

ABSTRAK

Kevin Yongly Untono

Skripsi

Pengaruh Marketing Mix (7P) Terhadap Keputusan Konsumen Mengunjungi The Onsen Hot Spring Resort Di Kota Batu

Kota Wisata Batu memiliki banyak tempat penginapan, baik *villa*, *hotel* maupun *guesthouse*. Salah satunya adalah The Onsen Hot Spring Resort. Bangunan *resort* ini mengusung tema pemandian air panas ala Jepang. Seperti namanya, tempat ini juga dilengkapi dengan onsen. Dalam bahasa Jepang, *Onsen* berarti air panas. Penelitian ini bertujuan untuk mengetahui pengaruh *product*, *price*, *place*, *promotion*, *people*, *process*, *physical evidence* terhadap keputusan tamu berkunjung ke The Onsen Hot Spring Resort. Pendekatan penelitian yang digunakan dalam penelitian ini deskriptif kuantitatif. Instrumen yang digunakan untuk mengumpulkan data adalah kuesioner dengan menggunakan sampel sebanyak 450 orang. Skala pengukuran yang digunakan adalah 5 skala Likert. Metode analisis yang digunakan adalah analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa variabel *product*, *price*, *place*, *promotion*, dan *physical evidence* terhadap keputusan tamu berkunjung ke The Onsen Hot Spring diterima. Sedangkan dua variabel lain yaitu *people* dan *process* ditolak. Implikasi manajerial bagi The Onsen Hot Spring Resort adalah meningkatkan kualitas makanan dan minuman, entertainment, jasa rekreasi, dan layanan tambahan lainnya. Menurunkan harga hotel, karena dipersepsi “tinggi” oleh mayoritas konsumen. Serta pemberian pelatihan bagi karyawan dalam memberi layanan kepada konsumen dan perbaikan proses reservasi akan menjadi kunci dalam meningkatkan kunjungan konsumen ke The Onsen Hot Spring Resort.

Kata Kunci :*product*, *price*, *place*, *promotion*, *people*, *process*, *physical evidence*, keputusan berkunjung

ABSTRACT

Kevin Yongly Untono

Thesis

The Effect of Marketing Mix (7P) on Consumer Decisions to Visit The Onsen Hot Spring Resort in Batu City

Batu Tourism City has many lodging places, both villas, hotels and guesthouses. One of them is The Onsen Hot Spring Resort. This resort building carries the theme of Japanese-style hot springs. As the name suggests, this place is also equipped with an onsen. In Japanese, Onsen means hot water. This study aims to determine the effect of product, price, place, promotion, people, process, physical evidence on the guest's decision to visit The Onsen Hot Spring Resort. The research approach used in this research is descriptive quantitative. The instrument used to collect data is a questionnaire using a sample of 450 people. The measurement scale used is 5 Likert scale. The analytical method used is multiple linear regression analysis. The results showed that the product, price, place, promotion, and physical evidence variables on the guest's decision to visit The Onsen Hot Spring were accepted. Meanwhile, two other variables, namely people and process, were rejected. The managerial implication for The Onsen Hot Spring Resort is to improve the quality of food and beverage, entertainment, recreational services, and other additional services. Lowering hotel prices, because it is perceived as "high" by the majority of consumers. As well as providing training for employees in providing services to consumers and improving the reservation process will be the key in increasing consumer visits to The Onsen Hot Spring Resort.

Keywords : product, price, place, promotion, people, process, physical evidence, decision to visit