THE EFFECT OF MARKETING MIX ON CONSUMER DECISIONS IN CHOOSING HOTELS IN MEDAN

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ABSTRACT

The purpose of this study is to determine and analyze the influence of the Marketing Mix on consumer decisions in choosing Garuda Plaza Hotel, all of these variables are the authors' measuring tools to determine the value of consumer decisions. The sample in this study used incidental samples, totaling 77 guests staying at the hotel. The approach used is an associative and quantitative approach, the data collection techniques used are questionnaires, interviews, documentation studies. The data analysis technique uses multiple linear regression analysis, classical assumption test, t test, F test and coefficient of determination with SPSS 22.0. Partially and Simultaneous, product, promotion and physical evidence in this study have a positive and significant effect on consumer decisions in choosing the services of Garuda Plaza Hotel.

Keywords: Marketing Mix (product, promotion, physical evidence) on consumer decisions

PRELIMINARY

The number of tourism destinations and hotels in various regions is increasing. The same situation can also be seen in big cities such as Medan. In the hotel business, where marketing activities are very important for the hotel service business, because hospitality is one of the service businesses that is not easy to manage in providing various facilities that can be used by its guests. In addition, the hotel business can support the activities of entrepreneurs who are traveling or tourists who travel to visit tourist destinations, need a place to stay, eat and drink as well as entertainment (Ikasetianingsih, 2017).

Hotel is an accommodation business venture that provides lodging facilities for the public or the public and is equipped with one or more food and beverage services, room attendant services, uniformed services, washing, use of furniture and equipment and fulfills the requirements set out in government decisions (Chair & Pramudia, 2017, p. 2).

In the hospitality business, there is much to offer guests. Everything offered is a hotel product. The hotel products include: hotel rooms (rooms) as the main product, food and beverage services (food and beverage), restaurants, bars, pubs, dicotheques (Sitompul, 2015).

Consumer decisions are a reason for how consumers make choices about purchasing products or services that match their needs, desires and expectations, so that they can lead to satisfaction or dissatisfaction with these products by several factors including family, price, experience and service quality. In deciding a marketing strategy, it is important to know what influences the decision process by consumers to choose or use a product. Because the fulfillment of the need will have an impact on the decision to use hotel services (Mustafid and Gunawan in Harianto & Heritage, 2010).

There are factors that can influence consumer decision intent in marketing efforts. wrong One way to achieve company goals is to know what the needs and wants of consumers or target markets are and provide the expected satisfaction more effectively and efficiently than competitors (Karnelis, 2017).

NextMarketing Mix is a tool for marketing which consists of various elements of a marketing program that need to be considered so that the implementation of the marketing strategy and the determination of the established position is successful. If the service marketing is good, the target is achieved and results in the level of consumer decision to stay again and increase consumer profits(Lupiyoadi, 2013, p. 92).

Theory Description
Consumer Decision

In consumer purchasing decisions for a service product, there are many choices available, and the conditions faced are the considerations that underlie consumer decision making. The more advanced the economy and technology, the strategies that must be carried out by companies, especially in the marketing sector.

Decision is the choice of an action from two or more alternative choices (Schiffman & Kanuk in Sangadji & Sopiah, 2013, p. 120). The choice referred to here is the choice of two or more possibilities, or it can also be said as a decision reached after consideration by choosing one possible option. If someone has a choice between making a purchase or not, that person is in a position to make a decision.

Decision making is a certain attitude and election behavior based on various available alternative considerations (Sule and Priansa, 2018, p. 48). While Setiadi in Sangadji & Sopiah (2013, p. 121) defines consumer decision making is an integration process that combines knowledge to evaluate two or more alternative behaviors, and choose one of them.

The decision process for the use of services "service consumption can be divided into three principal stages: prepurchase, serve encounter and postencounter". Which means the service is consumed or used in three stages, namely the pre-purchase stage, service encounter and forced service encounter. From these three stages, consumers make usage decisions at the prepurchase stage (Lovelock and Wirz in Kartawinata, 2014, p. 3).

The purpose of marketing activities is to influence buyers to be willing to buy the company's goods and services when they need it. The factors that influence consumer decisions are different for each buyer in addition to the products and services purchased.

As stated by Sule & Priansa (2018, p. 54) there are several factors that influence consumer decisions, namely: physical, rational, practical, interpersonal and environmental. According to Ikasetianingsih (2017, p. 23) indicators of consumer decisions are: conformity to needs, recommending to others satisfaction with hotel services and will not move.

Marketing Mix

The service industry is currently a very large and growing sector of the economy. Service marketing has a number of differences with the marketing of goods that are well known in general, therefore a good understanding of service marketing needs to be supported by an understanding of the service itself.

A service is something intangible where an action or performance is offered by one party to another and does not cause any transfer of ownership (Sudarso, 2016, p.31). While(Lovelock, Wirtz, & Mussry, 2014, p. 16) defines a service as an economic activity offered by one party to another.

Marketing Mix is a tool or tool for marketers that consists of various elements of a marketing program that need to be considered so that the implementation of the marketing strategy and positioning that has been determined can run successfully. (Lupiyoadi, 2013, p. 92). While(Arianty, 2016, p. 92) defines Marketing Mix is a collection of marketing variables that can be used by a business entity to achieve marketing goals in the target market.

product(product)

Basically, most of the profits obtained by the company come from consumer satisfaction in enjoying their products. Products are service organization offerings that are carried out to achieve organizational goals through satisfying customer needs and desires (Tjiptono, 2014, p. 42).

Product is anything that is offered to the market for attention, purchase, use, or consumption and that can satisfy a want or need(Abdullah & Tantri, 2013, p. 153). The product is the whole concept of an object or process that provides some value to consumers. What needs to be considered in the product is that consumers do not only buy the physical product, but also buy the benefits and value of the product, which is called "the offer".(Lupiyoadi, 2013, p. 92). As forproduct indicators in Kartini's research in Supriyanto (2018, p. 14) asfollowing: clean and attractive appearance of rooms, quality of beds, privacy and guarantee of adequate rooms and completeness of additional facilities.

While the indicators based on research by Alvonso and Onggusti (2013, p. 174) are as follows: the type of rooms offered according to needs, the design of each room, facilities and hotels have a known name (brand) compared to other hotels.

Promotion (Promotion)

In an effort to encourage sales volume, the company carries out various activities by trying to direct buyers which are referred to as promotional activities. Promotion is one of the determining factors for the success of a marketing program. In addition, promotions are also carried out with the hope that old consumers will buy back (Arianty, 2016, p. 176).

Promotion is communicating information between sellers and potential buyers or others in a channel to influence attitudes and behavior (Mc Cartthy, et al, p. 69). Meanwhile, Meurut Rangkuti (2009, p. 177) Promotion is a communication tool between companies and consumers and also as a tool to influence consumers in purchasing activities according to their wishes and needs. The desired responses take various forms from awareness of the existence of products or services to actual purchases.

As stated by Lupiyoadi (2013, p. 97) there are several factors that must be considered in promotion, namely: first identifying the target audience, determining the purpose of the promotion and developing the message conveyed. According to Arianty (2016, p. 79) the indicatorspromotion namely: frequency of promotions, quality of promotions, quantity of promotions and determination or suitability of promotions.

Physical evidence

In service businesses that require customers to pay attention to the design of the physical environment. Service companies must manage the physical environment carefully because they can have a profound impact on customer satisfaction and service productivity.

Physical evidence is the environment in which service delivery occurs where there is interaction between producers and customers, as well as any other physical components that facilitate communication and the appearance of the services offered (Suharto, p. 86).

Physical evidence is where services can provide a self-image for the company in the eyes of its consumers (Sudarso, 2016, p. 54). Meanwhile, Lupiyoadi (2013, p. 12) defines physical evidence as the physical environment of the company where services are created and where service providers and consumers interact, plus any tangible elements used to communicate or support the role of the service. A comfortable service environment in accordance with the intended target market will also make consumers willing to spend more time or visit the service more often. According to Kuniati (2011, p. 26) the indicators are: the existence of physical facilities and supporting facilities provided, hotel staff/employees on duty to look neat, clean and attractive,

RESEARCH METHODS

The research approach used in this research is associative and quantitative. This study uses two variables and one related variable where the independent variable is Marketing Mix, while the dependent variable is Consumer Decision. Operational definitions in this study are all dependent variables in the formulated hypothesis.

Population is a generalization area consisting of a group of people, events or things that have certain characteristics. The population is also the whole collection of elements related to what the researcher expects in drawing some conclusions(Ikhsan & et al, 2014, p. 105). In this study, the population is guests who stay at the hotel.

Sampling with incidental sampling research, which is a sampling technique based on chance, that is, anyone who coincidentally meets a researcher can be used as a sample. Covering guests staying at Garuda Plaza Hotel in the past year, the number of samples taken in this study were 77 consumers, for 5 days where the author took 10 respondents/day. Data collection techniques used in this research are Questionnaire, Interview(interview) andDocumentation Studies. The data analysis technique uses multiple linear regression, classical assumption test, hypothesis testing, coefficient of determination.

Research Results and Discussion
Classic assumption test

The classical assumption test with multiple regression aims to analyze whether the regression model used in the study is the best model. So if the model has the best value, the regression results can be used as recommendations for practical problem solving.

Normality test

The normality test tested the independent variable data (X) and the dependent variable data (Y) in the resulting regression equation, whether it was normally distributed or not normally distributed.
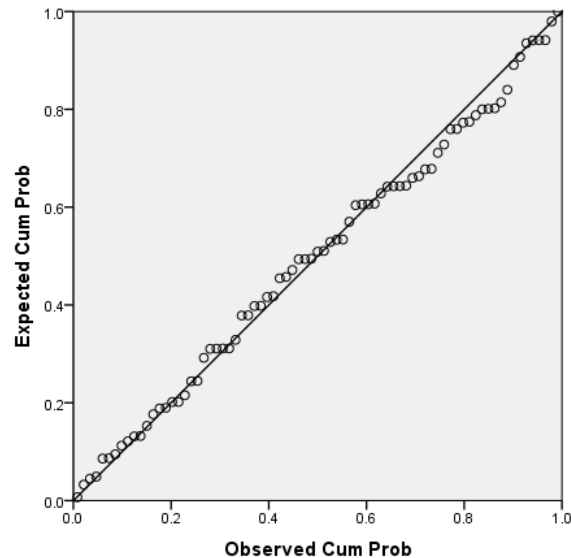
Picture 1
Research Using P-Plot

Based on the normal probability plot graph 1 above, it can be seen that the data depiction shows a good pattern and the data spreads around the diagonal line and follows the direction of the diagonal line, then the normal probability plot graph is normally distributed.

Multicollinearity Test

The multicollinearity test measures the level of closeness of the association level (closeness) of the relationship or influence between independent variables through the magnitude of the correlation coefficient. Multicollinearity can be known by looking at the tolerance value (a) and *Variance Inflation Factor* (VIF The cutoff value commonly used to indicate the presence of multicollinearity is the tolerance value <0.10 or the same as the VIF value >10.

Table 1
Multicollinearity Test
Coefficientsa

Model		Correlations			Collinearity Statistics	
		Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)					
	Product	.642	.369	.256	.629	1,589
	Promotion	.560	.285	.192	.711	1,407
	Physical Evidence	.670	.415	.293	.611	1,636

a. Dependent Variable: Consumer Decision

Because the tolerance value obtained for each variable is greater than 0.10 and the VIF value obtained for each variable is less than 10, it means that the Product, Promotion and Physical Evidence variable data are free from multicollinearity symptoms.

Heteroscedasticity Test

Heteroscedasticity test is a test carried out to test the variance of the residuals from one observation to another observation
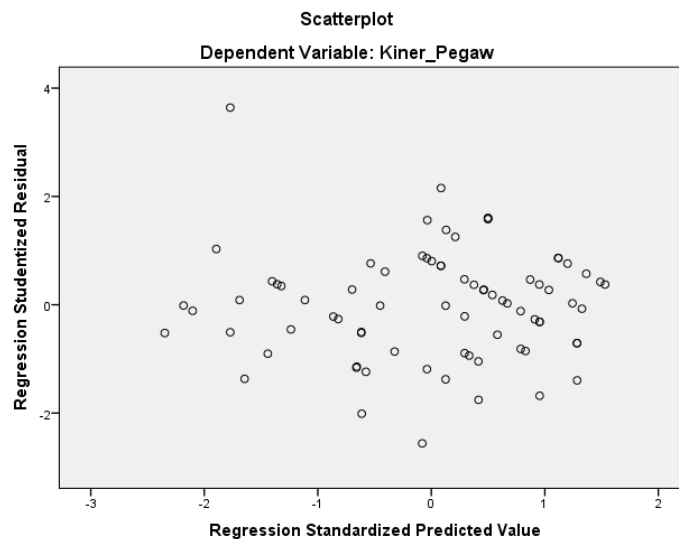
Figure 2. Heteroscedasticity Test

In the picture above the scatterplot graph can be seen that the results of the scatterplot graph show that the data is randomly distributed and does not form a certain pattern. The data is

spread both above and below the number 0 on the Y axis. This indicates that there is no heteroscedasticity

Multiple Linear Regression Analysis

Based on the calculation of multiple linear regression analysis carried out through statistics, the following results are obtained:

Table 2
Multiple linear regression
Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	4.684	2,704		1,732	.087
Product	.287	.085	.322	3.395	.001
Promotion	.213	.084	.227	2,545	.013
Physical Evidence	.359	.092	.375	3.896	.000

a. Dependent Variable: Consumer Decision

Based on the SPSS output above, the following regression equation is obtained: Y = 4.684+ 0.287X1 + 0.213X2 +0.359 X3+ e

Hypothesis

Partial Test (t test)

To determine the effect of the independent variables Product, Promotion and Physical Evidence on the dependent variable of Consumer Decisions, it is necessary to do a t test. Partial testing can be seen from the t test, if the probability value is <0.05, Ho is rejected, which means there is a significant effect.

Table 3
t test
Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
1 (Constant)	4.684	2,704		1,732	.087
Product	.287	.085	.322	3.395	.001
Promotion	.213	.084	.227	2,545	.013
Work Discipline	.359	.092	.375	3.896	.000

a. Dependent Variable: Consumer Decision

Based on the results of the partial test for the Product variable, it was obtained that tcount(3.395) > ttable (1.99) with a significance value of 0.001 <0.05, then Ho was rejected and Ha was accepted. This shows that partially there is a significant effect of Physical Evidence on the Consumer Decisions of Garuda Plaza Hotel.

Smultan test (F test)

Simultaneous test is used to determine the effect of the independent variables Product, Promotion and Physical Evidence on the dependent variable of Consumer Decisions together.

Table 4
F Uji test
ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	228,779	3	76,170	34,415	.000b
	Residual	161,569	73	2.213		
	Total	390.078	76			

a. Dependent Variable: Consumer Decision
b. Predictors: (Constant), Work Discipline, Promotion, Product

From the ANOVA test or F test, the value of Fcount(34,415)>Ftable(2,72) with a significance level of 0.000. Because the significant probability is much less than 0.05, then Ho is rejected and Ha is accepted. This shows that it simultaneously states that there is a significant effect of Product, Promotion and Physical Evidence together on the Consumer Decisions of Garuda Plaza Hotel.

Coefficient of Determination

To find out the amount of contribution Products, Promotions and Physical Evidence together against Consumer Decisions can simultaneously be known based on the R Square value in the table as follows:

Table 5
Coefficient of Determination
Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.765a	.586	.569	1.48771	2004

a. Predictors: (Constant), Work Discipline, Promotion, Product
b. Dependent Variable: Consumer Decision

Based on the table above, it can be seen the value of R *Square* of 0.586 or 58.6% which means that the effect of Products, Promotions and Physical Evidence on Consumer Decisions is 58.6%, while the remaining 41.4% are other variables not examined by this study, such as compensation, work environment and other variables.

Discussion
The Effect of Products on Consumer Decisions

There is a positive influence Product on Consumer Decisions shown tcount(3.395) > ttable (1.99) with a significance value of 0.001 <0.05. With a relationship like this, it means that the better the product, the better the consumer decision variable. Then it is also obtained that the product has a significant effect on consumer decisions

The product is emphasized on efforts to mobilize subordinates so that they voluntarily work together to achieve group goals, besides that the leader must provide promotions to members to achieve job satisfaction. Mesiono (2010:62). This study is in line with the results of research, Muizu (2014), Inary, et al (2016) and Junianingsih (2015) which show that the influence of products on consumer decisions has a positive and significant effect.

The Effect of Promotion on Consumer Decisions

There is a positive influence Promotion of the Consumer Decision variable shown is obtained by Promotion obtained tcount (2.545) > ttable (1.99) with a significance value of 0.013 < 0.05 then Ho is rejected and Ha is accepted. With a relationship like this, it means that the better the promotion, the better the consumer's decision.

This promotion for work is very important for the high and low productivity of the company, without a promotion from employees to work together for the benefit of the company, then the goals that have been set will not be achieved, on the contrary if there is a high promotion from employees then this is a guarantee for the success of the company in achieving its goals (Sutrisno 2009:111). This study is in line with the results of research by Theodora (2015), Meidazar (2016) and Jufrizen (2017) which show that there is an effect of promotion on employee performance.

Effect of Physical Evidence on Consumer Decisions

There is a positive influence Physical evidence of the Consumer Decision variable shown is obtained by Physical Evidence obtained tcount (3.896) > ttable (1.99) with a significance value of 0.000 < 0.0 5 then Ho is rejected and Ha is accepted. With a relationship like this, it means that the better the Physical Evidence, the better the Consumer Decision variable.

Discipline is the sixth operative function of Human Resource Management. Discipline is the most important HRM operative function because the better the employee discipline, the higher the work performance that can be achieved, without good employee discipline it is difficult for company organizations to achieve optimal results (Hasibuan: 193). This research is in line with the results of research by Husain (2018), Arda (2017), Hajrina, et al (2016) which also affect Physical Evidence on employee performance.

Effect of Products, Promotions and Physical Evidence on Consumer Decisions

Simultaneous testing shows that Products, Promotions and Physical Evidence of Garuda Plaza Hotel Consumer Decisions. With a value of Fcount(34,415)>Ftable(2,72) with a significance level of 0.000. Furthermore, the value of R Square is 0.586 or 58.6%, which means that the effect of Products, Promotions and Physical Evidence on Consumer Decisions is 58.6%, while the remaining 41.4% are other variables not examined by this study, such as compensation, work environment. and other variables.

The results of this study are in line with the research of Sari (2014), Rumondor (2016), Sunarwan (2014), Kuddy (2017) and Musdalifah (2016) showing that there is a positive and significant influence of Products, Promotions and Physical Evidence on Consumer Decisions.

Results

Based on the data obtained in research on the Effect of Products, Promotions and Physical Evidence on Consumer Decisions of Garuda Plaza Hotel. Respondents in this study amounted to 77 respondents, then it has been analyzed, it is concludedThere is a positive influence on the Product . variableon Consumer Decisions, this shows that partially there is a significant influence Product to Consumer Decisions. There is a positive influence of the Promotion variableon Consumer Decisions, this shows that partially that there is a significant effect of Promotion on Consumer Decisions. There is a positive effect of variablePhysical Evidence on Consumer Decisions, this shows that partially there is a significant effect of Physical Evidence on Consumer Decisions. Simultaneous testing shows that the variables of Product Effect, Promotion and Physical Evidence on Garuda Plaza Hotel Consumer Decisions.

The suggestions from this research are that leaders are able to communicate with employees, be able to listen to what employees want and complain about, leaders must be able to go out into the field and mingle with employees so that employees can feel more cared for by the

leadership and will also feel comfortable with the situation so that they will It is recommended that company leaders need to supervise, enforce regulations and provide strict sanctions for employees, so that employees can be more disciplined, diligent and effective in using their work time to do their jobs. Job promotion still needs to be improved with a more detailed explanation from management to non-permanent employees regarding the work achievements that have been achieved so far. If each team work gets a description of it,

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