

Analysis of the Influence of Marketing Mix on Decision to Stay at Grand Jamee Syariah Hotel

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ABSTRACT

Marketing is a process of the preparation of effective communication and aims to provide information about the goods or services. Marketing is related to how business people can satisfy people's needs and desires. In recent years Grand Jamee Syariah Hotel has continued to increase sales so that the number of room occupancy increases. The formulation of the problem in this study is the factors of the marketing mix which influences the decision to stay at the Grand Jamee Syariah Hotel. This research is a type of hypothesis testing research with a research population that is visitors who stay at the Grand Jamee Syariah Hotel. Sample selection is done by accidental (accidental sampling) method, which in this study took 80 respondents. The data used are primary data and secondary data, both qualitative and quantitative. This study analyzes the influence of products, prices, places, promotions, processes, people and physical supporters of the decision to stay. The research method used is multiple regression by conducting a classic assumption test first. The results of this study indicate that partially the place and promotion does not have a significant effect on the stay decision while the product, price, process, person and physical support each have a significant influence on the decision to stay. But products, prices, places, promotions, processes, people and physical support have a significant effect on the decision to stay simultaneously. Among the seven independent variables, prices and processes have the greatest influence on the decision to stay at the Grand Jamee Syariah Hotel.

Keywords: *Marketing Mix, Product, Price, Place, Promotion, Person, Process, Physical Support, and Decision to Stay*

INTRODUCTION

The development of business in the city of Medan is increasing rapidly both in the business of goods and services industry. The hospitality business is one of the businesses that are increasingly mushrooming in the city of Medan. As a service industry, every hotel entrepreneur is required to provide maximum service to his guests. Every hotel or other forms of lodging try to give different added value to the products or services provided to their guests. The added value offered will increasingly provide stability to consumers

to transact or encourage old consumers to trade again.

Understanding of hotels according to Agus Sulastiyono (2004) is a company managed by its owner by providing food, beverage and room facilities for sleeping to people who are traveling and able to pay a reasonable amount in accordance with services received without special agreement. Hotels as service industries will certainly deal directly with consumers with diverse customs, languages, and characteristics, all of which need to be well received and served.

Grand Jamee Syariah Hotel applies sharia rules in conducting its business. In principle, a sharia hotel is a hotel that is the method of presentation, operation, and facilities based on teachings that are in accordance with sharia or based on Islamic teachings. The target of the Grand Sharia Hotel market is all people including non-Muslim foreign tourists. But the most important thing is the halal guarantee for Muslims who stay overnight.

Grand Jamee Syariah Hotel as a hotel services company implements a marketing strategy known as a service marketing mix strategy. The service marketing mix strategy consists of components or mutually integrated marketing tools consisting of products, prices, promotions, places, processes, people, and physical supporters. Grand Jamee Syariah Hotel guarantees halalness in every operation. The price offered also competes with other hotels, ranging from Rp. 300,000 to Rp. 500,000. Grand Jamee Syariah Hotel is strategically located within easy reach of hotel guests. Promotions carried out by Grand Jamee Syariah Hotels include placing banners in the form of discounted prices for stay rooms and

providing promos on application-based sites such as Traveloka, Airy Rooms, Tiket.com, and others. Employees of the Grand Jamee Syariah Hotel showed a friendly attitude to all hotel guests in the form of greetings and opened the entrance and were ready to serve hotel guests who needed assistance. For every guest who comes to stay if they are a couple, they should be able to show a marriage certificate, but if the marriage certificate is not taken, they can show an identity card instead. to order different rooms, this shows the commitment of the Grand Jamee Syariah Hotel in implementing sharia rules. In addition to offering halal facilities and hospitality of hotel employees, management also has a concept that is in accordance with the Islamic concept of presenting Islamic nuances both in the hotel lobby and in the room. However, Grand Jamee Hotel also has many competitors, including sharia-based hotels and public hotels that do not have certain rules, so competition between hotels is very strict in attracting hotel guests.

For the past 3 (three) years, namely from 2015 to 2017 the Grand Jamee Syariah Hotel experienced a low demand for rooms.

Tabel 1 Occupancy Rate of Grand Jamee Syariah Hotel Period 2015-2017

Year	Amount Room	Available room	Tottal Days in Year	Capacity Tottal Room	Realisasi	%
2015	100	88	365	32.055	2.407	7.49
2016	100	87	366	31.632	2.661	8.41
2017	100	88	365	32.055	2.750	8.57

Based on Table 1, 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 which consists of products, prices, places, promotions, people, processes, and physical evidence of the decision to stay at Grand Jamee Syariah Hotel. This study has seven independent variables which are marketing mix components, namely Product, Price, Place, Promotion, Person, Process, and Physical Support, and one dependent variable is the

Decision to Stay at the Grand Jamee Syariah Hotel.

LITERATURE REVIEW

Basically, services are all economic activities whose results are not physical or construction products, which are usually consumed at the same time as the time produced and provide added value (such as comfort, entertainment, pleasure, or health) or problem-solving in dealing with consumers (Rambat Lupiyoadi, 2001).

Service (service) is a product that is not real (intangible) from the results of reciprocal activities between providers

(recipients) and recipients of services (customers) through a or several activities to meet customer needs (Oka A.Yoeti, 2004). Not much different from the definition. Services are all economic activities whose results are not products in physical form or construction, which are usually consumed at the same time as the time produced and provide added value (Rambat Lupiyoadi and A. Hamdani, 2008).

Based on some of the definitions above, it can be concluded that services are intangible or intangible actions or actions offered for sale to other parties, namely service users. Philip Kotler and Kevin Lane Keller (2008: 39) state that services have several main characteristics that differentiate them from goods).

Marketing at this time has an important role in a company where there has been a change in a business environment that has to always adjust the strategy. This strategy is used so that the condition of a company will be better in meeting customer satisfaction.

According to McCarthy in Philip Kotler and Kevin Lane Keller (2007) clarifying marketing tools into 4 groups called 4P in marketing, namely: product, price, place and promotion.

According to Philip Kotler and Gary Armstrong (2012) Marketing mix is a good marketing toolset of products, pricing, promotion, distribution, combined to produce the desired response of the target market - Marketing mix is a good marketing tool that includes products, pricing, promotion, distribution, combined to produce the desired response of the target market

According to McCarthy in Philip Kotler and Kevin Lane Keller (2007) clarifying marketing tools into 4 groups called 4P in marketing, namely: product (product), price (price), place (place) and promotion (promotion).

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produce the desired response of the target market - Marketing mix is a good marketing tool that includes products, pricing, promotion, distribution, combined to produce the desired response of the target market. The marketing mix is the main instrument of the marketing strategy. The combination of these various instruments will have an effective influence on the decision to stay.

7 (seven) aspects of this marketing mix will produce factors that influence the decision to stay at the Grand Jamee Syariah Hotel, the researcher makes a conceptual framework.

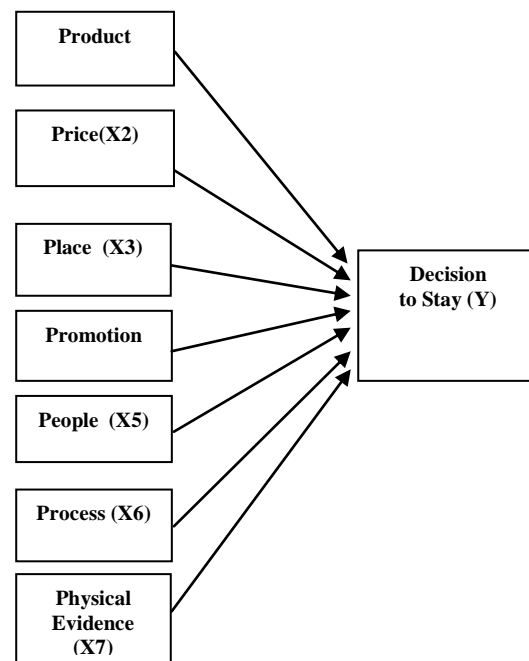


Figure 1 : Conceptual Frame

The decision to stay at the Grand Jamee Syariah 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 :

1. Products, prices, places, promotions, people, processes, and physical forms simultaneously affect the number of rooms

2. Products partially affect the amount of room occupancy
3. Prices partially affect the amount of room occupancy
4. The place partially affects the number of rooms
5. Promotions partially affect the number of room occupancy
6. People partially influence the amount of room occupancy
7. The process partially affects the number of room occupancy
8. Physical evidence partially affects the amount of room occupancy

MATERIALS & METHODS

This research used in this study is quantitative research with a survey approach, namely research that takes sample from the population and uses questionnaires as a data collection tool. The researcher distributes questionnaires which will then processed to produce data and will be tested.

The populations in this study were visitors who stayed at the Grand Jamee Syariah Hotel. The author based his sampling on Roscoe's opinion. If the study will do a multivariate analysis (multiple correlation or regression for example), then the sample size is at least 10 times the number of variables studied. In this study there were 8 (eight) variables, so the sample taken was 10 x 8, 80 respondents

The sampling technique used in this study is a non-probability sample, namely the accidental method. Accidental sampling is to determine the sample based on coincidence, that is, anyone who happens to meet the researcher who can be used as a sample if it is viewed by the person who happened to be found it is suitable as a source of data (Sugiyono, 2012: 77). This is based on the consideration that visitors who have come to the Grand Jamee Syariah Hotel did not come back when the questionnaire was distributed.

Primary data obtained from respondents' answers examined in various questions based on operational independent variables namely products, prices, places,

promotions, people, processes, and physical support associated with many of room occupancy. Sources from primary data are guests who stayed during the study period. While secondary data is obtained from the internal data of the Grand Jamee Syariah Hotel in the form of data on the realization of room occupancy from 2015 to 2017.

RESULT AND DISCUSSION

a. Characteristics of Respondents by Gender

Tabel 2. Characteristics of Respondents by Gender

Gender	Amount	Percentage (%)
Male	55	68,75%
Female	25	31,25%
Tottal	80	100%

Characteristics of respondents above can be seen that based on sex the majority of respondents are male with a total of 55 people (68.75%) compared to women of 25 people (31.25%) this can be because in general visitors are husband and wife and men play more roles as decision makers. Whereas if a woman's visitor can make it possible that the woman is on duty outside the city and also the sharia system implemented by the hotel makes the end of it unable to carelessly rent. Visitors in pairs must be visitors who are husband and wife.

b. Characteristics of Respondents by Age

Tabel 3. Characteristics of Respondents by Age

Age	Amount	Percentage (%)
18-29	14	17,50%
30-39	25	31,25%
40-49	32	40,00%
50 up	9	11,25%
Tottal	80	100 %

It is known that based on age the majority of respondents aged 40 - 49 years, amounting to 32 people (40.00%), then respondents aged 30-39 years, amounting to 25 people (31.25%), then respondents aged 18-29 years, namely there were 14 people (17.50%) and those who were at least 50 years old and above who numbered 9 people (11.25%). So that it can be seen that the average age of visitors is those aged 40 to 49 who are still very productive ages.

c. Characteristics of Respondents by Address

Tabel 4. Characteristics of Respondents by Age

Address	Amount	Percentage (%)
In town	37	46,25%
Out of the town	41	51,25%
Abroad	2	2,50%
Total	80	100%

It is known that the respondents generally came from within the city which amounted to 37 people (46.25%) and also came from outside the city of Medan which amounted to 41 people (51.25%) while those from abroad were only 2 people (2.50 %). So that it can be seen that this hotel has been known by the people inside or outside the city of Medan and has also been known by foreign people.

d. Characteristic of Respondents by Job

Tabel 5. Characteristic of Respondents by Job

Description	Amount	Percentage
EmployeeBUMN / BUMD	17	21,25%
Entrepreneur	46	57,50%
Civil Servant	14	17,50%
Police	3	3,75%
Tottal	80	100%

It is known that the majority of respondents have jobs as entrepreneurs, amounting to 46 people (57.50%), followed by BUMN / BUMD employees totaling 17 people (21.25%), and the least are those who work as military / police with 3 people (3.75%). So that it can be known that entrepreneurs or entrepreneurs are more often renting, this is because in general the income from entrepreneurship is better than other jobs.

e. Characteristic of respondents by Amount Income

Tabel 6. Characteristic of Respondents by Amount Income

Income (million)	Amount	Percentage
3 – 4,9	12	15,00%
5 – 6,9	14	17,50%
7– 8, 9	15	18,75%
9 above	37	46,25%
Tottal	80	100%

It is known that the majority of respondents who stay in the hotel have an income of 9 million and above, amounting to 37 people (46.25%), followed by those totaling 7 to 8.9 million totaling 15 people (18.75%) and the smallest is income between 3 to 4.9

million totaling 12 people (15.00%). From these data it can be seen that the respondents who stayed at the hotel had a large income / middle to upper income level.

Variable Descriptive Analysis

It is known that the average respondent answers each question of the variable to be tested mostly by giving a value of 4 or agreeing and followed by a very agreeable and neutral statement. This illustrates that the average respondent gives an answer that agrees to the **statement submitted by the author in the questionnaire.**

Validity test

Testing the validity of each item statement is by correlating the score of each item with the total score which is the number of each item score. The minimum requirement is to fulfill whether each statement is valid or not by comparing it to the table of 0.361 (with n of 30 and degrees of freedom 2 / two tail). So if the correlations between items with a score smaller than r-table, then the items in the statement are declared invalid.

Reliability Test

Based on the results of reliability testing it is known that the Cronbach alpha count value is 0.821. Because the value of the Cronbach alpha count (0.821) is greater than the comparative alpha value (0.6), it can be concluded based on the reality test instrument using Cronbach Alpha to be displayed reliably and can be used to do the next test.

Residual Normality Test

Tabel 7. Residual Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		80
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	.19002939
Most Extreme Differences	Absolute	.076
	Positive	.076
	Negative	-.043
Kolmogorov-Smirnov Z		.678
Asymp. Sig. (2-tailed)		.748
a. Test distribution is Normal.		

Processing data that has been done for normality test using Kolmogorov-Smirnov (K-S) one sample that the residual data gives a sig value of 0.748 which is above

the alpha error value of 0.05, it can be concluded that the results of testing data are normally distributed.

Multicollinearity Test

Tabel 8. Recapitulation of Tolerance Values and VIF Values from Multicollinearity Test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Product	.534	1.872
	Price	.521	1.918
	Place	.948	1.054
	Promotion	.988	1.012
	People	.780	1.282
	Process	.402	2.490
	Physic Evidence	.335	2.981
a. Dependent Variable: Decesion to stay			

Indicates that the VIF value is below 10 and the tolerance value is not less than 0.1, this means that between the independent

variables in this study there is no relationship or no relation to each other so it can be concluded that the regression model does not have Multicollinearity.

Heteroscedasticity Test

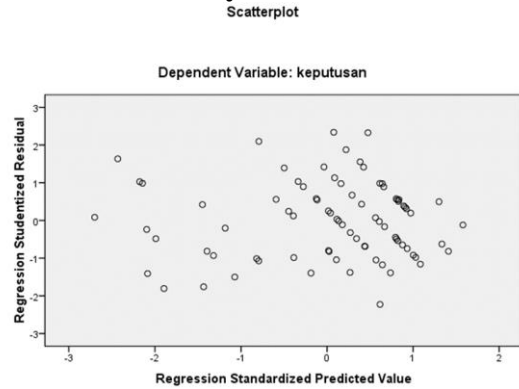


Figure 2 : Heteroskedasity Test

Simultaneous Test (Test F)

Tabel 9. F Test Results of Independent Variables Against Variables Bound Simultaneously

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.585	7	2.084	52.587	.000 ^a
	Residual	2.853	72	.040		
	Total	17.438	79			
a. Predictors: (Constant), pendukung fisik, promosi, tempat, orang, produk, harga, proses						
b. Dependent Variable: keputusan						

Can be calculated Fcount is 52.587 shows the value of F count (52.587) > from Ftable (3.292) and the level of significance F test of 0.000 (p < 0.05) then Ho is rejected and Hi is accepted. It means that there is a significant effect of the product (X1), price (X2), place (X3) promotion (X4), a person (X5), process (X6), and physical support (X7) on the decision to stay (Y) simultaneously.

Partial Test (t Test)

Tabel 10. Partial Test Results (t Test)

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.879	.374		-2.348	.022
	Product	.251	.078	.209	3.211	.002
	Price	.329	.075	.289	4.380	.000
	Place	-.005	.049	-.005	-.095	.925
	Promotion	-.043	.048	-.043	-.895	.374
	People	.172	.068	.137	2.545	.013
	Process	.327	.080	.309	4.104	.000
Physic evidence	.212	.088	.198	2.407	.019	
a. Dependent Variable: Decision to Stay						

Coefficient of Determination R2

Tabel 11. Determination Coefficient Analysis Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.915 ^a	.836	.820	.19905
a. Predictors: (Constant), Physic Evidence, Promotion, Place, People, Product, Price and Process				
b. Dependent Variable: Decision to Stay				

R2 test results that the number of the coefficient of determination (R square) of the influence between product variables (X1), price (X2), place (X3) promotion (X4), person (X5), process (X6), and physical support (X7) is worth 0.820, which means 82.0% of the variation in the stay decision can be explained by the product variable (X1), price (X2), place (X3) promotion (X4), person (X5), process (X6), and physical support (X7), while the remaining 18.0% is explained by other reasons not discussed in this study, for example, consumer behavior, etc.

Interpretation of Multiple Linear Regression Models

Multiple Linear Regression is used to determine the pattern or form of influence between independent variables and dependent variables together. Of the seven independent variables that provide the greatest influence is the price, so that if the price variable is increased then the variable decision to stay will also experience a significant increase.

$$Y = -0,879 + 0,251 X1 + 0,329 X2 - 0,005 X3 - 0,043 X4 + 0,172 X5 + 0,327 X6 + 0,212 X7$$

Based on the pattern or form of influence, it can be concluded that the most influential to the decision to stay is price and process of 0.329 and 0.327, while the place and promotion variables have a negative and small effect of -0.005 and -0.043.

DISCUSSION AND CONCLUSION

a. Variable Effects of Products on Guest Decisions Stay at Grand Jamee Syariah Hotels

Partial test results can be seen that product variables have a positive and significant effect on guests' decision to stay at the Grand Jamee Syariah Hotel. This shows a unidirectional relationship between the product and the guest decision to stay at the Grand Jamee Syariah Hotel, in the sense that if there is an increase in product quality, the guest decides to stay at the Grand Jamee Syariah Hotel will increase.

b. Price Effect on Decisions to Stay at Grand Jamee Syariah Hotel Medan

The results of this study indicate that prices have a positive and significant effect on the decision to stay at the Grand Jamee Syariah hotel. That is, the better the price / low price applied while continuing to improve quality standards with other hotels, the more consumers will be interested in staying at the Grand Jamee Syariah hotel.

c. Effect of Places on Decisions to Stay at Grand Jamee Syariah Hotel Medan

Partial test results can be seen that the location variable has an effect negative and insignificant to the decision of guests to stay at the Grand Jamee Syariah Hotel. This shows that the location does not determine the grand Jamee hotel is not the main thing that makes the basis for choosing consumers to stay in the Grand Jamee Syariah hotel

d. Effect of Promotion on Guest Decisions Stay at Grand Jamee Syariah Hotels

Research conducted at the Grand Jamee Sharia Hotel shows that the ad is in good condition. One of the things that caused no significant influence on advertising was the guest decides to stay at the Grand Jamee Syariah Hotel, because consumers were familiar with the advertisements that were displayed. This is in line with the results of the description of respondents' responses to the advertising indicators in the good category.

e. Influence of People on Decisions to Stay at Grand Jamee Syariah Hotels

Partial test results can be seen that the variable person/employee has a positive and insignificant effect on the decision of guests to stay at

Grand Jamee Syariah Hotel. This shows a unidirectional relationship between people and the decision of guests to stay at the Grand Jamee Syariah hotel

f. The Effect of Process on Guest Decisions to Stay at Grand Jamee Syariah Hotels

Partial test results can be seen that the process variable influences

positive and significant to the decision of guests to stay at the Grand Jamee Syariah Hotel. This shows a unidirectional relationship between the process and the guest decision to stay at the Grand Jamee Syariah hotel, meaning that the process will encourage consumers to stay at the Grand Jamee Syariah Hotel.

g. Physical Evidence Effects on Guest Decisions Stay at Grand Jamee Syariah Hotels

Partial test results can be seen that physical facility variables have a positive and significant effect on the decision of guests to stay at Grand Jamee Syariah. This shows that there is a unidirectional relationship between physical facilities and the decision of guests to stay at the Grand Jamee Syariah hotel, meaning that with good physical facilities, they will encourage consumers to stay at the Grand Jamee Syariah Hotel.

CONCLUSION

Based on the analysis and discussion previously described, conclusions can be drawn as follows:

1. The effect of the marketing mix factor on the stay decision which causes the low number of rooms in the Grand Jamee Syariah Hotel, namely:
 - a. Based on the F test, it can be seen that the marketing mix factor consisting of products, prices, places, promotions, people, processes, physical support together have a significant effect on the decision to stay.
 - b. Based on the coefficient of determination (R^2), the contribution of product variables, price, place, promotion, person, process, physical support to the decision to stay is equal to 0.820, which means that 82.0% of stay decisions can be explained by product, price, place, promotion, people, processes, physical supporters, while the remaining 18.0% can be explained by other factors not discussed in this study.

2. Marketing mix factors that have a significant effect on the decision to stay at the Grand Jamee Syariah Hotel indicate that the product variable (X1), price (X2), person (X5), process (X6) and physical support (X7) have a positive effect and significant to guest decisions to stay at the Grand Jamee Syariah hotel. While the promotion variable (X3), place (X4), has no significant effect on the guest decides to stay at the Grand Jamee Syariah hotel.

RECOMMENDATIONS

Based on the result of research, discussion, and conclusions the suggestions that can be given are as follows :

1. For Grand Jamee Syariah Hotels, in order to continue to improve into a sharia-based hotel in accordance with sharia provisions so that guests who stay make the Grand Jamee Syariah Hotel as a fulfillment of needs with Islamic principles.
2. Grand Jamee Syariah Hotels are expected in the future to be able to evaluate their products in the form of rooms and equipment. So that whatever is needed by guests in each room can be fulfilled in sharia.
3. Grand Jamee Syariah Hotel re-adjusts the price offered. Both the price of the room, food and drinks and the price compatibility of the facilities obtained.
4. Evaluating the performance of employees and management to further improve services and be responsive to guests who stay overnight. This is able to give a positive impression for guests who are staying at the Grand Jamee Syariah hotel.
5. By evaluating the performance of the employees it is also able to improve the process of service to guests of Grand Jamee Syariah. The services in question include the process of checking in and checking out guests, the payment process is getting easier, and the responsiveness of employees in dealing with guest complaints.

6. Renewal of physical support for Grand Jamee Syariah Hotels can also be done. Either add new facilities or improve other supporting suggestions. In addition to guests staying, things related to supporting facilities can be a reference for guests to be able to return to stay at a hotel.

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