to pay attention to.
7. Physical evidence is a variety of supporting facilities to provide more value to the hotel. Physical evidence in accordance with the character of the hotel will make consumers choose according to their needs and desires in choosing hotel services.

C. Problem Limitation

Based on the problem identification, the next discussion in this study is limited to the influence of products, prices, places, promotions, people, procedures, and physical evidence of consumer behavior to stay at Namira Syariah Hotel in Yogyakarta.

D. Problem Formulation

Based on the background of the problems that have been raised, the problem can be formulated as follows:

1. Are there any Product which influences the consumer behavior to stay at Namira Syariah Hotel?
2. Is there a Price effect on consumer stays at Namira Syariah Hotel?
3. Is there a Place/Location influence on the consumer behavior to stay at Namira Syariah Hotel?
4. Is there a Promotion influence on consumer behavior to stay at Namira Syariah Hotel?
5. Are there any effect on the People to stay at a hotel in Namira Syariah Hotel?

6. Is there a Process effect on the customer behavior to stay at the hotel in Namira Syariah Hotel?
7. Is there any effect of Physical Evidence toward the customer behavior to stay at the hotel in Namira Syariah Hotel?

E. Research Objective

Based on the formulation of the problem, the objectives of this study are as follows:

1. To find out the effect of Product toward the consumer behavior to stay at Namira Syariah Hotel.
2. To find out the effect of Prices toward the customer behavior to stay at Namira Syariah Hotel.
3. To find out the effect of the Place/Location toward the consumer behavior to stay at the Namira Syariah Hotel.
4. To determine the effect of Promotion toward consumer behavior to stay at Namira Syariah Hotel.
5. To find out the effect of People toward the customer behavior to stay in consumption at Namira Syariah Hotel.
6. To find out the effect of the Process toward the consumer behavior to stays at the Namira Syariah Hotel.
7. To find out the effect of Physical Evidence toward the consumer behavior to stay at the Namira Syariah Hotel.

F. Research Benefit

This research is expected to provide academic and practical benefits.

1. Academic benefits

This research is expected to provide benefits to add insight and knowledge about marketing services at the Namira Syariah Hotel in Yogyakarta and as a reference for future researcher.

2. Practical benefits

This research is expected to provide benefits for the hotel, which are input and consideration in managing the hotel, especially those relating to Products, Prices, Promotions, Places, Processes, People, and Physical Evidence so as to maintain the number of customers and to increase the number of hotel service users.

G. Systematics of Writing

As an effort to provide a clear description of research, the systematic writing of this research is as follows:

CHAPTER I INTRODUCTION

This chapter presents the background, problem identification, problem limitation, problem formulation, research objectives, and research benefits.

CHAPTER II LITERATURE REVIEW

This chapter contains concepts and theories regarding the service marketing mix and behavior of stay as well as the formulation of hypotheses and theoretical research frameworks that underlie this research.

CHAPTER III RESEARCH METHODS

This chapter describes the operational definitions of the variables used in research, data collection methods and data analysis techniques to achieve research objectives.

CHAPTER IV RESULTS AND DISCUSSION

This chapter contains the results of the study systematically and then analyzed with the analytical techniques established and then carried out a discussion of the results of the analysis.

CHAPTER V CLOSING

This chapter contains conclusions on the results of the research and the suggestions given related to the results of the study.

CHAPTER II
LITERATURE REVIEW

A. Theoretical Review

1. Hotel

The definition of hotel according to the Minister of Transportation is a form of accommodation that is managed commercially, and is provided for everyone to obtain lodging services including services for eating and drinking (SK.Menhub.RI.No.PM10 / PW.391 / PHB-77). Another understanding of the hotel is according to Menparpostel's Decree No.KM/37/PW.340/MPPT-86 concerning Business Regulations and Classification of Hotels, in Chapter 1 Paragraph (b) states that Hotels are a type of accommodation that is used in part or in whole building for providing lodging, food and beverage services and other supporting services to the public and commercially managed. Then according to AHMA (*American Hotel and Motel Associations*), the hotel is a place where lodging, food and drinks are provided, as well as other services, for rent for guests or people who stay for a while. Some of these definitions indicate that the hotel is a service that provides services for staying, eating and drinking as well as other additional services to guests who stay.

2. Services

Service according to Kotler (2000) is something offered by a party to another party that is physically intangible and does not provide ownership. Another definition of service according to Gronroos (2000) Tjiptono (2006), is a process that consists of a series of intangible activities that usually occur in the interaction between customers and employees services and or physical resources or goods and or service provider systems provided as a solution for customer problems.

According to Kotler and Keller (2007), there are service characteristics that have an impact toward service marketing design, they are:

a. Intangibility

The nature of intangible services makes a service unable to be smell, heard, and touched, and feel the results before buying it. So, consumers will try and find information about these services, including the location of the company, track record of company performance and what will be obtained from the company if they make transactions and other things.

b. Inseparability

In general, services are produced and consumed at the same time. When someone purchases a service, the service provider is part of the service because consumers always wait until the service is produced, then the interaction between service providers and consumers is the main characteristic of service marketing.

c. Variability

The results of services vary depending on the service provider. For example, an inn provides friendly service to its guests, while other lodgings do not. It makes service buyers very careful about these differences, so they ask for opinions from others before choosing a service.

d. Perishability

Services cannot be saved. An example is transportation companies must provide more vehicles during rush hours to meet consumer's demand.

3. Consumer Service Behavior

According to Solomon (1999), Consumer service behavior is a study that studies the processes that occur when individuals or groups select, buy, use, or stop the use of products, services, ideas, or experiences in order to satisfy certain want and desires. Furthermore, Engel et al (2001) stated that consumer service behavior is a direct action to obtain, and consume products and services, including the decision process that precedes and follows this action. Kotler and Armstrong (2000) suggested

that there are two important elements of consumer behavior, namely the decision making process and physical activities.

Based on these notions, it can be concluded that consumer behavior is closely related to the decision making process to use goods or services to satisfy their needs and always act rationally. Consumers will always try to maximize their satisfaction as long as their financial capabilities meet. Consumers will tend to buy products offered as long as the marginal utility obtained from purchasing products is still greater or equal to the costs that are sacrificed.

There are several phases that consumers pass before deciding to purchase services. According to Kurtz (1998), the process of purchasing services is carried out through three phases, namely:

a. Pre purchase phase

   Decisions will be made in this phase which will be influenced by several factors including internal factors, external factors, factors of the company and risks.

b. The service counter

   Service counter is a situation where there is an interaction between consumers and service providers in real terms.

c. Post Purchase phase

   Is a condition where consumers will make an evaluation of the quality of services received. When they feel satisfied, then they will make a repeat purchase. Furthermore, consumers become loyal and will give recommendations to others. Vice versa, the consumers who feel dissatisfied will move to other service providers and will give negative recommendations to others.

4. Customer behavior

The consumption stage is at the stage of the consumer decision process, that is, consumers decide to buy services or not. The customer behavior in the Hotel business is the consumer's decision to stay at the hotel. Consumers are assets, so decisions that consumers choose in

choosing a hotel are key to the success of a hotel. Consumer decisions in choosing a hotel as a place to stay are broadly explained in consumer behavior.

According to Prawirosentono (2002), decisions can be taken carefully if supported by information related to the problem at hand. Furthermore, Cravens (1996) said that in making a decision, knowledge is needed about market needs and trends in market development, competition, and organizational competitive advantage. According to Kotler (2005) research stated that consumers will go through five stages in making a purchase. The following is the explanation of the five stages:

a. Introduction to Problems

The buying process begins when the buyer feels that he has a need that is usually triggered by internal or external stimuli. This stimulus turns into encouragement and in the end the consumer will look for objects that are known to be able to satisfy the urge.

b. Information Search

After a consumer has a desire for something, he will actively seek information or search for information then only settle it in memory. Peter and Donnelly in Tjiptono (2006) classified consumer information sources into five categories: internal sources, group sources, marketing sources, public sources, and experiential sources.

c. Alternative Evaluation

There are three basic concepts of the consumer evaluation process, namely consumers trying to meet needs; consumers seek certain benefits from product solutions; and consumers view each product as a set of attributes with different abilities in providing benefits that are used to satisfy those needs.

d. Buying decision

Consumers will form preferences for brands that are in the collection of choices. There are two factors that exist between

purchase intention and purchase decision, namely the attitude of others and unanticipated situation factors that can arise and change the purchase intention. These factors include factors of income, family, price, and benefits of the product.

e. Post-purchase behavior

After buying a product, consumers will experience a level of satisfaction and dissatisfaction. Consumer satisfaction will have implications for repurchase behavior or even recommend the product to others to buy.

5. Marketing Mix

Marketing mix is a collection of controlled tactical marketing tools that combine companies to produce the desired response in the target market. Kotler and Armstrong (2008: 62) stated that the marketing mix consists of all things that a company can do to influence the demand for its products). Furthermore according to Zeithaml, Gremler, and Wirtz in Oesman (2010: 23), the marketing mix variables include seven marketing mixes, namely product, price, place, promotion, process, people and physical evidence.

a. Products

According to Lupiyoadi (2013: 92), products are the whole concept of objects or processes that provide a number of values to consumers, not only buying physical products but also buying benefits and value from these products. The service product here is the total product. This concept is known as the concept of total products consisting of core products, expected products, augmented products, and potential products.

The product in this study is a hotel facility. Facilities in a hotel are bedrooms with all the equipment, restaurants / cafe, additional facilities (sports or entertainment facilities), and others as explained by Sulastiyono (2006). In this study the facilities in question are the facilities provided at the Yogyakarta Syariah Namira Hotel, they are

room facilities, lobby facilities, family facilities, parking lots, and prayer rooms.

b. Price

Consumer purchases are influenced by consumer income, where high income will usually be followed by large purchases, otherwise low income, the purchases made tend to be smaller. Price has two main roles in the buyer decision-making process, namely the role of allocation and the role of information stated by Tjiptono (2008). According to William J. Stanton (1994), there are three measures that determine the price, namely the price that matches the quality of a product, the price that matches the benefits of a product, and price comparison with other products.

c. Place/Location

In Lupiyoadi (2013) research said that Place/Location in services is a combination of location and decision on distribution channels). Location deals with where the company must carry out its activities. According to Tjiptono (2006) they are site selection requires careful consideration of several factors, access, the ease of reaching, visionability, the ease of viewing, traffic there are 2 things to consider, the large number of people passing can provide a great opportunity for impulse buying; congestion and congestion can be an obstacle, a large and safe parking space, expansion that is available for future expansion, the environment is the surrounding area that supports the services offered, competition is a location with similar competitors, and government regulations

d. Promotion

Traditional promotional mixes include various methods to communicate the benefits of services to potential and actual customers. These methods include advertising, sales promotion, direct marketing, personal selling, and public relations. In Tjiptono (2014) research has explained that although in general the promotion mix for goods and

services is the same, service promotion often requires a certain emphasis on efforts to increase the tangibility of services.

In promotional activities, it should be noted that the promotional mix selection consists of advertising, individual sales, sales promotion, public relations, word of mouth information, and direct mail explained by Lupiyoadi (2013: 97). Marketers can choose facilities that are considered appropriate to promote their services.

Promotional indicators in this study refer to the research of Devina, Priska and Andreani (2006), with a tittle of People's Recommendations and Discounted Prices Promo or Price Policies and from Kartini (2014) research with a tittle of Sharia-labeled Signboards and Information on Interesting Websites.

e. People

In the service industry, everyone is a part-time marketer, which means that their actions and behavior have a direct impact on the output received by customers. Therefore, every service organization must clearly determine what is expected of each employee in their interactions with customers as explained by Tjiptono (2014: 43). 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. Furthermore according to Hurriyati (2003: 62), all employee attitudes and actions have an influence on consumer perceptions or the success of service delivery.

Indicators of people in this study refer to the research of Devina, Priska and Andreani (2006) which mentioned about employee product knowledge and employees who are friendly, also to Widyaningrum (2015) research with the topic of attractive employee performance and Kartini (2014) research which explained that is when the receptionist check out greetings.

f. Process

In the service business, marketing management and operations management are closely related and difficult to distinguish clearly as explained by Tjiptono (2014: 43). Furthermore according to Lupiyoadi (2013: 98), the process is a combination of all activities, consisting of procedures, work schedules, mechanisms, and other routine matters, where services are generated and delivered to consumers.

In accordance with what was stated by Bainbridge (2003: 7) that there are three phases for a consumer to make a room order online. These phases are as follows:

a. Gathering information
   1) Enter the data needed when staying, including the destination city and the desired date.
   2) Comparing and evaluating several alternative hotels, hotel's room types or room rates.
   3) Consumers choose one type of hotel, or room type, or a certain price range, according to the conditions they want.
b. Booking a room
   1) Consumers determine one of the hotels that they want to order.
   2) Consumers choose the type of room in the hotel and the price offered.
c. Check out process
   1) Enter guest's personal data such as name, address, e-mail address, etc.
   2) Enter payment methods, such as credit card numbers or other payment methods.
   3) Ensure room bookings.

The process indicator in this study refers to Noviana research (2013), they are the check in and check out process is fast, the reservation process is easy and clear, and the payment process is easy

and researches Devina, Priska and Andreani (2006), which stated that the service process from start to finish is good, and Kartini (2014) research which said that food processing is halal.

g. Physical Evidence

One important element in the marketing mix is an effort to reduce the level of risk by offering physical evidence of service characteristics by Tjiptono (2014: 43). According to Lupiyoadi (2013: 120), physical evidence is the physical environment of the company where services are created and where service providers and consumers interact, plus any tangible elements that will be used to communicate or support the role of the service.

Physical evidence in the service industry can be divided into two types, namely the essential evidence is the decisions made by service providers regarding the design and lay-out of buildings, rooms and others, and peripheral evidence is added value which when standing alone will not mean nothing, so it only functions as a complement, but plays an important role in the service production process.

According to Zeithaml and Bitner (2003: 282), physical evidence is where services are channeled through interactions with customers and where each commodity facilitates the performance and communication of services themselves. Physical evidence is divided into exterior facilities (exterior design, markers, parking, scenery, surroundings); interior facilities (interior design, equipment, markers, layout, air quality or temperature); and other conclusive evidence (business cards, stationery, bills, reports, employee uniforms, employee appearances, brochures, web pages, forms of services in virtual form).

Indicators of physical evidence in this research refered to Kartini (2014) research of Well-designed Lobby Arrangements, clean room facilities, and there are prayer mats in each room, and Noviana

(2013) that is Attractive Interior Design and Widyaningrum (2015) about Parking Place Facilities.

B. Relevant Research Results

There has been much research that similar with this research, which make this research look stronger and more relevant.Research done by Wijayana (2017) entitled Consumer Considerations for Choosing Hotels (Study on Consumers at Swiss-Belinn Ska Pekanbaru) discussed what factors are the consideration of consumers choosing Swiss Belinn Pekanbaru hotel. This research uses qualitative methods that attempt to describe in full the description of the considerations of consumers choosing this hotel. Likewise, the variables that influence the consumer's decision to stay at the Swiss Hotel Belinn Pekanbaru are always considered by the management of Hotel Swiss Belinn Pekanbaru. In this study consumers in determining where to stay are influenced by location, facilities, prices and promotions.

Research conducted by Nasar and Manoj (2015) with the title "Purchase Decision For Apartments: A Closer Look Into The Major Influencing Factors" by using the Regression Analysis method which is operated by the number of consumers as much as 187 respondents while the data processed as much research 150 respondents. Using SPSS states that Price, quality and location have a significant positive influence on purchasing behavior.

Lempoy et al (2015) research with the title Effect of Price, Location, and Facilities on the Decision to Use Toar Lumimuut Tourist Park (Taman Eman) Sonder with a total sample of 100 respondents. Using the Regression Analysis method which is operated using SPSS multiple linear regression states that all three variables are price, location, and facilities to consumer behavior.

Devina and Andreani (2006) in their research entitled The Effect of Marketing Mix on the Buying Behavior at Susan Spa and Resort Bandungan stated that product, price, place, promotion, people, physical evidence, process has a significant positive influence on purchasing behavior. It had a total

sample of 115 respondents and used the Regression Analysis method which operated using SPSS multiple linear regression

C. Framework and Hypothesis

Service marketing mix is one of the keys to the success of service companies in achieving their goals. The right marketing mix will make consumers interested in using their services. The purchase behavior in this study is influenced by seven factors, which are product, price, place/location, promotion, people, process, and physical evidence.

1. 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).

Powers and Barrows (2003: 339) said that the hospitality industry products can be interpreted as goods and services. There are four variables that affect the quality of a room, there are the comfort of the mattress, pillow and bolster, room temperature, cleanliness of the room, and soundproof rooms by Choi and Chu (2000: 122).

The result of research done by Devina, and Andreani (2006) showed that product variables have a significant effect on purchasing behavior at Susan Spa and Resort Bandungan. Further results of Putra et al (2015) showed that products have a significant effect on purchasing behavior of service users. Then Widyaningrum (2015) research showed that products have a significant effect on consumer behavior.

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

2. **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.

Price is the amount of money charged on a product or service, or the amount of value exchanged by consumers for the benefits of having or using the product or service, according to Kotler and Armstrong (2001: 439). Consumers are very sensitive to prices, for this reason the company must adjust prices to the quality of products so consumers can decide to use services.

The results of Wijayanto (2015) research showed that prices have a significant effect on consumer behavior in choosing hotel services. Research done by Nasar and Manoj (2015) resulted on prices have a significant effect on purchasing behavior for apartments. Then Lempoy et al (2015) research stated that prices have a significant effect on the behavior to use tourism park services. Devina and Andreani (2006) research showed that prices have a significant effect on the purchasing behavior of Susan Spa and Resort Bandungan.

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

3. **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.

Kartini (2014) research results showed that location has a significant effect on hotel selection. Furthermore, Research Nasar and Manoj (2015) showed that location has a significant effect on purchasing behavior for apartments. Lempoy et al (2015) research showed that locations have a significant effect on consumer beahvior for using the services of a tourist park. Then Devina and Andreani (2006) research showed that places have a significant influence on purchasing behavior.

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

4. 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.

Promotion serves as a tool to influence consumers in marketing activities and to inform people about products or services and convince buyers in the target market of a company, channel organization, and the general public to buy goods or services mentioned by Lovelock and Wright (2004: 19).In Ching et al. (2013) research stated that interactive, lively and entertaining online advertising can influence consumer attitudes towards a product or service. A promotional activity if carried out properly can influence consumers about where and how consumers spend their income.

The results of Kartini (2014) research explained that advertising has a partial effect on consumer behavior to choose a hotel. Then the results of research done by Devina and Andreani (2006) stated that promotion influences partially on purchasing behavior.

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

5. 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.

The results of the research by Wijayanto (2015) stated that people have a significant effect on consumer behavior in choosing hotel services. The research results of Devina and Andreani (2006) stated that people have a significant effect on purchasing behavior. Furthermore Widyaningrum (2015) research also explained that people have a significant effect on consumer behavior. Then Putra et al (2015) research also showed that people have a significant influence on the purchasing behavior of service users.

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

6. 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.

The research results of Devina and Andreani (2006) showed that the process has a significant effect on purchasing decisions. Furthermore

Widyaningrum (2015) research stated that the process has a significant effect on consumer decisions. Then Putra et al (2015) research showed that the process had a significant effect on the purchasing behavior of service users. Then Okta (2012) research also showed that the process has a significant effect on consumer purchasing behavior.

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

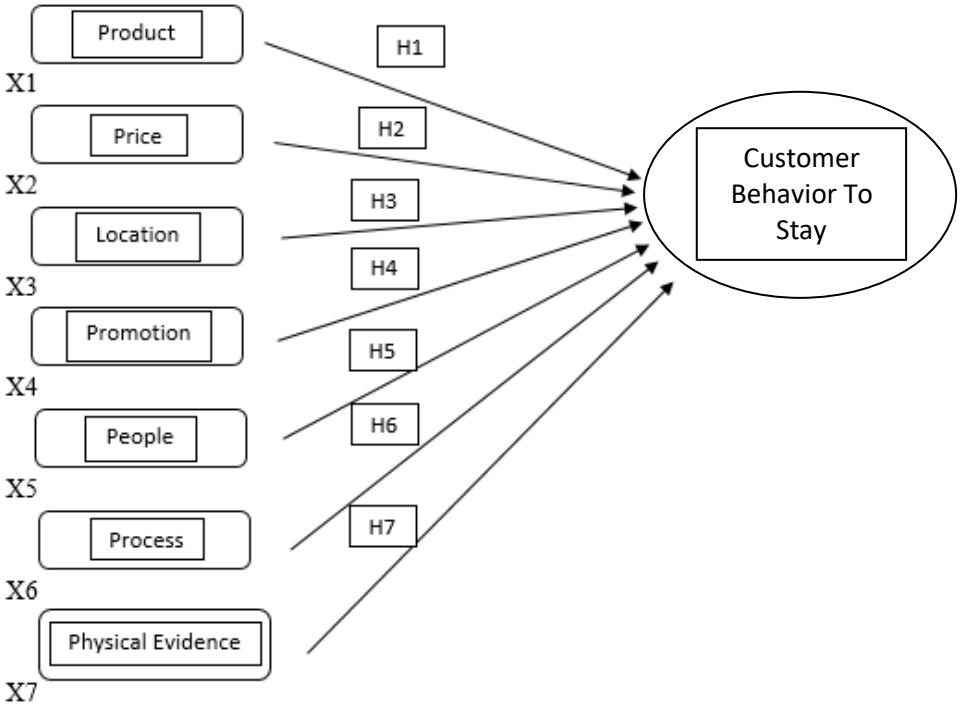
7. Effect of Physical Evidence on Consumer Behavior to Stay

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.

The results of Wijayanto (2015) research stated that physical evidence has a significant effect on consumer behavior in choosing hotel services. Furthermore, research done by Devina and Andreani (2006) also stated that physical evidence has a significant effect on purchasing behavior. Widyaningrum (2015) research also stated that physical evidence has a significant effect on consumer behavior. Then Putra et al (2015) research also stated that physical evidence had a significant effect on purchasing behavior.

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

The framework in this study is as follows:



The figure explains that the product (X1), price (X2), place (X3), promotion (X4), person (X5), process (X6), and physical evidence (X7) as independent variables and consumer behavior to stay becomes the dependent variable (Y).

CHAPTER III
RESEARCH METHODS

A. Research Time and Location

This research was conducted in June 2018. Respondents of this research are consumers of Yogyakarta Namira Syariah Hotel. Research Object is concerning the effect of service marketing mix on consumer behavior to stay at Yogyakarta Namira Syariah Hotel.

B. Type of Research

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.

C. Population, Samples and Sampling Techniques

1. 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.

2. 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), which a decent sample size in the study is between 30-500. However, if the sample members are divided into categories, each category has a minimum sample size of 30.

If 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.

3. 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.

4. Data and Sources

Data and data sources used in this study include primary data and secondary data.

a. Primary data

Primary data refers to information obtained from first hand relating to variable attributes of service, promotion, and trust for specific purposes of study by Sekaran (2006: 60). The primary data of this study are data from questionnaires distributed to consumers who stay at the Namira Syariah Hotel to obtain data related to product, price, place, promotion, people, process, physical evidence, and consumer behavior to stay at the Namira Syariah

Hotel in Yogyakarta.

b. Secondary data

Secondary data is research data obtained indirectly through intermediary media which is related what has been explained by Indriantoro et al (1999: 147). Secondary data in this study were obtained from Namira Syariah Hotel data as well as from reference books, relevant research journals, articles written in theses, official documents and the internet to be able to support this research.

5. Data Collection Techniques

Data collection is the recording of events, information or characteristics of some or all elements of the population that will support the research. Data collection techniques in this study are:

a. Questionnaire

The questionnaire is a data collection tool in the form of a series of questions posed to respondents to get answers, based on Sugiyono (2007: 163) data was collected through questionnaires that were filled directly by respondents who stayed at Namira Syariah Hotels. The questionnaire in this study was measured using Likert scale According to Sugiyono (2010: 132), the Likert scale is used to measure the attitude, opinions, and perceptions of a person or group of people about phenomenal socials.With a Likert scale, the variables to be measured are translated into indicators of variables. Likert scale generally uses five numbers of research, namely: 4 (strongly agree), 3 (agree), 2 (disagree), 1 (strongly disagree). The order of agreeing or disagreeing can also be reversed from strongly disagree to very agree based on Indriantoro and Supomo (2002: 104) research.

b. Literature review

Documentation or literature study methods are a large number of facts and data stored in material in the form of

documentation. According to Noor (2011: 141) most of the data available is in the form of reports, magazines, newspapers, internet, government or private documents and others.

6. Variables

Variables are logical groupings of two or more attributes of the object under study by Noor (2011: 47). This research consists of two variables, which are:

a. Dependent variable

The dependent variable is the variable that is affected or which is the result, because of the independent variables. The dependent variable in this study is the customer behavior to stay at the Namira Syariah Hotel in Yogyakarta (Y).

b. Independent variable

The independent variable is the variable that affects or causes the change or the emergence of the dependent variable (bound). The independent variables used in this study are products (X1), prices (X2), places/location (X3), promotions (X4), people (X5), processes (X6), and physical evidence (X7).

7. Definition of Operational Variable

In this section, the researcher will show the definition, indicator and description about the research related with how and where thesearcher got the data. So the researcher got it through the quesionare that has been spreaded out to the guests of Namira Syariah Hotel in Yogyakarta, and here are the definition and indicators related with the data:

No	Definition	Indicator	Description
1	The customer behavior to stay here is a decision to purchase a service	a) Obtain priority scale. b) Will not move. c) Provide recommendations to others.	1-4

	product, in this case is a decision making process and physical activity in an effort to assess, obtain and use Namira Syariah Hotel products or services	d) Suitability with needs	
2	Services Marketing Mix consists of products, prices, places/location, promotions, people, processes, and physical evidence.	a. Product: 1) Comfortable, clean and tidy room 2) Comfortable lobby facilities. 3) Comfortable family facilities. 4) Availability of parking area. 5) Availability of place for praying	5-9
		b. Price: 1) Prices that match the quality of a product 2) Prices that match the benefits of a product 3) Price comparison with other products	10-12
		c. Place/Location: 1) Hotel location is easy to reach. 2) Traffic flow around the hotel is smooth. 3) The hotel environment is comfortable. 4) Hotel location is close to public facilities.	13-16
		d. Promotion: 1) There is a nameplate labeled Sharia	17-20

		in the Hotel. 2) Other people's recommendations about the Hotel. 3) Information about hotels on attractive websites. 4) Namira Sharia Hotels provide promotion price policies.	
		e. People: 1) Hotel employees provide fast & precise services. 2) Hotel employees provide friendly and polite service. 3) Hotel employees understand consumer's needs. 4) Hotel employees respond to every consumer's complaint.	21-24
		f. Process: 1) Check-in and check-out process. 2) The reservation process is easy. 3) Easy and complete payment process. 4) Good service process. 5) Halal and good food processing.	25-29
		g. Physical Evidence. 1) Complete bedroom. 2) Supported restaurant/café. 3) The hotel has additional facilities.	30-32

D. Test of Research Instruments

1. Validity Test

Validity test is used to measure the validity of a questionnaire based on Ghozali (2013: 52-55). The questionnaire is said to be valid if the question in the questionnaire is able to reveal something that will be measured by the questionnaire.

Measuring the validity test can be done in three ways, which are:

a. Perform correlations between scores of questions with total construct scores. Performed by testing the significance by comparing the value of r count with r table. Besides comparing r count with r significant test tables, it can also be done through procedure tests.

   1) Take any count.
   2) Calculate the t count value with the formula:

$$t = \frac{t}{\frac{1 - r^2}{N\ 2}}$$

   3) For N = number of samples.
   4) Compare t count with t table at alpha = 0.05 and df = n-2.
   5) Because the value of t count> t table, then Ho cannot be rejected or r indeed has a positive or valid correlation.

b. Conduct bivariate correlations between each indicator score and total construct score.

c. Test with Confirmatory Factor Analysis (CFA). Confirmatory factor analysis is used to test whether a construct has unity or whether the indicators used can confirm a construct or variable.

2. Reliability Test

Reliability test aims to measure a questionnaire which is an indicator of the variable. Questionnaire becomes reliable if the answer to the statement is consistent or stable over time based on Ghozali (2013: 47). Reliability calculations use SPSS 13 by looking at the reliability

coefficients on alpha.

If reliability is less than 0.6 then it will be called as poor, while 0.7 is acceptable, and above 0.8 is good. Reliability coefficients were obtained by using the Cronbach alpha formula, if Cronbach Alpha <0.6 then it's declared unreliable and vice versa said to be reliable as explained by Suliyanto (2011: 231).

E. Classic Assumption Test

1. Normality Test

   Testing normality by looking at the Kolmogrof-Smirnov statistical test, by comparing the probability (p) obtained with a significance level. The easiest way to see residual normality is to look at the histogram chart. Normal distribution will form a diagonal straight line.

2. Multicollinearity Test

   According to Ghozali (2013: 105), the Multicollinearity Test aims to examine whether the regression model found correlation between independent variables. A good regression model should not have correlation between independent variables. If the independent variables are correlated, these variables are not orthogonal. Orthogonal variables are independent variables with correlation values between fellow independent variables equal to zero. To detect the presence or absence of multicollinearity in the regression model is elaborated as follows:

   a. If the researcher get a simple correlation coefficient that is high between a pair of explanatory variables, the high correlation coefficient is a sufficient requirement for multicollinearity. However, even low coefficients cannot be said to be free from multicollinearity, so partial correlation coefficients and simultaneous correlations among all explanatory variables need to be seen again.
   b. Multicollinearity can also be seen from the tolerance value and its opponent, variance inflation factor (VIP). These two measures

indicate which independent variables are explained by other independent variables. In a simple sense, each independent variable becomes the dependent variable (bound) and is regressed against other independent variables. Tolerance measures the variability of selected independent variables that are not explained by other independent variables. So a low tolerance value equals a high VIF value (because VIF = 1 / tolerance). The cut off value commonly used to indicate the presence of multicollinearity is the tolerance value> 0.10 (10%) or equal to the VIF value <10.

3. Heteroscedasticity Test

Heteroscedasticity test aims to test whether in the regression model there is a residual variance inequality an observation to other observations. If the residual variance from one observation to another remains constant, then it is called Homoscedasticity and if different is called Heteroscedasticity. A good regression model is Homoscedasticity or Heteroscedasticity does not occur.

One way to find out whether there is Heteroscedasticity can be done by Park test. In the park test, by regressing the natural logarithm, the residual standard squares against each independent variable. If a significant probability is above the 5% confidence level, the regression model does not contain any Heteroscedasticity based on Ghozali (2013: 141).

4. Autocorrelation Test

The autocorrelation test aims to test whether in the linear regression model there is a correlation between the interfering errors in period t with the confounding error in the period t-1 (before). To detect the presence or absence of autocorrelation, the Durbin Watson test (DW test) stated that the Durbin Watson test is only used for first-level autocorrelation (first order autocorrelation) and requires an intercept (constant) in the regression model and no more variables between independent variables (Ghozali, 2013: 111).

F. Data Analysis Techniques

1. Multiple Linear Regression Analysis

Multiple linear regression is a regression that has one dependent variable and more than one independent variable. Multiple regression in this study is used to determine the effect of product attributes, prices of places, people, processes, promotions, and physical evidence on consumer behavior in choosing the services of Namira Syariah Hotels in Yogyakarta.

2. Accuracy Test

For this test, it is using 3 kinds of test which are:

a. Determination Coefficient (R^2)

R^2 analysis (R square) or determination coefficient is used to determine how much the percentage of the contribution of the influence of the independent variables together on the dependent variable. The coefficient of determination is between zero and one. A small R^2 value means that the ability of independent variables in explaining the variation of the dependent variable is very limited. A value which is close to one means that the independent variables provide almost all the information needed to predict the variation of the dependent variable as explained in Ghozali (2013) research.

b. Simultaneous Significance (Test Statistics F)

According to Ghozali (2013: 98), F statistic test basically shows whether all independent or free variables included in the model have a joint influence on the dependent / dependent variable. To test this hypothesis, F statistics are used with decision-making criteria:

a. Quick look: if the F value counts> 4 then HO is rejected with a 5% degree, stating that all independent variables simultaneously and significantly affect the dependent variable.
b. Comparing F count with F table, if F counts> F table then HO is rejected and receives HA.

c. Hypothesis Test

a. Individual Parameter Test (Statistics t)

According Ghozali (2013: 98-99), statistical test t basically shows how far the influence of an explanatory / independent variable individually in explaining the variation of the dependent variable. The way to do the t test is as follows:

1) Quick look: if the number of degrees of freedom (df) is 20 or more, and the degree of trust is 5%, then HO which states bi = 0 can be rejected if the value of t is greater than 2, in other words, HA is accepted where an independent variable individually affects the dependent variable.
2) If the value of t counts> t table, then HA is accepted which states that an independent variable individually affects the dependent variable.

CHAPTER IV
RESULTS AND DISCUSSION

A. Research Result

1. General description of Namira Syariah Hotel in Yogyakarta

Namira Syariah Hotel in Yogyakarta is one of the hotels that puts forward the concept of sharia in its services. More value about Namira Syariah Hotel is located on Jl. Magelang 4.5 km (in front of TVRI) Yogyakarta which is a strategic location that close to the city center. The hotel has 25 clean and spacious rooms. Some of the room that this hotel has is as follows:

a. Meeting room

Namira Syariah Hotel provides 2 meeting rooms for guest's needs, whether for business, family, or any guest needs. Meeting room capacity includes 40 people.

b. Other facility

Mosque, prayer rug, qibla direction guide, mukena and sarong in the prayer room, free Wifi, lobby room, free breakfast, and mineral water.

c. Type of rooms

1) Standard room

Standard room facilities include Double bed / twin, TV, AC, Hanger, Wardrobe / Wardrobe, Shower, Towel, Prayer Mat, Sink, Toilet, Shampoo & Soap, and Mineral water.

2) Family room (for 3 guests)

Facilities provided in family room for 3 guests include Duble bed + single, TV, AC, Hanger, Wardrobe / Wardrobe, Chair, Trash can, Night Lamp, Bath Up, Shower, Towel, Prayer Mat, Sink, Toilet, Shampoo & Soap, and Mineral water.

3) Family room (for 4 guests)

Facilities provided in family room for 4 people include double beds, TV, AC, Hanger, Wardrobe / Wardrobe, Shower, Bath Up, Towel, Prayer Mat, Sink, Toilet, Chairs, Trash Can, Night Lamp, Mineral Water, and Shampoo & Soap..

2. General Description of Research Respondents

The following is a table of characteristics of research respondents.

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

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 entrepreneurs 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.

3. **Data Analysis Test Results**

   a. **Normality Test Data**

Normality test aims to test whether the regression model of the dependent variable and the independent variables both have a normal distribution or not. The results of normality testing can be seen in the following table:

Table 4.2. Data Normality Test Result

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		120
Normal Parameters (a,b)	Mean	0,0000000
	Std. Deviation	1,50043260
Most Extreme Differences	Absolute	0,049
	Positive	-0,047
	Negative	-0,049
Kolmogotov-Smirnov Z		0,537
Asymp. Sig. (2-tailed)		0,935

a. Test distribution is normal
b. Caculated from data

Based on the results of the normality test using the Kolmogorov-Smirnov test it can be seen that the significance value of the regression model residual value is 0.935. Because the resulting significance value is greater than $\alpha = 0.05$ ($p > 0.05$) it can be concluded that the distribution of data in this study is normally distributed.

   b. **Multicollinearity Test**

Multicollinearity test aims to test whether the regression model found a correlation between independent variables. A good regression

model should not have a correlation between the independent variables. The multicolinearity test results are listed in the following table:

Table 4.3. Multicollinearity Test Result

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-3,381	1,537		-2,200	0,030		
	Product	0,140	0,056	0,179	2,503	0,014	0,829	1,206
	Price	0,327	0,104	0,245	3,150	0,002	0,701	1,426
	Place/Location	0,199	0,066	0,203	3,008	0,003	0,934	1,071
	Promotion	0,237	0,071	0,236	3,337	0,001	0,847	1,181
	People	0,145	0,071	0,147	2,026	0,045	0,810	1,234
	Process	0,140	0,060	0,177	2,342	0,021	0,748	1,337
	Physical Evidence	0,198	0,091	0,151	2,176	0,032	0,887	1,127

a. Dependent Variable: Customer Behavior to Stay

For each independent variable obtained Tolerance value > 0.1 and VIF value <10 values, it can be concluded that there is no multicollinearity between independent variables.

c. Autocorelation Test

The autocorrelation test in this study uses the Durbin Watson test (DW test), the Durbin Watson test is only used for first-level autocorrelation (first order autocorrelation) and requires the intercept (constant) in the regression model and no more variables between the independent variables. Based on the results of autocorrelation testing with SPSS 13, the results of the analysis are as follows:

Table 4.4. Autocorelation Test Result

Model Summary [b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson
1	0,724[a]	0,524	0,494	1, 54661	1,883

a. Predictors: (Constant), Product, Price, Place/Location, Promotion, People, Process, Physical Evidence
b. Dependent Variable: Customer Behavior to Stay

The number of data in this study were 120 with 7 independent variables, so the du value was 1.827 and dl was 1.581. The durbin watson value generated in this study was 1,883. Because the value of durbin watson is between du (1,827) to 4-du (2,173), the equation in this study does not occur autocorrelation symptoms.

d. Heterocedacity Test

Based on the results of heteroscedasticity test, the results of the analysis are as follows:

Table 4.5. Heterocedacity Test Result

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,887	1,980		3,984	0,000
	Product	-0,114	0,072	-0,153	-1,589	0,115
	Price	-0,032	0,134	-0,025	-0,241	0,810
	Place/Location	-0,110	0,085	-0,117	-1,293	0,199
	Promotion	-0,096	0,092	-0,100	-1,053	0,295
	People	-0,078	0,092	-0,082	-0,846	0,400
	process	-0,066	0,077	-0,087	-0,861	0,391
	Physical Evidence	-0,190	0,117	-0,150	-1,618	0,109

a. Dependent Variable: LNRES2

From the results above it can be seen that the significance value for each independent variable is greater than 0.05 (p> 0.05) so it is concluded that heteroscedasticity does not occur.

4. Multiple Linear Regression Analysis

The amount of change in the dependent factor (Y) due to changes in the independent factor (X) can be partially explained by the regression equation obtained. Based on the results of calculations, the results obtained are as shown in the Table:

Table 4.6. Multiple Linear Regression Analysis Result

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,724[a]	0,524	0,494	1,54661

a. Predictors: (Constant), Product, Price, Place/Location, Promotion, People, Process, Physical Evidence

The coefficient of determination (R^2) of 0.524 indicates that Products, Prices, Places, Promotions, People, Procedures, and Physical Evidence together contribute to the influence of the customer behavior to stay of 52.4%.

5. Hypothesis Test

Hypothesis test is created to test the hypothesis that has been made and see how much influence the quality of service, facilities, and location on the customer behavior to stay. Hypothesis testing is done by examining the influence of each variable on the customer behavior to stay (in t test) and the influence of product, price, place, promotion, person, process, and physical evidence together on the customer behavior to stay (in F test).

Table 4.7. Hypothesis Test Result (F Test)

ANOVA [b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	295,087	7	42,155	17,623	0,000[a]
	Residual	267,904	112	2,392		
	Total	562,992	119			

a. Predictors: (Constant), Product, Price, Place/Location, Promotion, People, Process, Physical Evidence
b. Dependent Variable: Customer Decision to Stay

In the above table shows the results that for multiple regression models using F test shows the F value calculated at 17.663 with sig value. Equal to 0,000. Because of the sig value. Smaller than 0.05, it can be concluded that the variables of Product, Price, Place, Promotion, Person, Procedure, and Physical Evidence together influence the customer behavior to stay.

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

a. Dependent Variable: Customer Decision to Stay

Regression equation:

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

6. t Test

a. Obtained t value for the product variable is 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 customer behavior to stay.

b. 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 prices have a positive and significant effect on customer behavior to stay.

c. 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 effect on customer behavior to stay.

d. 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 effect on customer behavior to stay.

e. Obtained t value for the variable people 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 customer behavior to stay.

f. Obtained t value for process 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 customer behavior to stay.

g. 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 customer behavior to stay.

B. Discussion

In this discussion section, the researcher will discuss each of the variable that has been tested based on the data collected, the result are as follows:

1. Effect of Products on Customer Behavior to Stay

Product variable (X1) 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.

Hotel guests, when staying overnight will get physical and non-physical products. Products (services) will affect hotel guests to stay, if they have advantages or uniqueness different from other products owned by other hotels. Therefore, it is important for the hotel to improve the quality of products (services) they have to attract consumers. The product is a form of service organization offering aimed at achieving organizational goals through satisfying the needs and desires of customers. In this context, products can be anything (both physical and non-tangible) that can be offered to potential customers to meet certain needs and desires which based on study of Tjiptono (2014: 42). In the hospitality industry, products can be interpreted as goods and services stated by Powers and Barrows (2003: 339). These include guest rooms, lobbies, room facilities and also all services available.

The results of this study are also in line with the research of Devina and Andreani (2006) that to increase the customer behavior to stay one of

the ways that can be done is to increase the product. This is the same as other studies, namely the research of Putra (2015) that the product has a significant effect on the purchasing behaviors of service users. And research Widyaningrum (2015) products have a significant influence on customer behavior.

Based on the above description, it can be concluded that the first hypothesis of this study can be proven based on statistical results. This indicates that the better the products provided by the Namira Syariah Hotel in Yogyakarta, the customer behavior to stay will increase.

2. 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.

Pricing strategies are very significant in providing value to consumers and affecting product image, and customer behavior to buy (Lupiyoadi (2013: 95). Pricing is also related to income and also influences the demand for marketing channels. Consumers will be very sensitive to product prices (services) to be purchased. The higher the price, the consumer will discourage or reduce the desire to use the service so that the customer behavior to use will decrease, and mean while if the price decreases then the customer behavior to use will increase.

The valuation of the prices of each consumer is different. High prices but with product quality that is in accordance with the prices and benefits of the products provided according to the needs and desires of consumers, consumers will also want to buy the product (service). But back again that the assessment of the price of each consumer is different, so to increase the customer behavior to stay, one of the ways that can be done is determining the right price.

The results of this study are in line with Wijayanto (2015) research that has a significant effect on consumer behavior in choosing hotel services and Devina and Andreani (2006) research which shows that prices have a significant effect on the purchase behavior of Susan Spa and Resort Bandungan. Likewise with research Nasar and Manoj (2015) prices have a significant effect on purchasing behavior for apartments. Then Lempoy et al (2015) research also shows that the price of a price effect has a significant effect on the behavior to Use Tourist Park Services.

Based on the above description, it can be concluded that the second hypothesis of this study can be proven based on statistical results. This indicates that the better the price provided by Namira Syariah Hotel, the customer behavior to stay will increase.

3. 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.

Strategic location and easy to reach will make it easier for consumers to remember an object or place based on study of Tjiptono (2002: 92). The better the location will increase the customer behavior. Similarly, the decline in location quality will decrease the customer behavior.

The location of Namira Syariah Hotel which is placed/located in the middle of the city and the main street of Yogyakarta City has been able to attract consumers or hotel guests to stay because of its strategic location. In this case a good and strategic location for the needs and desires of consumers will certainly be able to improve the behavior of consumers to stay overnight.

The results of the study are in line with Kartini (2014) research which shows that location has a significant effect on hotel selection behavior. Research Nasar and Manoj (2015) location has a significant effect on

purchasing behavior for apartments. Research by Lempoy et al (2015) also shows that location has a significant effect on consumer behavior using the services of a tourist park.

Then Devina and Andreani (2006) research also shows that places have a significant influence on purchasing behavior. That the third hypothesis of this study can be proven based on statistical results. This indicates that the better the location or location given by the Namira Syariah Hotel in Yogyakarta, the customer behavior to stay will increase.

4. 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.

Promotion is a type of communication that provides explanations that convince potential consumers of goods and services based on research of Alma (2000). The purpose of promotion is to get attention, educate, remind, and convince potential consumers. A promotional activity if carried out properly can influence consumers about where and how consumers spend their income. Namira Syariah Hotel that promotes from using the website, providing room rental promo pricing policies, and through mass media advertisements. Also consumers who have stayed overnight provide recommendations to their relatives because they are satisfied staying at the Namira Syariah Hotel.

Improving hotel promotion will be able to improve consumer behavior, because the right target promotion is as expected. According to Tjiptono (2014: 42), in service promotion often requires a certain emphasis on efforts to increase the appearance of service tangibility. The results of Kartini (2014) research have a significant effect on consumer

behavior in choosing a hotel. The research of Devina and Andreani (2006) promotion has a significant effect on customer behavior.

The results of this study prove that the fourth hypothesis of this study can be proven based on statistical results. This indicates that the better the promotion given by the Namira Syariah Hotel in Yogyakarta, the customer behavior to stay will increase.

5. 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.

People are all human beings involved in providing services and thus affect the perception of buyers, namely, company personnel, consumers and others in the service environment stated by Zeithaml (2006). Whereas Hurriyati (2003: 62) suggests that all employee attitudes and actions, even employee attire and employee appearance have an influence on consumer perceptions or the success of service delivery. Employees who are able to provide excellent service to guests will provide guests with satisfaction.

The results of this study are in line with Wijayanto (2015) research opinion which shows that people have a significant effect on consumer behaviors in choosing hotel services. Furthermore, Devina and Andreani (2006) research also shows that people have a significant influence on purchasing behaviors. Widyaningrum (2015) research also shows that people have a significant influence on consumer behaviors. Then Putra (2015) research also showed that people have a significant influence on purchasing behavior of service users.

Based on the description, it can be said that the fifth hypothesis of this study can be proven based on statistical results. This indicates that the better people who are in the Namira Syariah Hotel in Yogyakarta, the customer behavior to stay will increase.

6. **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.

The process is to create and provide services to consumers, is a major factor in the service marketing mix because service consumers will view the service delivery system as part of the service itself stated by Payne (2008). Through this process consumers or hotel guests will be able to assess the hotel. Good and smooth processes will make consumers happy. This will thus influence consumer behaviors. All processes that exist in Yogyakarta's Namira Syariah Hotel are carried out by holding on to the rules of sharia.

The results of this study are in line with the research opinions of Devina and Andreani (2006) the process has a significant effect on purchasing behaviors. Widyaningrum (2015) research also shows that the process has a significant effect on consumer behaviors. Then Putra (2015) research processes significantly influence the purchasing behaviors of service users. This proves that the sixth hypothesis can be proven based on statistical results. This indicates that the better the process given by the Namira Syariah Hotel in Yogyakarta, the customer behavior to stay will increase.

7. **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.

Physical evidence is something that significantly contributes to consumer behavior to buy and use service products offered as stated by Hurriyati (2010). Furthermore, according to Tjiptono (2014: 43) one of the efforts to reduce the risk perceived by customers in their purchasing behaviors, one of the paths taken is to offer physical evidence of service characteristics. Furthermore, according to Zaithaml and Bitner (2000: 20), this physical evidence is something that significantly contributes to consumer behavior to buy and use the service products offered.

The results of this study are in line with Wijayanto (2015) research opinion physical evidence has a significant effect on consumer behaviors in choosing hotel services. Then the results of Devina and Andreani (2006) research show that physical evidence has a significant effect on purchasing behaviors. Furthermore, the results of Widyaningrum (2015) research showed that physical evidence has a significant effect on consumer behaviors.

Based on the description, the seventh hypothesis can be proven based on statistical results. This indicates that the better the physical evidence provided by the Namira Syariah Hotel in Yogyakarta, the customer behavior to stay will increase.

8. 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.

Marketing mix is a collection of controlled tactical marketing tools that combine companies to produce the desired response in the target market which it was stated by Lupiyoadi (2001). The marketing mix consists of all things that a company can do to influence the demand for its products stated by Kotler and Armstrong (2008: 62). All elements of the marketing mix found in Yogyakarta's Namira Syariah Hotel will be able to influence the demand for Namira Syariah Hotel products or influence customer behavior to stay in Namira Syariah Hotel in Yogyakarta.

The results of this study are in line with the opinion of Wijayanto (2015) that the variables of product, price, place, promotion, people, process, and physical evidence together can increase overnight despair. This is that the eighth hypothesis can be proven based on statistical results. This indicates that the better the product, price, place, promotion, process, people, and physical evidence provided by the Namira Syariah Hotel in Yogyakarta, the customer behavior to stay will increase.

CHAPTER V
CONCLUSIONS AND RECOMMENDATIONS

A. Conclusions

Based on the results of the research, it can be concluded as follows:

1. Obtained t value for the Product variable is 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 customer decisions.
2. Obtained t value for the Price variable 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 prices have a positive and significant effect on customer decisions.
3. Obtained t value for the Place/Location 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 effect on customer decisions.
4. 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 effect on customer decisions.
5. Obtained t value for the People variable 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 customer decisions.
6. Obtained t value for Process 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 customer decisions.
7. 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 customer decisions.

8. 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%.

B. Limitations of Research

Although this research has been designed and implemented as well as possible, there are still some limitations, which are:

1. This research focusing to applies the survey method with instrument in the form of a questionnaire only, so the conclusions that has been taken are only based on the data collected through the instrument of the questionnaire.
2. This research time is only focus in one year (2018) at Namira Syariah Hotel Yogyakarta.

C. Suggestions

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 service marketing mix influence the decision to stay could hopefully 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. Which are:
    a. Product

    Hopefuly, the hotel business could maintain the quality of product so that it could interest more customer to buy some of them and increasing the profit of the hotel.

b. Prices

For future effort of pricing the current price of the hotel business, it would be very great if the hotel could include the right price for the target of the hotel's customers.

c. Promotion

To have a known well hotel, promotion could be held through any of the media that the hotel could effort. Because some of way to make the hotel is well known is by through the good promotion of the hotel itself.

d. Place/Location

The place/location of the hotel must be strategic and provide benefits for customers who will stay there.

e. Process

The process of the hotel to run their procedures of any kind of services that the hotek have must be flexible, fast, and not too difficult to do. Because there is something that makes customers feel uncomfortable if the process of the services is not as expected.

f. People

For people who workin the hotel, hopefuly could give hospitality more often to customers and not just doing their job as an employee in a hotel.

g. Physical Evidence

For the physical evidence, hopefuly the hotel could be able to maintain the quality of whatever stuff that exist in the hotel. Such as the cleanliness and quality of the room, lobby, bathroom, bed, and many more.

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APPENDIX 1

KUESIONER
PENGARUH BAURAN PEMASARAN JASA TERHADAP KEPUTUSAN MENGINAP PADA HOTEL SYARIAH NAMIRA YOGYAKARTA

Dengan hormat,

Dalam rangka penyusunan skripsi yang menjadi salah satu syarat untuk menyelesaikan Program Sarjana (S1) pada Fakultas Ekonomi Universitas Islam Indonesia, maka saya mohon kesediaan Saudara untuk menjawab beberapa pertanyaan pada kuesioner berikut ini.

Kuesioner ini bertujuan untuk mendapatkan informasi mengenai pengaruh bauran pemasaran jasa terhadap keputusan menginap pada Hotel Syariah Namira Yogyakarta.

Identitas jawaban Saudara akan saya jaga kerahasiaannya sesuai dengan kode etik. Saya ucapkan terimakasih atas kesediaan Saudara dalam meluangkan waktu untuk mengisi kuesioner ini.

Hormat Saya,
Ramadian Sigit

DATA RESPONDEN

1. No Kuesioner : ……. (diisi petugas)
2. Nama : ……. (boleh tidak diisi)
3. Jenis Kelamin :
   - ☐ Laki – laki
   - ☐ Perempuan
4. Usia :
   - ☐ < 20 tahun
   - ☐ 30-40tahun
   - ☐ 20-30 tahun
   - ☐ >40 tahun
5. Pekerjaan :
   - ☐ Pelajar/Mahasisa
   - ☐ Pegawai Swasta
   - ☐ PNS
   - ☐ TNI/POLRI
   - ☐ Lainnya.....

Petunjuk Pengisian

1. Jawablah masing-masing pernyataan di bawah ini sesuai dengan penilaian Saudara mengenai "Pengaruh Bauran Pemasaran Jasa terhadap Keputusan Konsumen Menginap di Hotel Syariah Namira"
2. Pilihlah salah satu jawaban dari kelima alternatif jawaban yang sesuai dengan cara memberikan tanda centang (√) pada salah satu kolom pada jawaban yang tersedia dan berilah alasan dari jawaban yang Saudara pilih.
3. Keterangan jawaban sebagai berikut:
4.

   ☒ **STS ; Sangat Tidak Setuju.**

   ☒ **TS : Tidak Setuju.**

   ☒ **S : Setuju.**

   ☒ **SS : Sangat Setuju.**

No	Pernyataan	STS	TS	S	SS
	KEPUTUSAN MENGINAP				
1	Hotel Syariah Namira menjadi Prioritas utama saya dalam memilih tempat menginap				
2	Saya merasa nyaman menginap di Hotel Syariah Namira dan enggan berpindah ke tempat lain				
3	Saya akan memberikan rekomendasi kepada orang untuk menginap di Hotel Syariah Namira				
4	Saya menginap di Hotel Syariah Namira karena hotel ini sesuai dengan kebutuhan saya				
	PRODUK				
5	Kamar pada Hotel Syariah Namira nyaman, bersih dan rapi untuk dipakai				
6	Fasilitas lobi Hotel Syariah Namira nyaman.				
7	Fasilitas keluarga Hotel Syariah Namira nyaman.				
8	Tersedianya tempat parkir yang memadai di Hotel Syariah Namira				
9	Tersedianya Mushola yang memadai di Hotel Syariah Namira				
	HARGA				
10	Harga menginap di Hotel Syariah Namira sesuai dengan kualitas hotel yang diberikan				
11	Harga menginap di Hotel Syariah Namira yang sesuai dengan manfaat pelayanan yang diberikan				
12	Perbandingan harga menginap di Hotel Syariah Namira lebih murah dibandingkan dengan hotel lain				
	TEMPAT				
13	Lokasi Hotel Syariah Namira mudah dijangkau				
14	Arus lalu lintas di kawasan Hotel Syariah Namira lancar				
15	Lingkungan sekitar Hotel Syariah Namira nyaman.				
16	Lokasi Hotel Syariah Namira dekat dengan fasilitas umum.				
	PROMOSI				
17	Adanya Papan nama berlabel Syariah pada Hotel Syariah Namira				
18	Rekomendasi orang lain tentang Hotel Syariah Namira sangat banyak				
19	Informasi mengenai Hotel Syariah Namira di *website* menarik				
20	Hotel Syariah Namira memberikan Kebijakan harga promo				
	ORANG				
21	Karyawan Hotel Syariah Namira cepat dan tepat dalam memberikan pelayanan kepada para tamu.				
22	Para karyawan dalam memberikan pelayanan kepada para tamu Hotel Syariah Namira ramah dan sopan.				

23	Karyawan mengerti akan kebutuhan para tamu Hotel Syariah Namira				
24	Pihak hotel merespon setiap keluhan setiap tamu Hotel Syariah Namira dengan baik.				
	PROSEDUR/PROSES				
25	Proses check in dan check out di Hotel Syariah Namira cepat				
26	Proses *reservasi* di Hotel Syariah Namira mudah				
27	Proses pembayaran di Hotel Syariah Namira mudah (dapat dilakukan secara tunai, debit atau *credit card)*				
28	Proses pelayanan dari awal hingga akhir di Hotel Syariah Namira baik				
29	Pengolahan makanan di Hotel Syariah Namira dijamin kehalalannya				
	BUKTI FISIK				
30	kamar tidur di Hotel Syariah Namira lengkap				
31	Hotel Syariah Namira didukung oleh restoran/*caffe*				
32	Hotel Syariah Namira memiliki fasilitas tambahan (fasilitas olahraga atau hiburan), dan lain–lain.				

APPENDIX 2

Respondent Characteristics and Questionnaire Answers

DATA KARAKTERISTIK RESPONDEN

No	Jenis Kelamin	Usia	Pekerjaan
1	1	4	6
2	1	4	3
3	2	2	3
4	2	2	3
5	1	3	5
6	2	2	3
7	2	2	3
8	2	4	4
9	2	2	3
10	2	2	4
11	1	3	5
12	2	2	4
13	1	4	2
14	1	3	5
15	2	2	4
16	1	3	5
17	1	3	5
18	1	3	5
19	1	3	6
20	2	4	4
21	2	2	4
22	1	3	5
23	1	2	2
24	2	2	3
25	1	3	6
26	2	4	2
27	2	2	3
28	2	2	3
29	1	3	3
30	1	2	2
31	2	3	2
32	2	4	2
33	2	3	2
34	1	3	4
35	1	3	3

No	Jenis Kelamin	Usia	Pekerjaan
36	2	3	4
37	2	3	5
38	2	4	3
39	1	3	3
40	1	3	4
41	1	3	3
42	1	1	1
43	1	3	4
44	1	3	3
45	2	4	6
46	1	4	4
47	2	4	6
48	1	2	2
49	1	3	4
50	1	3	4
51	1	3	3
52	1	2	3
53	2	3	5
54	2	3	5
55	1	4	6
56	2	3	5
57	2	4	3
58	1	3	3
59	2	4	3
60	2	1	1
61	2	3	3
62	1	2	3
63	1	3	3
64	1	3	3
65	2	3	3
66	2	3	3
67	1	1	1
68	1	4	2
69	2	3	3
70	1	3	5
71	1	4	2
72	1	2	2
73	1	1	2
74	2	3	3
75	1	3	4
76	2	1	1
77	2	1	2
78	2	2	2
79	2	2	2

No	Jenis Kelamin	Usia	Pekerjaan
80	2	2	2
81	2	2	2
82	1	3	4
83	1	4	6
84	1	4	3
85	1	4	6
86	1	4	2
87	1	4	4
88	2	4	2
89	1	3	2
90	1	2	2
91	1	4	2
92	1	4	3
93	2	3	3
94	2	2	2
95	1	2	3
96	1	2	2
97	1	2	3
98	1	2	2
99	1	2	2
100	1	2	3
101	2	2	2
102	1	3	4
103	2	4	2
104	1	1	1
105	1	3	3
106	2	3	3
107	2	3	3
108	1	4	4
109	1	2	2
110	1	3	3
111	1	3	3
112	1	3	4
113	1	3	3
114	1	4	3
115	2	4	6
116	2	4	2
117	2	2	2
118	2	2	3
119	2	4	4
120	1	4	4

Description :

Gender:	Ages:	Jobs:
1. Male	1. < 20 years old	1. Students
2. Female	2. 20-30 years old	2. Employees
	3. 30-40 years old	3. Entrepreneur
	4. > 40 years old	4. PNS
		5. TNI/POLRI
		6. Others

DATA PENELITIAN

No	Decision to Stay				Total	Product					Total	Price			Total
	KM1	KM2	KM3	KM4		P1	P2	P3	P4	P5		H1	H2	H3	
1	2	2	3	3	**10**	3	3	3	3	3	**15**	2	3	2	**7**
2	4	4	3	4	**15**	4	4	2	2	4	**16**	3	3	4	**10**
3	3	3	3	3	**12**	3	3	3	4	3	**16**	3	2	2	**7**
4	3	4	4	3	**14**	3	4	3	3	3	**16**	4	4	2	**10**
5	2	4	4	3	**13**	3	3	3	3	3	**15**	3	3	3	**9**
6	3	3	4	3	**13**	3	3	3	3	3	**15**	2	3	2	**7**
7	3	3	3	3	**12**	3	3	4	3	3	**16**	3	3	2	**8**
8	4	4	3	4	**15**	4	4	4	4	3	**19**	4	3	3	**10**
9	3	3	2	4	**12**	3	3	3	4	3	**16**	2	3	3	**8**
10	3	3	3	3	**12**	3	3	3	4	3	**16**	3	3	3	**9**
11	4	4	4	4	**16**	3	3	3	4	3	**16**	4	4	4	**12**
12	3	4	3	2	**12**	2	2	2	2	2	**10**	3	3	3	**9**
13	4	4	2	3	**13**	2	2	2	2	3	**11**	3	2	2	**7**
14	3	3	3	2	**11**	2	3	2	3	2	**12**	2	2	3	**7**
15	4	3	4	4	**15**	3	3	3	3	3	**15**	3	3	3	**9**
16	3	3	3	3	**12**	3	3	3	3	3	**15**	3	2	2	**7**
17	4	4	4	3	**15**	3	3	3	3	3	**15**	4	4	3	**11**
18	3	3	4	3	**13**	3	3	4	3	3	**16**	3	3	2	**8**
19	3	3	4	3	**13**	4	4	4	4	3	**19**	3	2	2	**7**
20	4	4	4	2	**14**	4	3	4	3	3	**17**	4	3	4	**11**
21	3	4	3	4	**14**	3	2	2	3	3	**13**	3	3	3	**9**
22	4	4	4	4	**16**	3	4	4	4	4	**19**	3	4	3	**10**
23	4	3	4	2	**13**	3	3	2	3	3	**14**	2	4	2	**8**
24	3	3	3	2	**11**	3	3	3	3	3	**15**	3	4	2	**9**
25	2	4	2	4	**12**	3	3	4	4	3	**17**	3	3	4	**10**
26	3	4	4	4	**15**	3	3	3	3	3	**15**	3	3	3	**9**
27	3	2	2	2	**9**	3	3	3	3	3	**15**	3	3	3	**9**
28	4	3	4	3	**14**	3	3	4	4	4	**18**	4	4	4	**12**
29	4	3	4	4	**15**	4	4	4	4	4	**20**	3	4	3	**10**

No	Decision to Stay				Total	Product					Total	Price			Total
	KM1	KM2	KM3	KM4		P1	P2	P3	P4	P5		H1	H2	H3	
30	3	4	4	4	**15**	4	4	4	4	4	**20**	3	3	3	**9**
31	4	4	3	4	**15**	4	4	4	2	2	**16**	4	4	4	**12**
32	4	4	4	4	**16**	1	1	2	2	2	**8**	4	4	4	**12**
33	3	3	3	4	**13**	2	3	3	3	2	**13**	3	3	3	**9**
34	4	4	4	4	**16**	4	4	4	4	3	**19**	4	4	4	**12**
35	4	3	4	4	**15**	2	3	2	3	2	**12**	2	2	2	**6**
36	3	3	3	3	**12**	3	3	3	4	4	**17**	3	4	3	**10**
37	4	3	3	4	**14**	4	2	4	2	3	**15**	3	3	3	**9**
38	3	4	3	3	**13**	3	3	3	4	4	**17**	3	4	3	**10**
39	3	3	4	4	**14**	3	3	3	3	3	**15**	4	4	4	**12**
40	2	3	3	4	**12**	3	4	4	4	4	**19**	4	3	3	**10**
41	4	4	4	3	**15**	4	4	4	4	4	**20**	4	4	3	**11**
42	4	3	4	4	**15**	3	3	2	3	3	**14**	4	3	4	**11**
43	2	4	3	4	**13**	4	4	4	4	4	**20**	4	3	4	**11**
44	4	4	4	4	**16**	4	4	4	4	4	**20**	4	3	4	**11**
45	2	4	3	4	**13**	2	3	3	3	2	**13**	3	3	3	**9**
46	3	3	3	3	**12**	4	3	3	4	4	**18**	3	4	3	**10**
47	4	4	3	3	**14**	3	2	3	3	2	**13**	2	4	4	**10**
48	4	4	2	2	**12**	3	4	4	4	4	**19**	3	3	3	**9**
49	3	3	4	4	**14**	3	3	3	3	3	**15**	3	2	3	**8**
50	4	4	3	3	**14**	3	3	3	3	3	**15**	3	3	3	**9**
51	4	4	4	4	**16**	4	3	4	4	3	**18**	4	4	2	**10**
52	4	3	3	3	**13**	3	3	4	3	3	**16**	2	3	3	**8**
53	4	4	4	2	**14**	2	3	3	3	2	**13**	1	3	4	**8**
54	2	4	2	3	**11**	3	4	2	2	2	**13**	2	3	2	**7**
55	1	3	2	2	**8**	3	3	2	3	2	**13**	3	2	3	**8**
56	2	4	2	4	**12**	4	3	3	3	4	**17**	3	4	4	**11**
57	4	4	4	4	**16**	3	3	3	3	3	**15**	3	3	4	**10**
58	3	2	3	2	**10**	3	3	3	3	3	**15**	2	2	2	**6**
59	2	2	3	2	**9**	2	2	2	2	2	**10**	4	3	4	**11**
60	2	2	3	3	**10**	3	3	4	4	4	**18**	4	2	2	**8**
61	4	4	3	3	**14**	3	4	4	4	4	**19**	4	2	4	**10**
62	2	3	3	3	**11**	3	3	2	2	2	**12**	3	4	3	**10**
63	4	4	4	4	**16**	4	4	2	2	4	**16**	3	4	4	**11**
64	2	4	2	2	**10**	4	2	4	2	4	**16**	3	4	1	**8**
65	2	2	3	2	**9**	3	3	4	2	4	**16**	2	2	3	**7**
66	4	3	4	2	**13**	2	3	2	2	3	**12**	3	3	2	**8**
67	2	2	3	4	**11**	2	2	3	3	2	**12**	3	3	2	**8**
68	2	2	3	3	**10**	4	4	2	3	2	**15**	3	3	2	**8**
69	4	4	3	3	**14**	4	4	2	2	3	**15**	3	4	1	**8**
70	2	2	2	2	**8**	2	3	3	2	2	**12**	4	4	2	**10**
71	2	3	2	1	**8**	2	3	3	2	1	**11**	2	3	2	**7**
72	2	2	2	2	**8**	2	2	3	3	2	**12**	3	3	2	**8**

No	Decision to Stay				Total	Product					Total	Price			Total
	KM1	KM2	KM3	KM4		P1	P2	P3	P4	P5		H1	H2	H3	
73	3	3	2	4	**12**	4	4	2	2	4	**16**	3	2	2	**7**
74	2	3	2	3	**10**	4	3	4	3	4	**18**	3	3	3	**9**
75	2	4	3	2	**11**	2	2	2	2	3	**11**	2	3	3	**8**
76	4	4	3	2	**13**	4	4	3	3	3	**17**	3	2	2	**7**
77	2	4	4	4	**14**	3	3	4	4	4	**18**	4	3	4	**11**
78	2	3	4	4	**13**	2	3	2	2	3	**12**	4	3	2	**9**
79	2	2	3	3	**10**	2	2	3	3	2	**12**	4	4	3	**11**
80	3	2	2	2	**9**	3	3	3	4	2	**15**	2	2	2	**6**
81	3	3	3	3	**12**	4	4	3	3	4	**18**	3	4	3	**10**
82	4	4	4	4	**16**	4	4	3	4	3	**18**	4	4	4	**12**
83	4	4	4	4	**16**	4	3	3	4	4	**18**	2	4	4	**10**
84	3	3	3	3	**12**	2	2	2	2	2	**10**	3	4	2	**9**
85	3	2	2	3	**10**	2	2	3	2	3	**12**	3	3	3	**9**
86	2	4	3	3	**12**	3	3	3	3	3	**15**	2	3	3	**8**
87	4	4	4	4	**16**	4	4	3	4	3	**18**	4	4	4	**12**
88	4	4	4	2	**14**	3	2	3	2	2	**12**	3	3	3	**9**
89	3	3	4	3	**13**	3	3	2	2	3	**13**	2	2	2	**6**
90	3	3	3	3	**12**	1	3	4	4	1	**13**	2	2	3	**7**
91	4	4	3	4	**15**	3	3	2	2	2	**12**	4	3	3	**10**
92	4	4	4	4	**16**	4	4	4	4	4	**20**	4	4	4	**12**
93	3	3	4	3	**13**	4	4	4	4	4	**20**	4	4	3	**11**
94	4	4	4	3	**15**	4	3	4	4	4	**19**	4	4	4	**12**
95	4	1	3	2	**10**	4	4	3	3	3	**17**	3	3	2	**8**
96	2	4	4	3	**13**	2	3	2	3	3	**13**	3	3	3	**9**
97	4	4	4	4	**16**	3	3	3	3	3	**15**	4	4	4	**12**
98	4	4	4	4	**16**	3	3	4	4	4	**18**	4	4	4	**12**
99	4	3	4	4	**15**	3	3	3	3	3	**15**	2	3	3	**8**
100	2	2	2	2	**8**	3	3	3	3	2	**14**	3	4	2	**9**
101	2	4	4	2	**12**	3	3	3	3	3	**15**	3	3	3	**9**
102	4	4	4	4	**16**	4	4	4	4	4	**20**	4	3	4	**11**
103	3	2	4	3	**12**	3	3	3	3	3	**15**	3	4	2	**9**
104	3	3	4	3	**13**	3	2	3	3	2	**13**	3	4	3	**10**
105	3	4	3	3	**13**	4	3	4	4	3	**18**	4	4	3	**11**
106	3	3	3	3	**12**	3	2	2	3	3	**13**	3	2	3	**8**
107	4	4	3	3	**14**	4	4	4	4	3	**19**	2	3	3	**8**
108	3	4	4	4	**15**	3	3	3	3	3	**15**	4	4	2	**10**
109	3	3	4	3	**13**	2	4	2	4	3	**15**	2	4	4	**10**
110	2	3	2	3	**10**	3	3	3	4	3	**16**	4	4	3	**11**
111	3	3	4	3	**13**	3	4	4	2	4	**17**	3	3	3	**9**
112	3	4	3	4	**14**	2	3	3	3	2	**13**	3	3	4	**10**
113	3	4	2	4	**13**	4	4	4	4	4	**20**	4	4	2	**10**
114	4	4	4	4	**16**	4	4	4	4	4	**20**	4	4	4	**12**
115	3	4	4	4	**15**	4	4	4	4	4	**20**	4	4	3	**11**

No	Decision to Stay				Total	Product					Total	Price			Total
	KM1	KM2	KM3	KM4		P1	P2	P3	P4	P5		H1	H2	H3	
116	3	3	3	3	**12**	3	2	3	3	3	**14**	3	2	3	**8**
117	4	4	3	4	**15**	4	4	4	4	4	**20**	4	4	3	**11**
118	3	4	4	3	**14**	4	4	3	3	4	**18**	3	3	3	**9**
119	2	4	4	4	**14**	4	4	4	4	4	**20**	4	4	3	**11**
120	4	4	4	4	**16**	3	3	4	4	3	**17**	4	4	4	**12**

No	Place/Location				Total	Promotion				Total	People				Total
	T1	T2	T3	T4		PR1	PR2	PR3	PR4		O1	O2	O3	O4	
1	3	3	4	2	**12**	2	2	2	2	**8**	2	2	1	3	**8**
2	3	3	3	4	**13**	3	4	3	4	**14**	3	3	3	4	**13**
3	3	3	3	3	**12**	3	3	3	3	**12**	4	2	3	3	**12**
4	3	3	3	4	**13**	4	4	4	4	**16**	4	2	3	4	**13**
5	2	2	4	2	**10**	3	3	4	3	**13**	2	1	4	3	**10**
6	3	3	3	2	**11**	4	4	4	2	**14**	4	4	4	3	**15**
7	3	2	2	2	**9**	3	3	3	4	**13**	3	4	4	3	**14**
8	4	3	4	3	**14**	4	4	4	3	**15**	3	3	3	4	**13**
9	3	3	2	3	**11**	2	4	2	2	**10**	4	3	3	4	**14**
10	3	3	4	3	**13**	2	3	2	3	**10**	3	3	2	3	**11**
11	2	3	3	3	**11**	3	2	3	3	**11**	3	3	4	3	**13**
12	3	3	3	2	**11**	3	3	3	2	**11**	2	3	1	3	**9**
13	3	2	2	3	**10**	3	4	4	3	**14**	3	4	4	4	**15**
14	2	3	2	3	**10**	3	1	3	3	**10**	2	3	3	2	**10**
15	3	4	4	4	**15**	3	4	3	3	**13**	4	4	4	4	**16**
16	2	2	2	2	**8**	3	3	3	3	**12**	3	3	3	3	**12**
17	2	2	2	3	**9**	3	3	3	2	**11**	2	2	2	4	**10**
18	2	2	4	3	**11**	3	4	4	3	**14**	3	4	2	4	**13**
19	2	4	4	4	**14**	2	3	2	3	**10**	2	3	2	1	**8**
20	4	4	4	4	**16**	4	4	2	4	**14**	2	2	2	3	**9**
21	3	3	4	3	**13**	3	1	3	3	**10**	3	1	3	3	**10**
22	4	4	4	4	**16**	4	3	4	2	**13**	4	4	4	4	**16**
23	2	4	4	2	**12**	3	2	3	2	**10**	2	3	4	4	**13**
24	3	3	2	2	**10**	3	3	4	3	**13**	3	3	3	3	**12**
25	2	2	4	2	**10**	4	4	4	3	**15**	3	3	3	4	**13**
26	4	3	4	3	**14**	3	3	3	3	**12**	2	3	3	3	**11**
27	3	4	4	4	**15**	4	3	4	3	**14**	2	2	2	3	**9**
28	3	3	4	2	**12**	4	4	4	4	**16**	3	3	4	4	**14**
29	3	3	3	3	**12**	4	4	4	3	**15**	3	2	4	4	**13**
30	3	4	3	2	**12**	3	3	3	4	**13**	2	2	2	2	**8**
31	3	4	3	3	**13**	4	4	4	4	**16**	3	3	3	4	**13**

No	Place/Location				Total	Promotion				Total	People				Total
	T1	T2	T3	T4		PR1	PR2	PR3	PR4		O1	O2	O3	O4	
32	4	4	4	4	**16**	4	4	4	3	**15**	3	3	3	4	**13**
33	3	3	3	2	**11**	3	3	3	4	**13**	3	3	3	3	**12**
34	3	3	4	3	**13**	4	4	4	3	**15**	4	2	4	4	**14**
35	2	3	2	2	**9**	3	2	3	3	**11**	2	2	2	2	**8**
36	3	3	3	2	**11**	3	3	3	3	**12**	3	2	2	3	**10**
37	3	3	3	3	**12**	2	4	3	3	**12**	3	3	3	3	**12**
38	4	3	4	4	**15**	3	3	3	3	**12**	2	2	2	3	**9**
39	3	4	4	3	**14**	4	4	4	4	**16**	2	4	4	4	**14**
40	3	3	3	3	**12**	3	3	3	4	**13**	3	3	3	3	**12**
41	4	4	4	3	**15**	2	3	3	2	**10**	4	3	4	4	**15**
42	3	3	4	3	**13**	3	4	3	4	**14**	3	3	3	3	**12**
43	3	4	3	3	**13**	2	4	4	4	**14**	4	4	3	4	**15**
44	4	3	4	4	**15**	3	3	2	2	**10**	4	4	4	4	**16**
45	2	3	3	3	**11**	4	4	4	3	**15**	3	3	3	3	**12**
46	2	4	2	2	**10**	3	2	3	3	**11**	3	2	3	3	**11**
47	2	4	4	4	**14**	2	2	2	3	**9**	3	2	2	3	**10**
48	4	4	3	4	**15**	3	4	3	4	**14**	3	2	3	2	**10**
49	3	3	3	3	**12**	3	4	3	4	**14**	3	3	3	4	**13**
50	3	3	3	4	**13**	2	2	2	4	**10**	3	4	4	4	**15**
51	4	4	4	4	**16**	3	2	3	3	**11**	3	3	3	4	**13**
52	2	3	3	3	**11**	4	4	4	3	**15**	4	3	4	4	**15**
53	3	4	4	3	**14**	4	4	4	2	**14**	2	4	2	4	**12**
54	3	3	3	3	**12**	4	4	4	4	**16**	3	3	3	3	**12**
55	3	3	3	3	**12**	2	2	3	2	**9**	3	3	2	2	**10**
56	3	2	2	2	**9**	4	4	4	3	**15**	4	2	4	2	**12**
57	4	2	4	2	**12**	4	4	4	4	**16**	3	3	3	4	**13**
58	3	3	4	3	**13**	2	2	3	2	**9**	2	3	4	4	**13**
59	4	3	4	3	**14**	2	4	4	3	**13**	3	2	3	2	**10**
60	2	2	2	3	**9**	2	2	3	2	**9**	2	2	2	3	**9**
61	3	3	2	2	**10**	2	3	2	2	**9**	2	2	3	3	**10**
62	3	3	3	3	**12**	2	2	4	2	**10**	2	2	2	2	**8**
63	3	3	3	3	**12**	3	2	3	2	**10**	3	4	3	4	**14**
64	2	4	2	4	**12**	4	4	4	2	**14**	2	3	2	2	**9**
65	3	3	4	3	**13**	4	2	4	2	**12**	2	2	2	2	**8**
66	3	4	4	3	**14**	2	2	2	3	**9**	3	4	4	4	**15**
67	4	4	4	3	**15**	3	2	3	4	**12**	3	3	3	3	**12**
68	2	2	3	2	**9**	3	3	3	2	**11**	4	4	4	3	**15**
69	3	3	4	3	**13**	4	4	3	4	**15**	4	2	3	2	**11**
70	2	2	4	3	**11**	2	2	2	2	**8**	2	2	3	3	**10**
71	2	3	3	3	**11**	2	2	4	4	**12**	4	4	4	4	**16**
72	2	2	2	2	**8**	2	4	2	2	**10**	3	2	2	3	**10**
73	2	2	3	2	**9**	3	3	3	3	**12**	2	2	2	3	**9**
74	3	3	3	3	**12**	3	2	3	2	**10**	2	2	3	2	**9**

No	Place/Location				Total	Promotion				Total	People				Total
	T1	T2	T3	T4		PR1	PR2	PR3	PR4		O1	O2	O3	O4	
75	3	2	2	2	**9**	3	3	3	3	**12**	3	2	2	4	**11**
76	2	3	4	2	**11**	3	3	3	2	**11**	4	4	4	4	**16**
77	2	3	4	3	**12**	2	2	2	2	**8**	2	2	2	3	**9**
78	2	2	3	3	**10**	3	3	3	4	**13**	3	4	4	4	**15**
79	2	2	3	3	**10**	2	2	2	2	**8**	4	2	2	2	**10**
80	2	3	3	3	**11**	2	2	2	2	**8**	3	2	3	3	**11**
81	2	3	3	3	**11**	2	3	3	2	**10**	4	4	2	4	**14**
82	3	4	4	4	**15**	3	4	3	4	**14**	3	3	3	4	**13**
83	4	4	4	4	**16**	3	3	3	4	**13**	2	2	2	2	**8**
84	4	4	4	4	**16**	3	3	3	3	**12**	3	3	4	4	**14**
85	3	3	3	3	**12**	3	3	3	2	**11**	3	3	2	2	**10**
86	3	3	3	2	**11**	4	4	4	3	**15**	3	4	4	4	**15**
87	4	4	3	4	**15**	3	3	3	3	**12**	2	2	4	2	**10**
88	4	4	3	4	**15**	3	3	3	4	**13**	4	4	2	4	**14**
89	3	4	4	4	**15**	3	3	3	3	**12**	4	2	4	2	**12**
90	4	4	4	3	**15**	3	4	3	3	**13**	2	2	3	2	**9**
91	4	3	3	2	**12**	4	3	3	3	**13**	4	4	4	4	**16**
92	3	4	4	3	**14**	3	3	3	3	**12**	3	3	4	4	**14**
93	3	3	3	3	**12**	3	3	3	3	**12**	3	3	3	2	**11**
94	2	2	2	2	**8**	3	4	3	4	**14**	4	3	3	3	**13**
95	2	2	2	2	**8**	2	4	2	4	**12**	2	2	2	2	**8**
96	3	2	2	2	**9**	3	3	3	3	**12**	3	4	3	3	**13**
97	4	4	3	4	**15**	2	3	3	2	**10**	3	2	4	4	**13**
98	4	3	4	3	**14**	3	4	3	4	**14**	3	3	3	4	**13**
99	4	4	4	4	**16**	4	3	4	3	**14**	4	3	3	4	**14**
100	2	3	3	3	**11**	2	2	3	2	**9**	3	2	3	2	**10**
101	2	2	3	3	**10**	3	3	2	2	**10**	3	3	3	3	**12**
102	4	4	4	4	**16**	4	2	4	4	**14**	3	3	2	3	**11**
103	4	4	4	3	**15**	3	3	2	3	**11**	4	2	4	2	**12**
104	3	3	2	2	**10**	3	3	4	3	**13**	3	3	3	3	**12**
105	3	2	2	2	**9**	3	3	3	2	**11**	4	2	4	4	**14**
106	3	3	3	4	**13**	4	4	4	3	**15**	3	2	4	4	**13**
107	3	4	3	3	**13**	2	3	3	2	**10**	2	2	2	3	**9**
108	2	2	3	2	**9**	4	4	4	2	**14**	4	2	4	2	**12**
109	2	2	4	3	**11**	4	4	3	3	**14**	3	2	2	4	**11**
110	4	4	4	2	**14**	2	2	2	2	**8**	3	3	2	3	**11**
111	3	2	3	3	**11**	4	4	3	4	**15**	3	3	3	3	**12**
112	4	4	2	2	**12**	3	2	3	3	**11**	3	3	3	3	**12**
113	2	2	2	3	**9**	3	3	3	4	**13**	1	3	3	3	**10**
114	4	4	3	4	**15**	3	3	3	3	**12**	3	3	4	3	**13**
115	3	2	4	2	**11**	2	3	3	2	**10**	4	2	4	2	**12**
116	4	4	4	4	**16**	3	3	3	3	**12**	4	2	3	2	**11**
117	2	3	3	2	**10**	4	4	4	4	**16**	4	4	4	4	**16**

No	Place/Location				Total	Promotion				Total	People				Total
	T1	T2	T3	T4		PR1	PR2	PR3	PR4		O1	O2	O3	O4	
118	2	3	4	3	**12**	3	3	2	2	**10**	3	2	4	4	**13**
119	4	4	4	3	**15**	3	2	3	3	**11**	3	2	3	3	**11**
120	4	4	3	4	**15**	4	3	4	3	**14**	2	3	3	4	**12**

No	Process					Total	Physical evidence			Total
	PS1	PS2	PS3	PS4	PS5		BF1	BF2	BF3	
1	3	4	2	2	2	**13**	2	3	3	**8**
2	4	4	4	4	3	**19**	4	4	4	**12**
3	2	2	2	2	2	**10**	3	3	3	**9**
4	2	4	4	4	2	**16**	4	4	3	**11**
5	4	4	4	4	2	**18**	3	2	2	**7**
6	2	3	3	4	2	**14**	2	3	2	**7**
7	3	3	3	3	3	**15**	3	3	3	**9**
8	2	3	1	3	2	**11**	4	3	3	**10**
9	3	4	4	3	3	**17**	3	4	4	**11**
10	3	4	3	4	3	**17**	3	4	4	**11**
11	4	4	4	4	3	**19**	3	1	4	**8**
12	3	4	3	3	2	**15**	3	3	4	**10**
13	3	4	2	3	3	**15**	3	3	3	**9**
14	3	3	4	3	3	**16**	4	4	3	**11**
15	4	4	4	4	4	**20**	3	3	3	**9**
16	3	2	3	3	3	**14**	3	3	3	**9**
17	3	3	3	3	3	**15**	3	4	3	**10**
18	3	3	2	3	3	**14**	3	3	3	**9**
19	2	1	4	3	3	**13**	3	2	3	**8**
20	2	2	2	4	2	**12**	3	4	3	**10**
21	3	4	4	4	3	**18**	3	4	3	**10**
22	4	4	4	4	4	**20**	4	3	4	**11**
23	3	4	4	4	4	**19**	3	4	3	**10**
24	3	3	3	3	3	**15**	3	3	3	**9**
25	3	3	2	3	2	**13**	4	3	3	**10**
26	4	4	4	4	4	**20**	3	4	3	**10**
27	2	2	2	4	2	**12**	3	3	3	**9**
28	3	3	2	3	2	**13**	3	3	3	**9**
29	4	4	4	4	3	**19**	3	4	3	**10**
30	2	2	3	2	3	**12**	2	2	3	**7**
31	4	3	4	3	3	**17**	3	3	3	**9**
32	4	4	4	4	2	**18**	3	3	3	**9**
33	3	3	4	3	3	**16**	3	3	3	**9**
34	3	3	4	3	3	**16**	4	3	4	**11**

No	Process					Total	Physical evidence			Total
	PS1	PS2	PS3	PS4	PS5		BF1	BF2	BF3	
35	2	2	2	2	2	**10**	4	4	4	**12**
36	4	4	3	4	2	**17**	3	3	3	**9**
37	3	3	3	4	4	**17**	2	4	2	**8**
38	4	3	3	4	3	**17**	3	3	3	**9**
39	4	4	4	4	4	**20**	4	4	4	**12**
40	4	4	4	4	2	**18**	4	3	4	**11**
41	4	4	4	4	4	**20**	4	2	4	**10**
42	3	4	4	4	3	**18**	2	2	2	**6**
43	3	3	3	4	4	**17**	2	3	2	**7**
44	4	4	4	4	4	**20**	4	4	4	**12**
45	2	2	2	2	2	**10**	3	3	4	**10**
46	4	4	4	3	2	**17**	4	2	2	**8**
47	2	4	4	2	4	**16**	4	4	4	**12**
48	3	3	3	4	4	**17**	3	3	3	**9**
49	3	3	3	3	3	**15**	4	4	3	**11**
50	3	3	3	3	3	**15**	4	2	3	**9**
51	4	4	4	4	4	**20**	4	4	4	**12**
52	3	4	2	4	4	**17**	3	3	3	**9**
53	2	2	2	2	2	**10**	2	2	2	**6**
54	3	3	2	2	2	**12**	3	3	3	**9**
55	4	4	2	2	2	**14**	2	2	2	**6**
56	3	1	1	3	1	**9**	4	2	2	**8**
57	3	4	4	4	3	**18**	4	4	2	**10**
58	4	4	2	2	2	**14**	4	4	4	**12**
59	3	3	2	2	3	**13**	2	2	3	**7**
60	3	3	3	4	2	**15**	2	2	4	**8**
61	3	3	3	3	2	**14**	4	4	4	**12**
62	2	3	2	3	2	**12**	3	3	3	**9**
63	3	3	3	4	4	**17**	4	3	3	**10**
64	2	2	2	3	2	**11**	2	4	4	**10**
65	4	4	2	2	2	**14**	3	3	2	**8**
66	4	4	3	2	3	**16**	4	4	3	**11**
67	3	3	3	3	3	**15**	2	2	2	**6**
68	3	3	3	3	3	**15**	3	3	3	**9**
69	3	3	4	4	3	**17**	1	4	4	**9**
70	4	4	4	4	4	**20**	2	2	2	**6**
71	4	4	3	2	4	**17**	3	2	3	**8**
72	3	4	4	4	3	**18**	4	2	4	**10**
73	4	4	4	4	2	**18**	2	3	2	**7**
74	3	3	2	3	2	**13**	2	2	4	**8**
75	3	3	3	2	3	**14**	4	4	3	**11**
76	3	4	4	4	3	**18**	2	2	3	**7**
77	3	3	3	3	3	**15**	2	4	4	**10**

No	Process					Total	Physical evidence			Total
	PS1	PS2	PS3	PS4	PS5		BF1	BF2	BF3	
78	3	4	4	4	4	**19**	3	3	2	**8**
79	2	3	4	4	3	**16**	2	4	2	**8**
80	3	3	2	3	3	**14**	4	2	4	**10**
81	3	3	2	3	2	**13**	2	3	2	**7**
82	2	3	3	4	4	**16**	4	4	4	**12**
83	4	4	4	4	4	**20**	4	3	4	**11**
84	3	3	3	3	3	**15**	4	3	4	**11**
85	3	3	2	3	2	**13**	3	3	4	**10**
86	3	3	2	4	3	**15**	3	2	2	**7**
87	4	4	4	4	3	**19**	3	4	3	**10**
88	4	4	4	4	3	**19**	2	3	3	**8**
89	4	4	4	2	2	**16**	2	2	4	**8**
90	3	3	3	3	3	**15**	4	2	2	**8**
91	2	2	2	4	2	**12**	2	4	3	**9**
92	4	4	4	4	4	**20**	4	4	4	**12**
93	3	4	4	4	4	**19**	3	4	4	**11**
94	4	4	4	4	3	**19**	2	3	4	**9**
95	4	2	2	2	4	**14**	4	3	3	**10**
96	3	3	4	4	4	**18**	2	2	4	**8**
97	4	4	2	4	4	**18**	4	2	3	**9**
98	4	4	4	4	2	**18**	4	2	2	**8**
99	3	4	2	2	2	**13**	3	2	3	**8**
100	2	4	2	2	2	**12**	3	3	3	**9**
101	4	4	4	4	2	**18**	4	2	4	**10**
102	4	3	4	4	4	**19**	3	4	4	**11**
103	3	3	2	3	2	**13**	3	3	2	**8**
104	2	4	4	4	2	**16**	3	2	2	**7**
105	3	4	4	4	4	**19**	3	4	3	**10**
106	3	2	3	3	3	**14**	4	4	3	**11**
107	3	3	3	4	2	**15**	2	3	3	**8**
108	3	4	4	4	3	**18**	4	4	4	**12**
109	3	4	4	3	4	**18**	3	4	3	**10**
110	3	3	3	2	3	**14**	4	4	4	**12**
111	3	4	2	2	2	**13**	2	3	2	**7**
112	3	4	2	4	4	**17**	3	4	4	**11**
113	4	3	4	4	4	**19**	2	4	4	**10**
114	4	3	4	4	3	**18**	4	4	4	**12**
115	3	3	3	4	4	**17**	4	4	4	**12**
116	3	3	3	3	3	**15**	4	3	3	**10**
117	4	4	3	4	4	**19**	4	4	4	**12**
118	4	4	4	4	4	**20**	3	3	3	**9**
119	3	3	3	3	3	**15**	3	4	4	**11**
120	4	4	4	4	3	**19**	4	4	4	**12**

APPENDIX 3

Data Result

HASIL KARAKTERISTIK RESPONDEN

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	68	56,7	56,7	56,7
	Female	52	43,3	43,3	100,0
	Total	120	100,0	100,0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<20 years	7	5,8	5,8	5,8
	20-30 years	34	28,3	28,3	34,2
	30-40 years	48	40,0	40,0	74,2
	>40 years	31	25,8	25,8	100,0
	Total	120	100,0	100,0	

Jobs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	5	4,2	4,2	4,2
	Employee	31	25,8	25,8	30,0
	Entrepreneur	42	35,0	35,0	65,0
	Civil Servant	21	17,5	17,5	82,5
	Army/Police	12	10,0	10,0	92,5
	Others	9	7,5	7,5	100,0
	Total	120	100,0	100,0	

RESULT OF DESCRIPTIVE STATISTICS

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Customer Decision to Stay	120	8,00	16,00	12,9917	2,17509
Product	120	8,00	20,00	15,6083	2,79344
Price	120	6,00	12,00	9,3500	1,63291
Place/Location	120	8,00	16,00	12,2333	2,22187
Promotion	120	8,00	16,00	12,2000	2,16775
People	120	8,00	16,00	11,9417	2,20502
process	120	9,00	20,00	15,9167	2,74882
Physical Evidence	120	6,00	12,00	9,4167	1,65303
Valid N (listwise)	120				

RESULT OF NORMALITY TEST DATA

NPar Tests

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		120
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.50043260
Most Extreme Differences	Absolute	.049
	Positive	.047
	Negative	-.049
Kolmogorov-Smirnov Z		.537
Asymp. Sig. (2-tailed)		.935

a. Test distribution is Normal.

b. Calculated from data.

HASIL UJI MULTIKOLINEARITAS

Regression

Model	Variable Entered	Variable Removed	Method
1	Product	-	Enter
	Price	-	
	Place/Location	-	
	Promotion	-	
	People	-	
	process	-	
	Physical Evidence	-	

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,724[a]	0,524	0,494	1,54661

b. Predictors: (Constant), Product, Price, Place/Location, Promotion, People, Process, P

c. hysical Evidence

ANOVA [b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	295,087	7	42,155	17,623	0,000[a]
	Residual	267,904	112	2,392		
	Total	562,992	119			

d. Predictors: (Constant), Product, Price, Place/Location, Promotion, People, Process, Physical Evidence
e. Dependent Variable: Customer Decision to Stay

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-3.381	1.537		-2.200	.030		
	Produk	.140	.056	.179	2.503	.014	.829	1.206
	Harga	.327	.104	.245	3.150	.002	.701	1.426
	Tempat	.199	.066	.203	3.008	.003	.934	1.071
	Promosi	.237	.071	.236	3.337	.001	.847	1.181
	Orang	.145	.071	.147	2.026	.045	.810	1.234
	Prosedur	.140	.060	.177	2.342	.021	.748	1.337
	Bukti_Fisik	.198	.091	.151	2.176	.032	.887	1.127

a. Dependent Variable: Keputusan_Menginap

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions							
				(Constant)	Produk	Harga	Tempat	Promosi	Orang	Prosedur	Bukti_Fisik
1	1	7.840	1.000	.00	.00	.00	.00	.00	.00	.00	.00
	2	.038	14.292	.00	.09	.03	.00	.23	.21	.01	.09
	3	.030	16.069	.00	.01	.00	.54	.05	.15	.14	.00
	4	.028	16.734	.00	.31	.03	.21	.18	.07	.09	.03
	5	.024	18.231	.00	.02	.10	.06	.02	.00	.12	.73
	6	.018	20.709	.00	.48	.44	.06	.10	.15	.02	.03
	7	.015	23.251	.02	.00	.39	.01	.21	.40	.52	.00
	8	.007	33.170	.97	.09	.01	.11	.20	.02	.09	.11

a. Dependent Variable: Keputusan_Menginap

HASIL UJI AUTOKORELASI

Regression

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Bukti_Fisik, Promosi, Tempat, Prosedur, Produk, Orang, Harga[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Keputusan_Menginap

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.724[a]	.524	.494	1.54661	1.883

a. Predictors: (Constant), Bukti_Fisik, Promosi, Tempat, Prosedur, Produk, Orang, Harga

b. Dependent Variable: Keputusan_Menginap

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	295.087	7	42.155	17.623	.000[a]
	Residual	267.904	112	2.392		
	Total	562.992	119			

a. Predictors: (Constant), Bukti_Fisik, Promosi, Tempat, Prosedur, Produk, Orang, Harga

b. Dependent Variable: Keputusan_Menginap

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.381	1.537		-2.200	.030
	Produk	.140	.056	.179	2.503	.014
	Harga	.327	.104	.245	3.150	.002
	Tempat	.199	.066	.203	3.008	.003
	Promosi	.237	.071	.236	3.337	.001
	Orang	.145	.071	.147	2.026	.045
	Prosedur	.140	.060	.177	2.342	.021
	Bukti_Fisik	.198	.091	.151	2.176	.032

a. Dependent Variable: Keputusan_Menginap

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	9.5823	16.4045	12.9917	1.57471	120
Residual	-3.74669	5.41772	.00000	1.50043	120
Std. Predicted Value	-2.165	2.167	.000	1.000	120
Std. Residual	-2.423	3.503	.000	.970	120

a. Dependent Variable: Keputusan_Menginap

HASIL UJI HETEROSKEDASTISITAS

Regression

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Bukti_Fisik, Promosi, Tempat, Prosedur, Produk, Orang, Harga[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: LNRES2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.379[a]	.143	.090	1.99237

a. Predictors: (Constant), Bukti_Fisik, Promosi, Tempat, Prosedur, Produk, Orang, Harga

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	74.451	7	10.636	2.679	.013[a]
	Residual	444.589	112	3.970		
	Total	519.039	119			

a. Predictors: (Constant), Bukti_Fisik, Promosi, Tempat, Prosedur, Produk, Orang, Harga

b. Dependent Variable: LNRES2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.887	1.980		3.984	.000
	Produk	-.114	.072	-.153	-1.589	.115
	Harga	-.032	.134	-.025	-.241	.810
	Tempat	-.110	.085	-.117	-1.293	.199
	Promosi	-.096	.092	-.100	-1.053	.295
	Orang	-.078	.092	-.082	-.846	.400
	Prosedur	-.066	.077	-.087	-.861	.391
	Bukti_Fisik	-.190	.117	-.150	-1.618	.109

a. Dependent Variable: LNRES2

HASIL ANALISIS REGRESI BERGANDA

Regression

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Bukti_Fisik, Promosi, Tempat, Prosedur, Produk, Orang, Harga[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Keputusan_Menginap

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.724[a]	.524	.494	1.54661

a. Predictors: (Constant), Bukti_Fisik, Promosi, Tempat, Prosedur, Produk, Orang, Harga

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	295.087	7	42.155	17.623	.000[a]
	Residual	267.904	112	2.392		
	Total	562.992	119			

a. Predictors: (Constant), Bukti_Fisik, Promosi, Tempat, Prosedur, Produk, Orang, Harga

b. Dependent Variable: Keputusan_Menginap

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.381	1.537		-2.200	.030
	Produk	.140	.056	.179	2.503	.014
	Harga	.327	.104	.245	3.150	.002
	Tempat	.199	.066	.203	3.008	.003
	Promosi	.237	.071	.236	3.337	.001
	Orang	.145	.071	.147	2.026	.045
	Prosedur	.140	.060	.177	2.342	.021
	Bukti_Fisik	.198	.091	.151	2.176	.032

a. Dependent Variable: Keputusan_Menginap