

ABSTRACT

This study was distributed by customer complaints against the marketing mix variables by Imah Seniman Resort & Villa. is not always able to meet the target occupancy hotel guests who come. Therefore, to maintain and even increasing the number of hotel guests that are coming, one way in which the management is to apply the marketing mix strategy that includes: Product, price, promotion, Distribution (Place), People, process (process), and physical evidence, which aims to determine how the marketing mix against tourist's decision to stay.

Marketing mix strategy is aimed at consumers to influence them to make purchasing decisions by prioritizing a few components such as Product, price, promotion, Place, People, processes, and physical evidence, which are combined to obtain a desired response in the target market, one of which was the decision to stay. The factors that influencing the decision to stay is problem recognition, information search, evaluation of alternatives, purchase decision, and the Post-Purchase Behavior.

This research uses descriptive method verification that is causality, then for sampling techniques using simple random sampling. Total population in this study is the number of visitors Imah Seniman Resort & Villa during the year 2014 as many as 11.364 visitors were recorded by management Imah Seniman Resort & Villa, and by using Slovin formula obtained a total sample of 100 hotel guests as respondents.

Based on the calculation coefficient of determination, it is known that the product, price, place, promotion, people, process and physical evidence have an influence on the dependent variable decision process stay at 79.8% while the remaining 20.2% is explained by other variables not examined in the study.

Based on the results of multiple regression calculations, it can be concluded that partially, it can be seen that the marketing mix that was done by Imah Seniman Resort & Villa has a positive influence on tourist's decision to stay. From the seven variables of the marketing mix, it can be seen that subvariable place has the highest Beta value (0.249 or 24.9%) or that is the most affecting to tourists decided to stay at Imah Seniman Resort & Villa, while subvariable promotion has the lowest Beta value (0.027 or 2.7%) so that can be said to be the least influencing to tourists decisions to stay.

Keywords :marketing mix, decision to stay process