

MARKETING MIX ANALYSIS OF DECISION TO STAY AT THE GRAND INNA DAIRA HOTEL PALEMBANG

By Krisna Taufik Akbar

Abstract

This study aims to analyze and determine the effect of the marketing mix on the decision to stay at the Grand Inna Daira Palembang hotel. Quantitative research methods with a sample of 100 respondents who are guests who stay at the Grand Inna Daira Palembang hotel. The data collection technique was taken through a questionnaire and analyzed using the Statistical Package for the Social Sciences (SPSS) application version 25. Data analysis techniques were through validity tests, reliability tests, classical assumptions, and multiple linear regression tests. Hypothesis testing using the F test, T test and determinant coefficient. The results showed that the variable price, place, product, people, facilities, and process simultaneously had a positive and significant influence on the decision to stay overnight. Partially the variables of price, place, product, and people have a positive and significant impact, while the facilities variable shows a positive but insignificant impact. The process variable partially has no effect on the decision to stay overnight.

Keywords: *Marketing mix, Decision to stay overnight, Hotel Grand Inna Daira Palembang*

ANALISIS *MARKETING MIX* TERHADAP KEPUTUSAN MENGINAP DI HOTEL GRAND INNA DAIRA PALEMBANG

Oleh Krisna Taufik Akbar

Abstrak

Penelitian ini bertujuan untuk menganalisis dan mengetahui pengaruh *marketing mix* terhadap keputusan menginap di Hotel Grand Inna Daira Palembang. Metode penelitian kuantitatif dengan sampel berjumlah 100 responden yang merupakan tamu yang menginap di Hotel Grand Inna Daira Palembang. Teknik pengambilan data diambil melalui kuesioner dan di analisis menggunakan aplikasi *Statistical Package for the Social Sciences (SPSS)* versi 25. Teknik analisis data melalui uji validitas, uji reabilitas, uji asumsi klasik, dan uji linier regresi berganda. Uji hipotesis menggunakan uji F, uji T dan koefisien determinan. Hasil penelitian menunjukkan bahwa variabel *price, place, product, people, facilities*, dan *process* secara simultan memiliki pengaruh yang positif dan signifikan terhadap keputusan menginap. Secara parsial variabel *price, place, product*, dan *people* memiliki dampak positif dan signifikan, sedangkan variabel *facilities* menunjukkan dampak positif namun tidak signifikan. Variabel *process* secara parsial tidak berpengaruh terhadap keputusan menginap.

Kata kunci: *Marketing mix*, Keputusan Menginap, Hotel Grand Inna Daira Palembang