



Consumer Satisfaction Of Hotel Megamendung Permai Bogor Residence Based On Marketing Mix

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Abstract: The purpose of this study was to determine the effect of marketing mix on consumer satisfaction at Megamendung Permai Hotel Bogor. Operationalization of variables with marketing mix variables consisting of product, price, place/location, promotion, people, physical evidence, process, and customer satisfaction variables. Research method This study used a questionnaire distributed to 103 respondents who were consumers of Megamendung Permai Hotel Bogor. Validity test, reliability test, classical assumption test, multiple linear regression, simultaneous multiple regression test, and partial regression test. The results of the study showed that consumer satisfaction at Megamendung Permai Hotel Bogor was influenced by marketing mix variables: place/location, promotion, and process. However, the score of the product, price, people, and physical evidence variables was high but did not significantly affect consumer satisfaction at Megamendung Permai Hotel Bogor.

Keywords : Marketing Mix, Consumer Satisfaction, Megamendung Permai Hotel Bogor

INTRODUCTION

In order to face the current era of globalization, marketing activities play a very important role in determining the success of the company, therefore the company must be able and brave to make new breakthroughs to maintain and advance its products in the market, thus the marketing function is an important thing in contributing to the expansion and achievement of marketing needs, so it is clear that the task of the marketing manager cannot be separated from the activity of marketing its products

effectively and efficiently.

The development of business in Indonesia, especially in the service sector, has created increasingly tight competition, including in hotel companies. Seeing this situation, hotel companies are required to be able to overcome the competitive climate in the market. One of the most important functions of hotel companies that supports hotel companies in winning the competition and realizing the achievement of hotel company goals is marketing, because marketing is a system.

From business activities aimed at planning products, setting prices, promoting and distributing goods and services that can meet consumer needs, the main product sold by hotel companies is room rental or lodging services.

The definition of a hotel based on the decision of the Minister of Tourism and Hospitality No. Km 94/HK103/MPPT 1987, a hotel is a type of accommodation which uses part or all of its buildings to provide services, accommodation, food and drink and other services for the public which are managed commercially and meet the requirements set out in government decisions. The definition of marketing mix according to Kotler (1997:92) is a number of marketing tools used by companies to convince marketing objects or target markets, while According to Amir (2005), the definition of consumer satisfaction is the extent to which the benefits of a product are felt (*perceived*) in accordance with what is expected.

In the Bogor area which has many tourist attractions, there are many hotels, both transient hotels, which are hotels located in the city center and resort hotels, which are generally located near tourist attractions. Hotels as an industry engaged in the service sector, of course, will deal directly with consumers who have diverse customs, languages and characteristics, all of which need to be accepted and served well. In line with this development, if previously the main product or service of a hotel which was the main need of tourists was a room or lodging, now it has developed, consumers expect something that is not just a room to stay, but they expect other things such as service, pleasant environmental conditions, politeness and respect from all employees.

Hotel companies must be able to penetrate and capture existing target markets, therefore hotel companies must have an effective marketing strategy so that the products and services offered can be accepted by consumers. The main objective of the marketing strategy implemented by hotel companies is to increase the number of consumers, both in terms of quantity and quality. In terms of quantity, it means that the number of consumers increases quite significantly over time, while in terms of quality, it means that the consumers obtained are productive consumers who are able to provide profit for the company. To achieve this goal, it can be done in various ways and one of them is to provide consumer satisfaction. Consumer satisfaction becomes more valuable for hotel companies, so it is not surprising that there is always a slogan that consumers are kings, who need to be served as well as possible.

Over time, the improvement of the quality of service offered by hotel companies has received more attention for Hotel Megamendung Permai Bogor. This is because the quality of service can be used as a tool to achieve competitive advantage. Consumers who have enjoyed visiting can also be interpreted as consumers who feel satisfied with the services provided by Hotel Megamendung Permai Bogor to them. This will be very beneficial for Hotel Megamendung Permai Bogor, because by satisfying consumer needs with the best service, then consumers who have visited are

likely to have free promotion in the form of *word of mouth* (from mouth to mouth) carried out by consumers who feel satisfied with the service of Hotel Megamendung Permai to other consumers.

However, in reality in the field in 2021 the number of guests staying at the Megamendung Permai Bogor Hotel experienced a decrease in the number of guests.

Based on data on the number of guests staying in 2020 to 2022, it can be seen in the following table:

No .	Month	Number of Guests Staying (Per Year/Person)			Percentage (%) Per Month			Average Per Month
		20 20	20 21	20 22	20 20	2021	2022	
1	Januari	1.581	1.074	1.240	40,59	27,57	31,83	1298,33
2	Februari	1.516	1.004	1.246	40,25	26,65	33,08	1255,33
3	Maret	1.830	1.169	1.334	42,23	26,97	30,78	1444,33
4	April	1.495	1.323	1.299	36,31	32,13	31,55	1372,33
5	Mei	2.101	2.308	1.654	34,65	38,06	27,28	2021
6	June	2.112	2.029	2.205	33,28	31,97	34,74	2115,33
7	juli	2.725	2.205	2.152	38,47	31,13	30,38	2360,67
8	Agustus	1.741	1.146	533	50,90	33,50	15,58	1140
9	Septembe r	1.734	1.068	1.824	37,48	23,08	39,42	1542
10	Oktober	1.817	1.756	1.552	35,45	34,26	30,28	1708,34
11	November	1.878	1,074	2.290	35,82	20,48	43,68	1747,34
12	December	1,801	2,680	2,685	25,13	37,39	37,46	2388,67
Total		22,331	18,83 6	20,01 4				

Source: Megamendung Permai Hotel Bogor, 2023

Table 1. Data on Guest Stays in 2020 to 2021 2022 Megamendung Hotel, Bogor

The number of rooms available at the Megamendung Permai Bogor Hotel is 69 rooms. When compared to the room occupancy rate in 2020 and 2022, the room occupancy rate increased and in 2020 the room occupancy rate decreased.

To solve the problem, a new idea or concept is needed that must be created by Hotel Megamendung Permai in addition to improving its services, in addition to the marketing mix factors consisting of: product, price, place/location, promotion, people, physical evidence and process must be given more attention by the company, because the marketing mix is one of the important factors in providing satisfaction to consumers. In other words, in order for consumers to feel satisfied with what is given by the hotel company , the marketing mix that is carried out must be improved, so that a better marketing mix is created. Therefore, the following research needs to be conducted: 1) how is the marketing mix and consumer satisfaction carried out by Hotel Megamendung Permai Bogor; 2) how is the simultaneous influence of the marketing mix on consumer satisfaction of Hotel Megamendung Permai Bogor residences; 3) how is the partial influence of the marketing mix on consumer satisfaction of Hotel Megamendung Permai Bogor residences. While the benefits of carrying out this research can be seen as follows: 1) the results of this study can be useful for company management as input to develop and consider the marketing mix offered by the author

so that Hotel Megamendung Permai Bogor can increase the number of consumers so that it is in accordance with the company's goals; 2) this research as a useful contribution of ideas for parties who need it and can be used as information and reference material for further research.

LITERATURE REVIEW AND DEVELOPMENT HYPOTHESIS

Marketing Management

According to Saladin (2004:3), marketing management is the analysis, planning, implementation and control of programs designed to create, build and maintain profitable exchanges with target markets with the aim of achieving organizational goals. According to Indriyo Gitosudarmo (1998), marketing management is a marketing activity that is well planned, organized, coordinated and supervised and will produce satisfactory results. Meanwhile, according to Kotler (2002:1), marketing management is the process of planning and implementing ideas, pricing, promoting and distribution of ideas, goods and services to create exchanges that satisfy the needs and goals of the organization. From the description above, it can be concluded that marketing management is a marketing activity that is planned to achieve satisfactory organizational goals.

Marketing Mix

The service marketing mix performance program is one of the main service marketing tools to achieve the company's goals. The program is a function that has great contact with the external environment. The service marketing mix program plays a very important role as part of the company's strategy and policy to realize consumer satisfaction which is ultimately expected to increase consumer loyalty. Thus, the performance of the service marketing mix is closely related to consumers who use the service products offered.

Customer demands are a consideration for hotels in determining the implementation of service marketing mix programs. Customer demands itself can be interpreted as a specific action and behavior of a particular individual characteristic. According to Zeithaml and Bitner (2000:234), they state that customer demands are expressions of specific actions and behavior. In relation to this, customer demands for service are specific customer expectations based on the priority order of importance of the services provided by the hotel. According to Basu Swastha et al (2000:25), the marketing mix is a combination of four variables or activities which are the core of a company's marketing system, namely: product, price structure, promotional activities and distribution system.

According to Kasmir (2008:119), Kotler mentioned that the marketing mix consists of 4Ps, namely: *product*, *price*, *place* /location, and *promotion*, while according to Boom and Bitner, in the service business, the marketing mix in addition to 4Ps is added 3Ps to become 7Ps, namely: *Product*, *Price*, *Place*, *Promotion*, *People*, *physical evidence* (supporting facilities), *process*. From the seven opinions, it can be concluded that overall the hotel marketing mix consists of seven variables of the mix system.

Customer Satisfaction

According to Philip Kotler et.al (2007:177), satisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between his impression of a product's performance and his expectations. According to Christopher H Lovelock et.al (2007:102), satisfaction is an emotional state, their post-purchase reactions can be anger, dissatisfaction, irritation, neutrality, joy or pleasure. Meanwhile, according to Engel et.al, in Tjiptono (1997), satisfaction is a post-purchase evaluation where the chosen alternative is at least the same or exceeds consumer expectations.

From these three opinions, it can be concluded that satisfaction is a feeling that arises due to the influence of something that a company has given to consumers regarding a product and consumer expectations.

Marketing Services (Hotel)

According to Yoeti Oka (1999), Hotel service marketing is an activity that aims to introduce products produced by the hotel to the public so that they are interested in buying or enjoying them. The products offered include various services sold or offered by the hotel such as: rooms, restaurants, and others.

METHODS

Research Objects and Research Locations

The object of this study is hotel consumers. This study analyzes the influence of marketing mix on consumer satisfaction at the Megamendung Permai Hotel Bogor. The variables in this study consist of *independent variables* (free variables) which includes aspects of product, price, place/location, promotion, people, physical evidence, and process. and the *dependent variable* *t* (bound variable) is consumer satisfaction which consists of: *relationship marketing, unconditional service guarantees, superior customer service* , efficient complaint handling, and company performance improvement strategies.

Research Design

This study was conducted to obtain an overview of how much influence the marketing mix has on consumer satisfaction at the Megamendung Permai Bogor Hotel . The type of research used in this study is descriptive research. According to Sugiyono (1999:11), descriptive research is research conducted to determine the value of independent variables, either one or more variables (independent) without making comparisons or connecting with other variables.

In the implementation of this research, a verification research form will be used which is carried out through data collection in the field (on hotel consumers) at the Megamendung Permai Hotel Bogor. The verification research form is used to test the hypothesis using statistical calculations. (M. Natsir, 1998:346). The sample research method is a study that takes samples from the population and uses questionnaires as the main data collection tool. The type of primary data needed in this study is in the form of a collection of information obtained by interview methods and using structured questionnaires given to consumers of the Megamendung Permai Bogor Hotel . who became selected respondents. Secondary data was obtained by reviewing data obtained from the administration section and published publications.

Method of collecting data

The types of data collected are primary data and secondary data. Primary data is data obtained from the first source, from individuals (Siagian and Sugiharto, 2006:16). Primary data is obtained through distributing questionnaires to consumers, interviews, and observations.

Secondary data is primary data that has been further processed and presented by primary data collectors or other parties (Siagian and Sugiharto, 2000:17). Generally presented in the form of tables or diagrams, secondary data is obtained through library research, reports from the marketing team of Hotel Megamendung Permai Bogor and other written works that are useful for the analysis carried out.

The data collection procedure in the research was carried out with the following steps:

1. Interviews with parties related to the problem being researched to further reveal the facts that occur in the field.
2. Observation, which is data collection by conducting direct observation of the object being studied. The goal is to better understand the actual conditions in the field.
3. The questionnaire was given to consumers, the aim was to collect data related to the variables to be studied .

Instrument Testing

After the indicators have been developed from the theoretical concept of the variables, before they are used in actual research, trials will be conducted on a relatively small number of target populations which are considered to represent the characteristics of the actual population and target.

Before the questionnaire is used to collect data, its validity is first tested on consumers. The reliability of a measuring instrument can be tested with the scores produced relatively the same on a consumer, even though the respondents work on it at different times, Sugiyono (2002:278) states that testing the reliability of the instrument can be done by changing the instrument items into two groups (odd and even), then totaling them and then looking for the correlation and analyzing them. Classical assumption test to test the hypothesis, the estimation results will be estimated using *Ordinary Least Square* (OLS), namely: a) normality test, b) multicollinearity test, c) heteroscedasticity test.

Analysis Method

The collected data will be analyzed by verification using statistical tests. The type of questionnaire used is a closed questionnaire using a Likert scale, namely from one to five on the questionnaire items. To test the proposed research hypothesis, multiple regression will be used to determine the effect of independent variables on the dependent variable. The model or path diagram is based on the research paradigm.

RESULT AND DISCUSSION

Consumer Characteristics

As stated in the research method, the number of consumers sampled was 103 people. The consumers sampled in this study are presented as follows:

Characteristic Types	Consumer Characteristics	Amount	Percentage (%)
Gender	Man	55	53.39
Age	35 – 40 years	31	30.09
Education	SENIOR HIGH SCHOOL	32	31.06
Work	Self-employed	39	37.86
Income	Rp. 4,000,000 – Rp. 5,000,000	48	46.60

Source: Processed primary data, 20 23

Table 6. Recapitulation of Consumer Characteristics

Based on the table, consumer characteristics seen from gender are dominated by men, aged 35 to 40 years, high school education, self-employed, and income of Rp. 4,000,000 to Rp. 5,000,000.

Marketing Mix

Based on the results of consumer responses regarding the hotel marketing mix, the following recapitulation of consumer distribution regarding the hotel marketing mix can be seen in Table 7 below:

No	Sub Variables	Total Value of Consumer Answers	Average Value of Consumer Responses (%)
1	Product	14	72
2	Price	10	70
3	Place/Location	14	69
4	Promotion	18	72
5	Person	11	76
6	Physical Evidence	18	73
7	Process	18	74
	Total	103	506
	Average value	15	72

Source: Processed primary data, 20 23

Table 7. Marketing Mix Recapitulation

Based on Table 7, the distribution of consumer response scores on the marketing mix average total value of consumer answers is 15 consumers, while the average value of consumer answers is 72%. This shows that consumers rate people get the highest average of 76% while places or locations get the lowest average value of 69%.

Customer Satisfaction

Based on the results of consumer responses regarding consumer satisfaction,

the following recapitulation of consumer distribution regarding consumer satisfaction can be seen in Table 8 below:

No	Indicator	Consumer Response (%)	Information
1	Consumer Relationship with Marketing	82	Good
2	Warranty/guarantee	72	In accordance
3	Services provided	72	Satisfying
4	Handling consumer complaints	70	Fast
5	Company performance improvement strategies	77	Good
	Total	373	
	Average value	75	

Source: Processed primary data, 20 23

Table 8. Recapitulation of Distribution of Consumer Response Scores Regarding Satisfaction Consumer

Based on the table, the distribution of consumer response scores on consumer satisfaction averages 75% . The highest consumer answer is 82 consumer relations with marketing and the lowest is 70% handling consumer complaints. Consumers consider the relationship with marketing to be good so that consumers feel satisfied, this is in accordance with the opinion of Freddy Rangkuti (2003: 53) that *Relationship Marketing* shows that exchange transactions between buyers and sellers will continue, not ending after the sale is completed.

Hypothesis Testing

To see the influence of marketing mix factors on consumer satisfaction at Megamendung Permai Hotel Bogor, multiple regression analysis is used . The regression equation in this study which is the independent variable is product, price, place/location, promotion, people, physical evidence and process. And the dependent variable is consumer satisfaction. To be able to process data using multiple regression analysis tools, the raw data from the questionnaire is measured using a Likert scale.

Meanwhile, the results of the marketing mix test on consumer satisfaction at the Hotel Beautiful Clouds of Bogor the following.

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error			
(Constant)	-5,372	1,753		-3,065	0.003
Product	0.095	0.048	0.117	1,984	0.050
Price	0.109	0.207	0.067	0.528	0.598
Place/Location	0.804	0.168	0.612	4,788	0.000

Promotion	0.195	0.088	0.137	2,217	0.029
Orang	-0.165	0.164	-0.76	-1.008	0.316
Bukti Physics	0.100	0.048	0.116	2.075	0.041
In process	0.243	0.100	0.178	2.433	0.017
t-table	= 1.725				
F-count	= 42,527				
Sig.	= ,000				
F-table	= 2.30				
R	= 0.871				
R ²	= 0.758				
Adjusted R ²	= 0.740				
SEE	= 1,576				
alpha	= 5 %				

Sumber: Data diolah, 2023

Table 9. Summary of Marketing Mix Calculation Results Against Satisfaction at Megamendung Permai Hotel Bogor

Based on the summary of the calculation results using multiple regression that can explain 75.8 percent of the dependent variable. Overall this is significant at a 95 percent confidence level. (F-count 42.527) While the remaining 24.2 percent such as hotel capital and hotel insurance. So this model is adequate enough to be used as an analysis tool. Partially place/location, promotion and process have a significant effect on consumer satisfaction at the Megamendung Permai Hotel Bogor. While products , prices, people and physical evidence do not have a significant effect on consumer satisfaction at the Megamendung Permai Hotel Bogor.

Supporting and Inhibiting Factors of Each Dimension of the Marketing Mix on Consumer Satisfaction at the Megamendung Permai Hotel, Bogor

The supporting factors for each dimension of the marketing mix at Hotel Megamendung Permai Bogor include: 1) Place/location, in terms of place/location, Hotel Megamendung Permai Bogor has a strategic location. Its location is on Jalan Raya Cipayung Megamendung Bogor; 2) Promotion, in terms of promotion, Hotel Megamendung Permai Bogor has carried out promotions as much as possible. Of all the promotional activities carried out, promotions through brochures, advertisements, newspapers, tourism books and websites are a very important part of marketing products and services at Hotel Megamendung Permai Bogor because the marketing team has succeeded in building a good *image* ; 3) Process, Hotel Megamendung Permai Bogor provides convenience for consumers who will stay, both in the check-in and check-out processes.

Being an inhibiting factor in every dimension of the marketing mix at Hotel Megamendung Permai Bogor, among others: 1) Product, from the results of the research conducted, there are several other hotels located around Hotel Megamendung Permai Bogor that offer services and accommodations that have various types of rooms that attract many consumers; 2) Price, the increase in the price of accommodation and the price of facilities available at the hotel, will be able to discourage consumers/guests from visiting the hotel; 3) People are all employees who are actively involved in the service and influence consumer perceptions, where every hotel employee must be able to provide the best service to its consumers; 4) Physical

evidence, product inconsistencies with the specifications offered (for example in brochures) must be a concern, so as not to disappoint and reduce consumer confidence.

Conclusion

Based on the results of the research that has been conducted, the author can formulate several conclusions as follows: a) Based on the results of consumer answers regarding the marketing mix of Megamendung Permai Bogor Hotel, the product factor has the highest value of 32.22, while regarding consumer satisfaction, namely the relationship between consumers and marketing, it has the highest value of 4.12; b) The marketing mix simultaneously has a significant effect on consumer satisfaction; c) The marketing mix partially has a significant effect on satisfaction, namely place/location, promotion and process; d) Supporting factors of the marketing mix on consumer satisfaction of Megamendung Permai Bogor Hotel are: place/location, promotion and process. While the inhibiting factors of the marketing mix on consumer satisfaction of Megamendung Permai Bogor Hotel are: product, price, people and physical evidence.

Suggestion

From the results of the research and discussion on the hotel service marketing mix that has been described above, the author can provide suggestions and input as follows: 1) Hotel Megamendung Permai Bogor should maintain and improve the marketing mix components other than price and people factors, so that consumer satisfaction at Hotel Megamendung Permai Bogor can be maintained; 2) Evaluate price and people factors in order to improve services to achieve consumer satisfaction at Hotel Megamendung Permai Bogor.

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