

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh bauran pemasaran terhadap keputusan menginap di Hotel Grand INNA Tunjungan Surabaya.

Jenis penelitian ini adalah penelitian kuantitatif. Data yang digunakan bersumber dari jawaban responden, anggota populasi yang digunakan dalam penelitian ini adalah konsumen yang telah menginap di Hotel Grand Inna Tunjungan Surabaya. Teknik pengambilan anggota sampel menggunakan teknik *purposive sampling*, dengan anggota sampel sebanyak 98 responden. Teknik analisa yang digunakan adalah regresi linier berganda. Pengujian instrumen menggunakan uji validitas dan uji reliabilitas. Data tersebut diolah dengan menggunakan program SPSS versi 23.0.

Hasil pengujian hipotesis menunjukkan bahwa produk berpengaruh positif dan signifikan terhadap keputusan menginap, harga berpengaruh positif dan signifikan terhadap keputusan menginap, lokasi berpengaruh positif dan signifikan terhadap keputusan menginap, promosi berpengaruh positif dan signifikan terhadap keputusan menginap, orang berpengaruh positif dan signifikan terhadap keputusan menginap, proses berpengaruh positif dan signifikan terhadap keputusan menginap, bukti fisik berpengaruh positif dan signifikan terhadap keputusan menginap.

Kata kunci: Produk, Harga, Lokasi, Promosi, Orang, Proses, Bukti fisik dan Keputusan menginap.

ABSTRACT

This research aimed to find out the effect of marketing mix on the decision of staying at Grand INNA hotel, Tunjungan, Surabaya.

The research was quantitative. While the data sources were respondents' answers. Meanwhile, the population was consumers who stayed at Grand INNA hotel, Tunjungan, Surabaya. Moreover, the data collection technique used purposive sampling. In line with that, there were 98 respondents as the sample. Furthermore, the data analysis technique used multiple linear regression. Additionally, the instrument testing used validity and reliability test with SPSS 23.0.

Based on the hypothesis test result, it concluded that product had a positive and significant effect on the decision of staying at Grand INNA hotel, Tunjungan, Surabaya. Likewise, price had a positive and significant effect on the decision of staying Grand INNA hotel, Tunjungan, Surabaya. Similarly, location had a positive and significant effect on the decision of staying at Grand INNA hotel, Tunjungan, Surabaya. In addition, promotion as well as people, process, and physical evidence had a positive and significant effect on the decision of staying at Grand INNA hotel, Tunjungan, Surabaya.

Keywords: Product, Price, Location, Promotion, People, Process, Physical Evidence, Decision of Staying.

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