

THE EFFECT OF SERVICE MARKETING MIX ON CONSUMER DECISIONS TO STAY AT FOUR STAR HOTELS BANDAR LAMPUNG CITY

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Abstract

Tourism is the most sustainable commodity and touches the lowest level of society. This research aims to know the services marketing mix done Four-Star Hotels in Bandar Lampung City in influencing the consumer's decision in choosing a hotel and know the magnitude of the influence of simultaneous and partial service marketing mix of Four-Star Hotels against the decision of the use of the service made consumers in choosing a hotel. The research method used is quantitative method. Research carried out by sampling method of convenience sampling, with the number of respondents as much as 205 respondents. Then, for the data analysis used the descriptive analysis and multiple regression analysis and hypothesis testing using the F-test and t-test. The responses of the respondents regarding the implementation of the marketing mix Four-Star Hotels is good and the responses of the respondents regarding the consumer decision making in selecting the Four-Star Hotels is good. The results showed that the services marketing mix done Fur-Star Hotels simultaneously significantly influential to the decision to choose and use and has a coefficient of determinasi of 90,1%. Partially, there are four significant free variables that influence is the Product, Promotion, Process and Physical Evidence. While the variable Price, place, and People does not significantly affect. Meanwhile, simultaneously the service marketing mix has a significant effect on the decision process to stay at a four-star hotels in Bandar Lampung City

Keywords: Marketing Mix Services, Decisions To Stay, Hotels, Hospitality Industry Tourism

INTRODUCTION

The tourism sector is one of the leading sectors that has a major contribution to the Indonesian economy. Tourism is the most sustainable commodity and touches the lowest level of society. The tourism sector is considered to have a significant share in the country's foreign exchange earnings, including in the creation of job opportunities. In 2019, the tourism sector absorbed a workforce of 13 million people, creating a high foreign exchange of US\$16.9 billion or equivalent to Rp. 240.8 trillion (an increase of 2.0% compared to 2018 which reached a foreign exchange rate of Rp. 229.5 trillion). (BPS Bandar Lampung City, 2020).

Lampung Province has the prospect of building a promising business, one of which is the hospitality business. This can be seen from the increase in the number of rooms for each star hotel and the occupancy rate. The following is presented data regarding the development of room occupancy rates at star hotels in Lampung Province for the January 2020-January 2021 period.

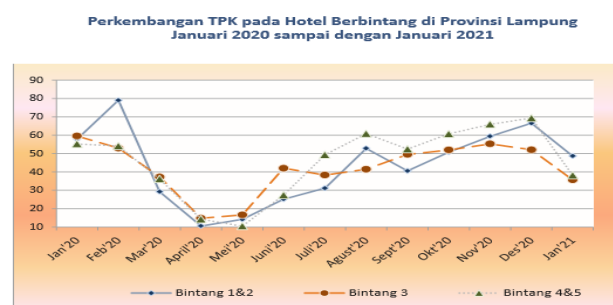


Figure 1.1 Room Occupancy Rates at Star Hotels in Lampung Province for The January 2020-January 2021 Period

Source: <https://lampung.bps.go.id/>

Based on Figure 1.1 above, it can be seen that the increase in TPK occurred in the 4-star and 5-star hotel groups, which increased by 3.41 points. Comparison of the percentage increase in TPK star hotels in Lampung Province from December 2019 to December 2020. Bandar Lampung is a city that continues to grow and develop at the tip of Sumatra Island, The development of hotels, both star hotels and non-star hotels in the city of Bandar Lampung continues to increase in number. For this reason, hotel managers must equip their hotels with infrastructure that is in accordance with the wishes of their hotel guests. Hotel management competes to improve existing facilities and services to compete with other hotels. The following is presented data on the development of the number of hotels in the city of Bandar Lampung in 2018-2021:

Table 1.1 Number of Units per Type of Accommodation in Bandar Lampung City in 2018-2022

Year	Star Hotels					Non Star Hotels	total
	5	4	3	2	1		
2018	-	5	11	1	2	80	99
2019	-	5	11	3	2	80	101
2020	-	6	12	1	2	92	113
2021	-	6	12	2	2	96	118

Source: Bandar Lampung City Central Statistics Agency, 2022

Based on Table 1.1 above, it can be seen that the growth in the number of hotels continues to experience a significant increase, in four-star hotels the growth rate has been very stable in the last 4 years which indicates that consumer needs and interest in this Four-star hotel tend to be stable.

Table 1.2 List of Four Star Hotel Names in Bandar Lampung City

No.	Name of Hotels	Address
1.	Bukit Randu Hotel & Resort	Jl. Kamboja No. 1 -2 A, Kebon Jeruk, Tanjung Karang, Bandar Lampung
2.	Novotel Hotel Lampung	Jl. Gatot Subroto 136, Teluk Betung, Bandar Lampung
3.	Swiss-Belhotel Lampung	Jl. Rasuna Said No. 18, Teluk Betung, Bandar Lampung
4.	Radisson Lampung Kedaton	Jl. Teuku Umar No. 01, Kedaton, Bandar Lampung
5.	Golden Tulip Springhill Lampung	Jl. Basuki Rahmat No.16, Sumur Putri, Teluk Betung, Bandar Lampung
6.	Emersia Hotel & Resort	Jl. Wolter Monginsidi No. 70, Teluk Betung, Bandar Lampung

Source: Indonesian Hotel and Restaurant Association, 2021

Based on **Table 1.2** above, it can be seen that Bandar Lampung City has 6 four-star hotels, each hotel has a strategic location according to the needs that guests want, location is one of the reasons why guests choose the hotel, for example in terms of an easily accessible location or a hotel located close to sights that can be used as a special attraction to make guests make decisions to stay.

Marketing has become a very important subject in our daily lives in line with the growing economy. Marketing is a human activity directed at satisfying needs and wants through an exchange process.

Currently in the city of Bandar Lampung the increasing number of hotels that have sprung up affect the level of hotel room sales. The competitors from these four-star hotels are not only from other star hotels, but also non-star hotels. The following is the data on room occupancy rates in star hotels in the city of Bandar Lampung.

Table 1.3 Number of Room Occupancy Rates in Four-Star Hotels 2018-2021

Months	Occupancy Rates			
	2018	2019	2020	2021
January	48,45 %	45,32 %	58,06 %	37,63 %
February	51,98 %	54,55 %	57,38 %	40,52 %
March	60,86 %	57,24 %	35,77 %	43,98 %

April	60,80 %	62,67 %	13,92 %	40,78 %
May	49,82 %	49,63 %	14,36 %	34,29 %
June	52,72 %	56,11 %	34,73 %	49,65 %
July	58,51 %	59,42 %	40,31 %	24,65 %
August	62,55 %	60,96 %	48,71 %	32,76 %
September	55,02 %	64,24 %	49,15 %	46,71 %
October	67,29 %	62,99 %	54,29 %	53,33 %
November	68,68 %	67,44 %	59,14 %	58,26 %
December	69,45 %	69,51 %	59,32 %	61,14 %
Average	58,85 %	59,17 %	43,76 %	43,64 %

Source: Bandar Lampung City Central Statistics Agency, 2022

Based on **Table 1.3** above, it can be seen on the phenomenon of the decrease in the number of rented rooms, the researchers are interested in further research on the relationship between the service marketing mix and consumer decisions in staying at four-star hotels in the city of Bandar Lampung, and whether there was significant influence between the service marketing mix factors either simultaneously or partial decision against consumers in selecting a hotel on Four-Star Hotels In Bandar Lampung City.

According to research conducted by angga et al (2019) regarding the Analysis of the Influence of Marketing Mix on Decision to Stay at Grand Jamee Syariah Hotel regarding the rates of occupancy rates at Grand Jamee Syariah Hotels from 2015 to 2017 are very low. Therefore, an evaluation is needed to find out the relationship between service marketing mix. and research conducted by Dame, N & Abrian (2021) regarding the Effect of Promotional Mix on Guest Stay Decisions at Horison Hotel Siantar, it can be seen that the occupancy from July to December 2020 of Horison Hotel Siantar does not even reach 40% every month even when entering high school. seasons. The low occupancy is certainly a problem for Horison Hotel Siantar because this affects hotel revenues. so that a study was conducted on the promotional mix carried out by Horison Hotel Siantar, to find out how the promotion mix influences the guest's decision to stay at Horison Hotel Siantar and to find out which promotion mix indicators have a dominant influence on the guest's decision to stay at Horison Hotel Siantar

LITERATURE REVIEW

Marketing

Marketing is the activity of procuring, exchanging, and distributing goods or services related to pricing, promotion, and service delivery. According to Kotler & Lane (2007), marketing is a social process in which individuals and groups obtain what they need and want by creating, offering, and freely exchanging products of value with others.

Marketing Mix

According to Kotler and Armstrong (2014), the marketing mix is a set of marketing variables that work together to satisfy consumer needs and build customer relationships.

Product (X₁)

Product or product is anything that can be offered to the market to satisfy wants and needs, the products marketed include physical goods, services, experiences, events, people, locations, properties, organizations, and ideas. Product attributes include product variety, quality, design, features, brand, packaging, size, service, warranty, and reward. Product elements are related to planning in producing a final product for consumers (Kotler & Keller, 2016).

Price (X₂)

Price is one element of the marketing mix that generates revenue and the other generates costs (Kotler & Keller, 2016). Price is something that the buyer must pay to receive the product (Harjanto, 2009). In contrast, according to Fandy Tjiptono (2015: 151), price is the only element of the marketing mix that generates revenue, while other elements generate or constitute costs.

Promotion (X₃)

Promotion is any form of communication used to inform, persuade or remind people about the products produced by organizations, individuals and households (Kotler & Keller, 2016).

Place (X₄)

Place or location is defined as a company's activity so that the product is easy to get to its target customers (Kotler & Keller, 2016). Location is one of the situational factors that influence purchasing decisions. In this marketing mix, the

location of the business can also be called the company's distribution channel because the location is also directly related to buyers or consumers or in other words, the location is also a place where producers distribute their products to consumers.

People (X₅)

People are people who have a stake in providing or showing services provided to consumers during the purchase of goods (Nirwana, 2004). In this study, hotel employees must play an active role in providing services to guests during the guest stay process.

Process (X₆)

Process or service process is an action or performance that can be given to others (Kotler & Keller, 2016). Services can be classified into two, namely high contact service is a classification of a service, where the contact between consumers and service providers is very high, consumers are always involved in a process of these services.

Physical Evidence (X₇)

According to Nirwana (2004), supporting facilities are part of service marketing which has an important role. Because the services delivered to customers often require supporting facilities in delivery. This will further strengthen the existence of these services. Because with the physical support facilities, the service will be understood by the customer.

Consumen Decision to Stay (Y)

According to Kotler and Armstrong (2016), consumer decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use and how goods, services, ideas or experiences to satisfy their needs and desires.

Hypothesis Development

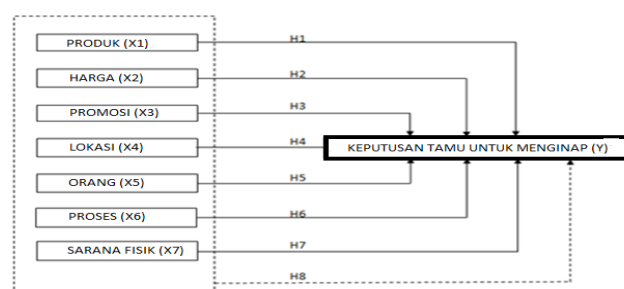


Figure 2.1 Research Model

The decision to stay at fourstar hotel at bandar lampung city Hotel was influenced by many factors, but in this study, there were only 7 (seven) main factors namely product, price, location, promotion, people, process and physical support. The seven factors are described in the form of various dimensions so that these factors or variables can be measured. Hypothesis The hypothesis in this study is as follow :

H₁: The product has a positive and significant effect on consumer decisions to stay at four-star hotels in Bandar Lampung.

H₂: Price has a positive and significant effect on consumer decisions to stay at four-star hotels in Bandar Lampung

H₃: Promotion has a positive and significant effect on consumer decisions to stay at four-star hotels in Bandar Lampung

H₄: Place has a positive and significant effect on consumer decisions to stay at four-star hotels in Bandar Lampung

H₅: People has a positive and significant effect on consumer decisions to stay at four-star hotels in Bandar Lampung

H₆: Process has a positive and significant effect on consumer decisions to stay at four-star hotels in Bandar Lampung

H₇: Physical Evidence has a positive and significant effect on consumer decisions to stay at four-stars hotel in Bandar Lampung

H₈: Products, prices, promotions, location, employees, service processes, and physical facilities simultaneously have a positive and significant effect on consumer decisions to stay at four-star hotels in Bandar Lampung City

RESEARCH METHOD

Population and Sample

The population is the entire research subject. If someone wants to examine all elements in the research area, then the research is a population. In this study, the population will be consumers who make decisions to stay at four-star hotels in Bandar Lampung.

The sampling technique that will be used in this study is non-probability sampling, namely purposive sampling technique. This is because the size of the population is not known with certainty, so it takes a method of determining the number of samples cumulatively (Sugiyono, 2018). The number of population is not known with certainty, the sample size in this study was carried out using an approach that refers to Roscoe's theory in Sugiyono (2018) is a minimum of 5 and a maximum of 10 times the number of indicators (independent indicator + dependent indicator). Based on these considerations, the authors determine the number of samples with the provisions of 5 x 41 indicators, namely 205. Thus, the number of research samples is 205 respondents.

Data Collection Technique

This data collection technique is used to obtain data that meets the established data standards, so the researcher must know what data collection techniques are used. According to Sugiyono (2018), based on data sources, the use of data collection is divided into two sources, namely:

1. Primary source is a data source that is directly obtained by the data collector without any intermediaries.
2. Secondary sources are sources of data obtained indirectly, that is, data that has been collected by other parties not by the author himself such as literature in the form of previous research journals.

Analysis Method

The research method used in this study is a quantitative method. Quantitative research method is one type of research whose specifications are systematic, carefully planned and clearly structured from design to formulation (Sugiyono, 2018).

Operational Variables

In this study there are 2 variables consisting of independent variables, namely the marketing mix (Product, Price, Promotion, Location, People, Physical Evidence and Process) and the dependent variable, namely the consumer's decision to stay.

1. Dependent variable:

Consumer's decision to stay

2. Independent variables:

- | | |
|------------------------|--------------------------------|
| a. Product (X_1) | e. People (X_5) |
| b. Price (X_2) | f. Process (X_6) |
| c. Promotion (X_3) | g. Physical Evidence (X_7) |
| d. Place (X_4) | |

Research Instruments

Data collection method that uses by giving a set of written statements to respondents to be answered in order to obtain accurate data. The measurement scale used in this study is a Likert scale.

RESULTS AND DISCUSSION

Description of Respondent Data

The number of respondents who were used as samples in this study were 205 people. Respondents are guests who have stayed at four-star hotels in the city of Bandar Lampung for the last 2 years. Based on the results of data collection through a questionnaire on google form, the characteristics of the respondents in this study can be seen based on Age, Gender, Last Education, Period of Work, Work Position. The following is presented data regarding the characteristics of respondents obtained in this study:

Table 4.1 Characteristics of Respondents Based on Age

No	Age	Frequency (People)	Percentage (%)
1	< 21 Years	42	21%
2	21-30 Years	126	62%
3	31-40 Years	23	11%
4	41-50 Years	10	4%
5	>50 Years	4	2%
TOTAL		205	100%

Source: Data Processed by Researchers, 2022

Based on **Table 4.1** above, it can be concluded that consumers who have stayed at four-star hotels in the city of Bandar Lampung who are the most dominant respondents are aged 21-30 years.

Table 4.2 Characteristics of Respondents by Gender

No	Gender	Frequency (People)	Percentage (%)
1	Male	74	36%
2	Female	131	64%
Total		205	100%

Source: Data Processed by Researchers, 2022

Based on **Table 4.2** above it can be concluded that the most dominant consumers who have stayed at four-star hotels in Bandar Lampung are women.

Tabel 4.1 Characteristics of Respondents by Profession

No	Profession	Frequency (People)	Percentage (%)
1	Students	52	25%
2	Employees	86	42%
3	PNS	8	4%
4	Entrepreneur	25	12%
5	Etc	34	17%
Total		205	100%

Source: Data Processed by Researchers, 2022

Based on **Table 4.3** above, it can be concluded that the profession of consumers who have stayed at four-star hotels in the city of Bandar Lampung are the most dominant employees as many as 86 people (42%).

Tabel 4.4 Characteristics of Respondents by Income

No	Income	Frequency (People)	Percentage (%)
1	< Rp. 500.000	31	15%
2	Rp. 500.001 - Rp. 1.500.000	25	12%
3	Rp. 1.500.001 - Rp. 2.500.000	49	24%
4	Rp. 2.500.001 - Rp. 3.500.000	57	28%
5	> 3.500.000	43	21%
Total		205	100%

Source: Data Processed by Researchers, 2022

Based on **Table 4.4** above which shows that the most dominant income of consumers who have stayed at four-star hotels in Bandar Lampung is Rp. 2.500.001 - Rp. 3,500,000.

Instrument Requirements Test

Validity Test

In this study, a validity test was conducted with the aim of measuring the validity of a questionnaire used in a study. A questionnaire is said to be valid if the correlation value for the variable is compared with r_{table} at $n = 205$ with the formula $df = n-2$ with a significance level of 0.05, so that the r_{table} is 0.1152. The validity test was carried out on the question items to determine the extent to which the question could measure the object under study. Decision making whether or not a data is valid can be done with the following conditions:

- If $r_{count} > r_{table}$, the question item is declared valid
- If $r_{count} < r_{table}$, the question item is declared invalid.

In addition, the validity test can be done by comparing the total score (pearson correlation) with an alpha of 5% (0.05). If the Pearson correlation (significant) value is greater than alpha, then the question item is said to be valid.

The results of the validity test can be seen in the table below:

Table 4.5 Validity Test Results

Variabel	Dimension	Item	r Count	r tabel	Desc
Product	Complete hotel facilities that make guests comfortable	X1.A1	0,686	0,1152	Valid
		X1.A2	0,715	0,1152	Valid
	Guest privacy	X1.B3	0,760	0,1152	Valid
		X1.B4	0,762	0,1152	Valid
	Food and beverage facilities, cleaning service, delivery service to the room	X1.C5	0,785	0,1152	Valid
		X1.C6	0,830	0,1152	Valid
		X1.C7	0,808	0,1152	Valid
		X1.C8	0,859	0,1152	Valid
	Complete hotel room facilities	X1.D9	0,814	0,1152	Valid
		X1.D10	0,787	0,1152	Valid
		X1.D11	0,825	0,1152	Valid
	The type / type of room that suits your needs	X1.E12	0,768	0,1152	Valid
	Convenience of the customer service/front office	X1.F13	0,833	0,1152	Valid
Price	Room rates according to financial ability	X2.A1	0,789	0,1152	Valid
		X2.A2	0,860	0,1152	Valid
		X2.A3	0,888	0,1152	Valid
	Standard hotel room rates are in line with other four-star hotels	X2.B4	0,830	0,1152	Valid
		X2.B5	0,806	0,1152	Valid
	The price offered is appropriate, reasonable, and rational with the available facilities	X2.C6	0,830	0,1152	Valid
		X2.C7	0,907	0,1152	Valid
		X2.C8	0,884	0,1152	Valid
		X2.C9	0,884	0,1152	Valid
Promotion	Easy to get hotel information	X3.A1	0,810	0,1152	Valid
		X3.A2	0,799	0,1152	Valid
		X3.A3	0,814	0,1152	Valid
	Interesting hotel ads	X3.B4	0,837	0,1152	Valid
		X3.B5	0,864	0,1152	Valid
		X3.B6	0,841	0,1152	Valid
	Compatibility between advertisements and reality while staying at the hotel	X3.C7	0,842	0,1152	Valid
		X3.C8	0,842	0,1152	Valid
	Special discounts on national holidays	X3.D9	0,811	0,1152	Valid
		X3.D10	0,834	0,1152	Valid
		X3.D11	0,814	0,1152	Valid
Place	Strategic location	X4.A1	0,511	0,1152	Valid
		X4.A2	0,446	0,1152	Valid

	The location is easily accessible from various entertainment venues and the city center	X4.B3	0,500	0,1152	Valid
		X4.B4	0,456	0,1152	Valid
		X4.B5	0,759	0,1152	Valid
	Easy to find location for customers	X4.C6	0,715	0,1152	Valid
		X4.C7	0,794	0,1152	Valid
	No traffic jam on the way to the hotel	X4.D8	0,686	0,1152	Valid
	Convenient and safe location	X4.E9	0,717	0,1152	Valid
	Safe and spacious parking location	X4.F10	0,700	0,1152	Valid
People	The speed of employees serving customers	X5.A1	0,902	0,1152	Valid
		X5.A2	0,859	0,1152	Valid
	Service alertness listens to customer requests	X5.B3	0,875	0,1152	Valid
		X5.B4	0,881	0,1152	Valid
	Employees speak in a polite and pleasant manner	X5.C5	0,921	0,1152	Valid
		X5.C6	0,837	0,1152	Valid
		X5.C7	0,830	0,1152	Valid
Process	Reliability and skills of hotel employees	X6.A1	0,818	0,1152	Valid
		X6.A2	0,874	0,1152	Valid
		X6.A3	0,834	0,1152	Valid
	Reliability of employees in managing every transaction according to SOP	X6.B4	0,822	0,1152	Valid
		X6.B5	0,850	0,1152	Valid
		X6.B6	0,859	0,1152	Valid
	Responsiveness of hotel employees to customers	X6.C7	0,905	0,1152	Valid
		X6.C8	0,901	0,1152	Valid
	Ability to find solutions to customer complaints	X6.D9	0,895	0,1152	Valid
		X6.D10	0,887	0,1152	Valid
	Willingness of hotel employees to accept criticism	X6.E11	0,884	0,1152	Valid
		X6.E12	0,795	0,1152	Valid
Physical Evidence	The layout of the hotel rooms is beautiful, nice and efficient	X7.A1	0,859	0,1152	Valid
		X7.A2	0,885	0,1152	Valid
	Hotel room size	X7.B3	0,857	0,1152	Valid
	The appearance of the building is modern and stylish	X7.C4	0,888	0,1152	Valid
		X7.C5	0,859	0,1152	Valid
	Beautiful and beautiful hotel garden design	X7.D6	0,847	0,1152	Valid
	Availability of supporting facilities provided by the hotel			0,1152	Valid
	Availability of supporting facilities provided by the hotel	X7.E7	0,851	0,1152	Valid
		X7.E8	0,919	0,1152	Valid
X7.E9		0,907	0,1152	Valid	

Consumers Decision to Stay in Four Star Hotels in Bandar Lampung City	Room facilities and other supporting facilities are the reason for staying	Y.A1	0,856	0,1152	Valid
		Y.A2	0,856	0,1152	Valid
	Price offered	Y.B3	0,851	0,1152	Valid
	The promotions offered are attractive	Y.C4	0,878	0,1152	Valid
		Y.C5	0,869	0,1152	Valid
	Strategic location	Y.D6	0,837	0,1152	Valid
	Attitude of hotel employees	Y.E7	0,880	0,1152	Valid
	The hotel's work process/consistency	Y.F8	0,883	0,1152	Valid

Source: Data Processed by Researchers, 2022

Based on **Table 4.5**, it can be seen that the test of the validity of the research instrument/questionnaire with each statement getting $r_{count} > r_{table}$ 0.1152, so that the statement/indicator on all variables (X) and variable (Y) is declared valid as a research measuring instrument.

Reliability Test

The reliability test in this study was conducted by comparing the Cronbach Alpha values obtained from the reliability test results using SPSS software. If the Cronbach Alpha value is greater than 0.60, then an instrument used in the study can be said to be reliable. The results can be seen in the following table.

Table 4.6 Reliability Test Results

Variabel	Cronbach Alpha Score	Description
Product	0,948	Reliable
Price	0,943	Reliable
Promotion	0,953	Reliable
Place	0,833	Reliable
People	0,947	Reliable
Process	0,968	Reliable
Physical Evidence	0,961	Reliable
Consumers Decisions to Stay	0,951	Reliable

Source: Data Processed by Researchers, 2022

Based on **Table 4.6**, it can be seen that the entire Cronbach Alpha value of each variable has a value > 0.60 . Based on these results, it can be concluded that the questionnaire on each variable (X1 – X7) and variable (Y) is declared reliable as a research measuring instrument.

Data Analysis Technique

Multiple Linear Regression Test Results

The multiple linear regression equation model used in this study is as follows.

$$Y = + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7 + e$$

The results of the multiple linear regression test carried out in this study using SPSS software, so that the following results are obtained.

Table 4.7 Multiple Linear Regression Test Results

Model	Unstandardized Coefficient		Standardized Coefficient
	B	Std. Error	Beta
Constanta (a)	-1,118	1,555	
Product (X ₁)	0,086	0,028	0,118
Price (X ₂)	-0,097	0,042	-0,109
Promotion (X ₃)	0,129	0,039	0,188
Place (X ₄)	-0,003	0,043	-0,002
People (X ₅)	-0,094	0,063	-0,082
Process (X ₆)	0,214	0,045	0,309
Physical evidence(X ₇)	0,508	0,048	0,566

Source: SPSS Primary Data Processing Results, 2022

a. Dependent Variable Consumer Stay Decision

Based on Table 4.7 the results of multiple linear regression can be explained through the following regression equation.

$$Y = -1.118 + 0.086 X_1 + (-0.097) X_2 + 0.129 X_3 + (-0.003 X_4) + (-0.094 X_5) + 0.214 X_6 + 0.508 X_7$$

The results of the multiple linear regression equation above can be described with the following explanation.

The negative constanta value indicates the negative effect of the independent variable (product, price, promotion, place, people, process and physical evidence). When the independent variable increases or has an effect of one unit, then the consumer decision to stay variable will decrease by 1.118, while the regression coefficient value of the product, promotion, process and physical facilities variable has a positive and significant effect, which means that every 1 unit increase in product variable, it will increase the consumer decision variable to stay at four-star hotels in Bandar Lampung City. And The value of the regression coefficient of the variable Price, Location and People This shows that it has a negative and insignificant effect, which means that every 1 unit increase in the price variable, it will reduce the consumer decision variable to stay at a four-star hotel in Bandar Lampung City.

Hypothesis Test

Partial Test (t Test)

In this study, a partial test was conducted which aims to determine the effect of each independent variable that explains the dependent variation. The results of data processing using the SPSS application are as follows. The basis for making decisions used in the t-test are as follows:

- H₀ : 1 = 0, indicating that there is no significant effect between the independent variable and the dependent variable partially.

- H_a : 1 0, indicating that there is a significant effect between the independent and partially dependent variables.

Using a significance level (α) used of 0.05 and degrees of freedom df: (k) (n-k-1), then the test criteria are as follows:

- H_a : If tcount > ttable and the value of Sigcount < 0.05, then the X variable affects the Y variable and is declared accepted.

- H₀ : If tcount < ttable and sigcount value > 0.05, then variable X partially has no effect on variable Y and is declared rejected

Table 4.8 Partial Test Results (t Test)

Model	T	Sig	Descruotion
Constanta (a)	-0,719	0,473	
Product (X ₁)	3,036	0,003	Positive and significant
Price (X ₂)	-2,303	0,022	Negative and insignificant
Promotion (X ₃)	3,308	0,001	Positive and significant
Place (X ₄)	-0,064	0,949	Negative and insignificant
People (X ₅)	-1,482	0,140	Negative and insignificant
Process (X ₆)	4,719	0,000	Positive and significant
Physical Evidence (X ₇)	10,485	0,000	Positive and significant

a. Dependent Variable consumer decision to stay at four-star hotels in Bandar Lampung City

Source: SPSS Primary Data Processing Results, 2022

Based on **Table 4.8**, the hypothesis test in this study was carried out at a significance level of 0.05, while the t-table value can be calculated in the t-test table, with the formula $df=n-k$ or $df=205-8=197$, so that the t-table is 1.652625 and rounded

up to 1.652. To determine the magnitude of the effect of each independent variable partially on the dependent variable as follows.

1. H_1 = Test the product hypothesis (X_1) on the consumer's decision to stay at four-star hotels (Y), from the calculation results obtained $t_{count} 3.036 > t_{table} 1.652$ with a significance of $0.003 < 0.05$. This means that H_a is accepted and H_o is rejected, namely the product variable partially has a positive and significant effect on consumer decisions to stay at four-star hotels in Bandar Lampung City.
2. H_2 = Test the price hypothesis (X_2) on the consumer's decision to stay at four-star hotels (Y), from the calculation results obtained $t_{count} -2.303 > t_{table} 1.652$ with a significance of $0.022 < 0.05$. This means that H_o is accepted and H_a is rejected, namely the price variable partially has a negative and insignificant effect on consumer decisions to stay at four-star hotels in Bandar Lampung City.
3. H_3 = Promotional hypothesis test (X_3) on consumer stay decisions at four-star hotels (Y), from the calculation results obtained $t_{count} 3.308 < t_{table} 1.652$ with a significance of $0.001 > 0.05$. This means that H_a is accepted and H_o is rejected, namely the promotion variable partially has a positive and significant effect on consumer decisions to stay at four-star hotels in Bandar Lampung City.
4. H_4 = Test the location hypothesis (X_4) on the consumer's decision to stay at four-star hotels (Y), from the calculation results obtained $t_{count} -0.064 < t_{table} 1.652$ with a significance of $0.949 < 0.05$. This means that H_o is accepted and H_a is rejected, namely the location variable partially has a negative and insignificant effect on consumer decisions to stay at four-star hotels in Bandar Lampung City.
5. H_5 = Employee hypothesis test (X_5) on the consumer's decision to stay at four-star hotels (Y), from the calculation results obtained $t_{count} -1.482 < t_{table} 1.652$ with a significance of $0.140 > 0.05$. This means that H_o is accepted and H_a is rejected, namely the employee variable partially has a negative and insignificant effect on consumer decisions to stay at four-star hotels in Bandar Lampung City.
6. H_6 = Test the service process hypothesis (X_6) on the consumer's decision to stay at four-star hotels (Y), from the calculation results obtained $t_{count} 4.719 > t_{table} 1.652$ with a significance of $0.000 < 0.05$. This means that H_a is accepted and H_o is rejected, namely the service process variable partially has a positive and significant effect on consumer decisions to stay at four-star hotels in Bandar Lampung City.
7. H_7 = Test the hypothesis of physical facilities (X_7) on the consumer's decision to stay at four-star hotels (Y), from the calculation results obtained $t_{count} 10.485 > t_{table} 1.652$ with a significance of $0.000 < 0.05$. This means that H_a is accepted and H_o is rejected, namely the physical facilities variable partially has a positive and significant effect on consumer decisions to stay at four-star hotels in Bandar Lampung City.

Simultaneous Test (F Test)

The F test is used to find out all variables, namely product, price, promotion, location, employees, service process, and physical facilities have a simultaneous effect on consumer decisions to stay at four-star hotels in Bandar Lampung City. The results of the F test can be seen in the following table.

Table 4.9 Simultaneous Test Results (Test F)

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2899,622	7	414,232	267,568	0,000
	Residual	304,983	197	1,548		
	Total	302,605	205			

a. Dependent Variabel Y

b. Predictors : (Constant), X_7 , X_5 , X_4 , X_3 , X_6 , X_1 , X_2

Source: SPSS Primary Data Processing Results, 2022

Based on **Table 4.9** the results of the F test calculation show that the calculated F value is 267.568 and F_{table} with $df_1 = k-1$ ($df_1=8-1=7$) degrees of numeration 7 and $df_2 = df_2=n-k$ ($df_2=205-8=197$) degrees The denominator is 197, with a level of 5%, then F_{table} is 2.06, meaning $F_{count} > F_{table}$. The significance value of 0.000 is smaller than $= 0.05$, then H_o is rejected and H_a is accepted.

From the results of the F test, it can be concluded that the independent variables jointly affect the dependent variable significantly. Based on the analysis, it can be concluded that the variables of product, price, promotion, location, employees, service process, and physical facilities have a positive and significant effect simultaneously on consumer decisions to stay at Four-star hotels in Bandar Lampung City.

Coefficient of Determination Analysis

The coefficient of determination is used to determine how big the percentage of the relationship between the independent variables and the dependent variable is. The percentage of the influence of all independent variables on the value of the dependent variable can be seen from the magnitude of the coefficient of determination (R^2) of the regression equation. The coefficient of determination can be seen from the following SPSS calculation results.

Table 4.10 Results of the Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimates
1	0,951	0,905	0,901	1,244

Source: SPSS Primary Data Processing Results, 2022

Based on **Table 4.10**, the coefficient of determination (R^2) shows the number of Adjusted R Square with a value of 0.901. This shows that 90.1% of the influence can be explained by the independent variables (product, price, promotion, location, employees, service processes, and physical facilities) on the dependent variable (consumer's decision to stay at four-star hotels in the city of Bandar Lampung). while the remaining 9.9% is explained by other variables not tested in this study.

CONCLUSION

Based on the results of research and discussions that have been carried out regarding the effect of Marketing mix on decision variables consumers to stay at four-star hotels in Bandar Lampung City, it can be concluded that:

1. The product partially has a positive and significant effect on consumer decisions to stay at four-star hotels in Bandar Lampung City. This means that the 1st hypothesis is accepted.
2. The price partially has a negative and insignificant effect on consumer decisions to stay at four-star hotels in Bandar Lampung City. This means that the 2nd hypothesis is rejected.
3. The Promotion partially has a positive and significant effect on consumer decisions to stay at four-star hotels in Bandar Lampung City. This means that the 3rd hypothesis is accepted.
4. The Place partially has a negative and insignificant effect on consumer decisions to stay at four-star hotels in Bandar Lampung City. This means that the 4th hypothesis is rejected.
5. The People partially has a negative and insignificant effect on consumer decisions to stay at four-star hotels in Bandar Lampung City. This means that the 5th hypothesis is rejected.
6. The Process partially has a positive and significant effect on consumer decisions to stay at four-star hotels in Bandar Lampung City. This means that the 6th hypothesis is accepted.
7. The Physical evidence partially has a positive and significant effect on consumer decisions to stay at four-star hotels in Bandar Lampung City. This means that the 7th hypothesis is accepted.
8. Product, price, promotion, Place, People, process, and physical Evidence together have a positive and significant effect on consumer decisions to stay at four-star hotels in Bandar Lampung City. This means that the 8th hypothesis is accepted.

Research Limitations

This research also has limitations, namely:

1. Due to the limitations of time, effort and cost, this study only took 205 respondents as samples. For further research, it can add the number of respondents, so that it can better represent the actual situation.
2. This study only examines the marketing mix in four-star hotels in Bandar Lampung City, while there are still many other variables that can influence consumer decisions to stay at four-star hotels in Bandar Lampung City.
3. Suggestions for further research can use the same object but in different areas so that the results of the research can be more generalized and reflect the research model.

4. Suggestions for further research can add the form of open questions to the questionnaire that will be given to respondents. It aims to dig deeper information related to questions in accordance with the indicators proposed in the study.

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