

Influence of The Mix of Price, Place, Process on Guest Satisfaction of Grand Orri Berastagi Hotel In 2021

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ABSTRACT

The purpose of the research is to find out the influence of Price, Place, Process on Guest satisfaction at Grand Orri Berastagi Hotel. The type of research used is a quantitative approach. The sample used as many as 95 hotel guests as respondents. Data collection techniques using questionnaires. Data analysis techniques use validity test, reliability test, normality test, heterokedasity test, multiconearity test, simple liner regression test, partial test (t test), model test (F test), and determination coefficient test. The results showed that Price, Place, Process had a significant effect on guest satisfaction.

Keywords : *Price, Place, Process, Customer satisfaction.*

INTRODUCTION

Companies that can understand consumers so as to be able to control consumers is the beginning of success for the future of the company. The life and death of a company is determined by the actions of consumers against products or services produced by a company. In other words, the development of a company is determined by the consumer's response to the products offered. This is also included for companies in the field of services such as hospitality.

The desire of a company in making consumers become more satisfied by formulating the right marketing strategy because with the right strategy, it can be interpreted that the company has known well the weaknesses and strengths of the company itself and at the same time can anticipate opportunities and threats coming from outside the company so that the company can better establish itself in the face of existing competition and will ultimately boil down to the validity lan in the effort to maximize profit. Another thing that needs to be considered by the company is consumer behavior, the company must be able to read the needs and desires of consumers to the services offered by the company. By knowing the wishes of consumers, companies can formulate the right marketing strategy that can influence customer satisfaction in using the services offered by the company.

With a good service marketing strategy in a company, it will create satisfaction for its customers. Once the consumer is satisfied with the product or service he received, then the consumer will compare the quality of services provided. If consumers are completely satisfied, then they will repur purchase and recommend to others to buy in the same place. The increasing demand for the need to use hotel services today encourages entrepreneurs in the field of hotel services, especially in this case Grand Orri Berastagi Hotel which is also competing to offer its advantages and qualities.

Hotel Grand Orri is an inn located in Berastagi. The atmosphere of the room is less clean and less comfortable. The location is less strategic as well as the entrance is a bit damaged so it is not easy to access. With the increasing flow of tourists visiting Berastagi Karo Regency, it will

be needed development in terms of tourism facilities. These tourism facilities include hotels, and other accommodations. Based on the results of observations or surveys conducted, there are problems of guest satisfaction of grand orri berastagi hotel. This can be seen from the number of guests who experienced a decrease seen in the following table:

**Table 1. Number of Guests Staying At Hotel Grand Orri
Berastagi Year 2016 – 2020**

Tahun	Jumlah Tamu	Persentase
2016	315	3.15%
2017	521	5.21%
2018	410	4.1%
2019	382	3.82%
2020	211	2.11%
Total	1839	18,39%

Based on the table above, it can be seen that guest visit data fluctuated in 2016 as many as 315 people (3.15%), in 2017 as many as 521 people (5.21%), in 2018 as many as 410 people (4.1%), in 2019 as many as 382 people (3.82%) and in 2020 as many as 211 people (2.11%). From the data of the number of guests staying above there is a decrease in the number of guests staying at The Grand Orri Berastagi Hotel, namely in 2018 there was a decrease in the number of guests staying by 410 people, in 2019 by 382 people and in 2020 there was a decrease in the number of guests staying by 211 people.

From observations or surveys conducted by researchers at Grand Orri Hotel there is still the problem of Marketing Mix of Grand Ori Berastagi Hotel Services that has not been optimal. Among others:

1. Price

Prices tend to change and change depending on the influence of external factors. For example, the effect of the increase in UMR resulted in an increase in electricity, water costs, thus affecting the increase in the price of room to stay

2. Place

The location of the hotel is less strategic and the road access is a bit damaged towards the inside of the hotel.

3. Process

Service to chek in long enough because employees are less nimble in acting. For example in the service section of the lack of manpower so that the service obtained is less than the maximum.

The above three things are indicators of the marketing mix of services that must be optimized by every business owner. When the marketing mix of these services did not go well researchers suspected it had an impact on the low satisfaction of guests especially that occurred at the Grand Orri Berastagi Hotel.

LITERATURE REVIEW

Service Marketing Mix

In marketing a product or service in a company, an easy and flexible approach is needed commonly referred to as a marketing mix. Didin Fatihudin & Anang Firmansyah (2019:34) service marketing mix is a set of tools that can be used by marketing to form the characteristics of services offered to customers that include: products, prices, promotions, places, people, physical evidence, processes and customer service. The eight factors are called the service marketing mix, which can be described as follows:

- **Product**
Products are everything that can be offered to the market to get noticed, purchased, used, or consumed that can satisfy your desires or needs. In this context, a product can be anything (whether physical or not) that can be offered to potential customers to meet certain wants and needs. Good products also have additional privileges needed by consumers. The product mix faced by service marketers can be very different from that faced by goods marketers.
- **Price**
Price is the amount of money charged for a product or the amount of value that consumers exchange to benefit from owning or using a product or service. The intangible characteristics of the service cause the price to be a significant indicator of quality. Personal and non-transferable characteristics of some types of services allow price discrimination in the service market, while many services are marketed by the public sector at subsidized or even free prices. This leads to complexity in service pricing. Pricing strategies are significant in value-giving to consumers and affect product image, and consumer decision to buy. Pricing also relates to revenue and also affects the demand for marketing channels. The most important thing is that the decision in pricing should be consistent with the overall marketing strategy.
- **Promotion**
Promotion is an activity that combines product excellence and appoints consumers to buy. Although broadly speaking the promotional mix for goods is the same as services, service promotion often requires a certain emphasis on improving the appearance of service reliability. In addition, in the case of service marketing, personal production is also an important part of the promotional mix.
- **Place**
Place or location is a certain point chosen by the company to carry out all its business activities, where the point has an influence on the business strategies of the company concerned. Physical location (e.g. decision on where a museum or tourist attraction should be established and ease of access in achieving it), the comfort of a location and the security of the area. In addition, decisions regarding the use of intermediaries to improve the accessibility of services for customers (for example, whether to use the services of travel agents or whether to market their own vacation packages directly to consumers).
- **People**
In relation to the marketing of services "people" who serve as service providers greatly affect the quality of services provided. Decisions in this "person" factor mean related to

selection, training, motivation, and human resource management. To achieve the best quality, employees must be trained to realize the importance of their work, which is to provide consumers with satisfaction in meeting their needs. The importance of human resources in service marketing is closely related to internal marketing.

- **Process**

The process is a combination of all activities, which generally consists of procedures, work schedules, mechanisms, employees and other routine matters, where services are produced and delivered to consumers. Production or operation process is an important factor for high contact service consumers, who often also act as co producer of the service. In the service business, marketing management and operations management are closely related and difficult to distinguish firmly.

- **Physical Evidence**

Physical evidence is also necessary in the marketing mix, because the external form of products and services affects people's perception of the products and services. Physical evidence is something that significantly influences the decision of consumers to buy and use the service products offered. Elements included in the physical facilities include the environment, in this case buildings, equipment, equipment, service instructions and other goods that are combined with the services provided such as tickets, covers, labels, and so forth.

Costumer Satisfaction

According to Engel, et al in Rusyidi Abubakar (2017:26) revealed that customer satisfaction is a after-purchase evaluation where the alternative chosen at least, gives the result (outcome) equal or exceeds customer expectations, while dissatisfaction arises when the results obtained do not meet customer expectations. Consumer satisfaction strategies cause competitors to strive hard and require high costs in their efforts to seize the consumer of a company. Customer satisfaction is a long-term strategy that requires commitment, both regarding funds and human resources. Donni Juni Priansa (2017:202) stated that there are several strategies that can be combined to achieve and improve customer satisfaction:

1. **Relationship Marketing Strategy**

A strategy where the exchange transaction between the buyer and the seller is sustainable, does not end after the sale is completed. In other words, established a partnership with consumers continuously that will eventually lead to consumer loyalty so that a repeat business occurs.

2. **Superior Customer Service Strategy**

This strategy offers better service than competitors. This requires a large fund, human resource capabilities, and persistent efforts in order to create a superior service.

3. **Strategy unconditional guarantees or Extraordinary Guarantees**

This strategy is committed to provide satisfaction to consumers which in turn will be a source of dynamism to improve the quality of products or services and performance of the company. It will also increase the motivation of employees to achieve a better level of performance than before.

METHODS

The method used in this study is the associative research method. According to Sugiono (2007) associative research is a research question that asks the relationship between two or more variables. Such as the influence of variable X on Y. Sampling techniques in this study are simple random sampling. According to Sugiyono (2007) simple random sampling is a sampling technique that give the same opportunities for every element or member of the population to be selected into a sample.

RESULTS AND DISCUSSION

Results

Multiple Linear Regression Analysis

Multiple linear regression analysis aims to see how much the regression coefficient affects between free variables and bound variables. The multiple linear regression equation models in this study are as follows:

Table 2. Multiple Linear Regression Analysis

Coefficients ^a						
Model	Unstandardized Coefficients			Standardized Coefficients	t	Sig.
	B	Std. Error	Beta			
1	(Constant)	28.863	1.795		16.076	.000
	Price	2.398	.390	.382	6.154	.000
	Place	1.338	.250	.266	5.350	.000
	Process	1.382	.195	.377	7.084	.000

a. Dependent Variable: Guest Satisfaction

Seeing table 1 above, the equation formula can be made below:

$$Y = 28.863 + 2.398X_1 - 1.338X_2 + 1.382X_3$$

Thus it can be interpreted as follows:

1. From the regression equation, that guest satisfaction obtained has a constant value of 28,863 without being influenced by Price, Place and Process.
2. The price positively affects 2,398 to guest satisfaction means that every addition of 1% price effectiveness will increase the level of guest satisfaction.
3. Places have a positive effect of 1,338 on guest satisfaction meaning that every addition of 1% of place quality will increase the level of guest satisfaction.
4. The process positively affects 1,338 guest satisfaction meaning that each addition of 1% improvement in the process will increase the level of guest satisfaction.

Partial Test (t test)

Partial signifikan test (Test –t) is conducted to partially see (individual) the influence of independent variables (free) i.e. Marketing mix on guest satisfaction. Based on Table above that obtained at a significant level 5%(0.05) Thus to know partially can be compiled as follows:

1. Prices have a positive effect on guest satisfaction at Hotel Grand Orri Berastagi. It can be seen that variable price has a positive and significant effect ($0.000 < 0.05$) on guest satisfaction. Thus it can be concluded that the alternative hypothesis in this study is accepted and its influence is significant.

2. The place has a positive effect on guest satisfaction at Hotel Grand Orri Berastagi. It can be seen that the variable place has a positive and significant effect ($0.000 < 0.05$) on guest satisfaction. Thus it can be concluded that the alternative hypothesis in this study is accepted and its influence is significant.
3. The process has a positive effect on guest satisfaction at Grand Orri Berastagi Hotel. It can be seen that the variable place has a positive and significant effect ($0.000 < 0.05$) on guest satisfaction. Thus it can be concluded that the alternative hypothesis in this study is accepted and its influence is significant.

Simultaneous Test (F test)

Test F or also called a simultaneous significant test is intended to see the overall ability of free variables namely Price, Place and Process to be able or able to explain the behavior or diversity of bound variables namely Customer Satisfaction. The F test is also intended to tell if all variables have a regression coefficient equal to zero.

Table 3. Simultaneous Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	37329.490	3	12443.163	469.488	.000 ^b
	Residual	2411.837	91	26.504		
	Total	39741.326	94			

a. Dependent Variable: Guest Satisfaction

b. Predictors: (Constant), Price, Place and Process

Based on Table above can be obtained a significant value of $0.000 < 0.05$ this justifies that simultaneously the prices, processes, places have a significant effect on guest satisfaction at the Grand Orri Berastagi hotel as well as Hypothetic 2 accepted.

Coefficient of Determination (R^2)

The coefficient of determination (R^2) was conducted to see how the variation in the value of the guest satisfaction variable was affected by the variation in the value of the free variable i.e. the blend of sedentrants. The coefficient of determination is determined by the value of R Square, can be seen in the table below:

Table 4. Predictors Coefficient of Determination Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.968 ^a	.937	.936	5.202

a. Predictors: (Constant), Price, Place and Process

b. Dependent Variable: Guest Satisfaction

Discussion

Price Influence on Guest Satisfaction of Grand Orri Berastagi Hotel

The results of this study showed that the value of the Price regression coefficient (X_1) is 2,398 positive value, this means that variable price positively affects guest satisfaction at Hotel

Grand Orri Berastagi. If the Variable Price (X_1) increases by one unit, then guest satisfaction will increase by 2,398. In part, the price has a positive and significant effect on guest satisfaction at Hotel Grand Orri Berastagi, this can be seen from the significant value ($0.000 < 0.05$). It can be concluded that the rates applied at Hotel Grand Orri Berastagi have a positive and significant effect on guest satisfaction. Because guests feel that the price paid is worth what it gets. Then it is good if the prices offered by the Hotel Grand Orri Berastagi are optimized.

The Effect of Place on Guest Satisfaction at Grand Orri Berastagi Hotel

Place variables also have a positive and significant influence on tourist satisfaction, this is evidenced by the hypothesis test with the t test whereas for the place variable obtained a t-count value of $5,350 >$ from the t-table = 1,661 at a significant level of $0 < 0.05$. This illustrates that variable statement places affect guest satisfaction. So it can be concluded that the place can also affect the satisfaction of guests of Hotel Grand Orri Berastagi. The place also plays an important role in guest satisfaction. Therefore, the grand orri berastagi hotel improved the development of road access and easy to pass.

The Effect of The Process on Guest Satisfaction at Grand Orri Berastagi Hotel

The test results obtained a value of thitung for process variables against guest satisfaction showed a score of $7,084 > 1,661$. signification limit ($0.000 < 0.05$), $thitung > ttabel$ and $sig < \alpha$ then H_0 is rejected and H_a accepted. The process affects guest satisfaction. This is supported by Hurriyati's opinion quoted by Wati (2015) in Sianipar(2020) which states that the process is a combination of all activities, which generally consists of procedures, work schedules, mechanisms, activities and other routine things, where services are produced and delivered to consumers. The results of this study are in line with the results of research conducted by ade rosadi (2018) and Gloria (2020) which concluded that the process has a positive and significant influence on the satisfaction of tourists.

An adjusted R-square value indicates that a marketing mix-free variable (X) is capable of explaining 93.7% of the data variance on guest satisfaction (Y). The rest, as much as 6.3% of the data variance on guest satisfaction is explained by other variables not studied in this model. So it can be concluded that the phenomenon that occurs obtained from the results of the analysis in accordance with the theories of guest satisfaction in this case is triggered because of the marketing mix of prices, places and the process of fulfilling guest satisfaction. So that guest satisfaction is increasing.

CONCLUSION

1. Based on multiple linear data analysis and hypothesis test results, the marketing mix has an effect in improving the satisfaction of grand orri Berastagi hotel guests, where free variables have a positive and significant influence on guest satisfaction.
2. Based on the results of the partial test (Statistic test t) it can be concluded that the price has a positive effect on guest satisfaction at The Grand Orri Berastagi Hotel. It can be seen that the variable thitung value of Price (X) is 6,154 and the value of the fable is 1,661. Thus $thitung > ttabel$ ($6,154 > 1,661$) so it can be concluded that variable price has a positive and significant effect ($0.000 < 0.05$) on guest satisfaction. Thus it can be

- concluded that the alternative hypothesis in this study is accepted and its influence is significant.
3. Based on the results of the partial test (Statistic test t) it can be concluded that the place has a positive effect on guest satisfaction at the Grand Orri Berastagi Hotel. It can be seen that the variable thitung value of Price (X) is 5,350 and the value of the fable is 1,661. $\text{Thitung} > (5,350 > 1,661)$ so it can be concluded that the variable place has a positive and significant effect ($0.000 < 0.05$) on guest satisfaction. Thus it can be concluded that the alternative hypothesis in this study is accepted and its influence is significant.
 4. Based on the results of partial test (Statistic test t) can be concluded the process has a positive effect on guest satisfaction at The Grand Orri Berastagi Hotel. It can be seen that the value of the Process variable thitung (X) is 7,084 and the value of the fable is 1,661. So $\text{thitung} > \text{ttabel} (7,084 > 1,661)$ so it can be concluded that the variable place has a positive and significant effect ($0.000 < 0.05$) on guest satisfaction. Thus it can be concluded that the alternative hypothesis in this study is accepted and its influence is significant.
 5. The adjusted R-square value indicates that the marketing mix-free variable (X) is capable of explaining 93.7% of the data variance in the guest satisfaction variable (Y). Moreover, 6.3% of the data variance in guest satisfaction is explained by other variables not studied in this model.
 6. Based on the results of Simultaneous (Test F) can be concluded shows the value of sig. By $0.000 < 5\%$. This indicator justifies that simultaneously the prices, processes, places have a significant effect on guest satisfaction at the Grand Orri Berastagi hotel.

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