

## ABSTRAK

Semakin berkembangnya industri bisnis perhotelan di Surabaya, membuat persaingan bisnis semakin ketat. Hal tersebut mendorong pelaku bisnis untuk membuat strategi dalam menghadapi tantangan salah satunya melalui bauran pemasaran. Bauran pemasaran ialah alat pemasaran berguna untuk mencapai tujuan dalam mencapai target pasar yang dalam Penelitian ini bertujuan untuk mengetahui pengaruh Produk, Promosi, Harga, Tempat, Orang, dan Proses terhadap keputusan menginap di hotel Horison Arcadia Surabaya, serta untuk mengetahui diantara variabel tersebut mana yang sangat berpengaruh terhadap keputusan pembelian.

Dalam penelitian ini teknik yang digunakan adalah non-probability sampling. Data berdasarkan kuesioner yang diisi oleh 98 responden yang ditentukan dengan menggunakan metode sampel berdasarkan secara kebetulan bertemu dan cocok sebagai sumber data (*accidental sampling*). Hasil penelitian variable dependen yang terdiri dari produk, promosi, harga, tempat, orang, proses berpengaruh positif dan signifikan terhadap variable independen keputusan pembelian.

Hotel Horison Arcadia Surabaya diharapkan dapat memperhatikan produk, promosi, harga, tempat, orang, proses karena dapat mempengaruhi keputusan pembelian. Untuk peneliti selanjutnya agar menambah variable lain yang belum dicantumkan dalam penelitian ini agar dapat memperluas penelitian dan periode penelitian yang lebih *update*.

Kata Kunci: produk, promosi, harga, tempat, orang, proses, dan keputusan pembelian

## ABSTRACT

A rapid development of hospitality business industry in Surabaya makes Tougher the business competition. As the result, some business people are encouraged to have strategies, one of them is marketing mix, in facing the challenge. While, marketing mix is one of the marketing instrument which aim to achieve target market. Therefore, this research aimed to find out the effect of product, promotion, price, place, people, and process on decision to stay at Surabaya Horizon Arcadia hotel. Besides, it was also to find out which variable mostly affected buying decision.

Moreover, the data collection technique used non-probability sampling. In line with, there were 98 respondents as sample. Furthermore, the sample was chosen as researcher met accidentally and considered appropriate as the data source (accidental sampling). In addition, the research result concluded independent variables, i.e. products, promotions, prices, place, people and processes had positive and significant effect on dependent variable, namely buying decision.

In conclusion, Surabaya Horizon Arcadia hotel was expected to pay attention on the products, promotions, prices, place, people and processes since they affected buying decisions. Meanwhile, for further researchers, they needed to add some variables which had not been included in the research; in order to have broader and more updated research periods.

**Keywords:** Products, Promotions, Prices, Place, People, Processes, Buying Decision