



**SERVICES MARKETING MIX SERVICES SATISFACTION HOTEL IN LUWUK
(CASE STUDY HOTEL ESTRELLA, HOTEL SANTIKA, AND SWISS BEL INN)**

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ABSTRACT

The existence of hotels in Luwuk as part of the development of tourism is expected to continue were able to make improvements in order to meet customer satisfaction. Competition is carried out for hotels is also a travel promotion for the region Banggai as part of improving the economy. The ability of the company or hotel to market their services for customer satisfaction with the services provided by the hotel management is essential for the realization of the purpose of moving company on the basis of this profit. The purpose of this study was to determine the marketing mix to the satisfaction of hotel services in Luwuk (Case Study Hotel Estrella, Hotel Santika, and Swiss Bel Inn). The method used in this research is quantitative research methods and uses IBM SPSS Statistics 24 as a data processing tool validity, reliability, correlation and linear regression. The results showed that the marketing mix to the satisfaction of hotel services in Kota Luwuk spread evenly, where none of the home karaoke mastering seven aspects of customer satisfaction assessment (marketing mix).

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1. Introduction

The development of community life Banggai especially the City of Luwuk start of the Village Biak District of Luwuk North until the village Koyoan District of Luwuk South increased, starting from the level of the economy, accelerated development, territorial expansion, the velocity of the community's economy, population growth (migration), urbanization, industrial industries ranging from households to large industries are national and international scale enterprise, employment, tourism and many other developments. As a result of these developments so that the zone located around the city of Luwuk underwent berbagai positive and negative impacts.

It is undeniable that the development of the economic situation had a positive impact for the city of Luwuk, but keep in mind also that the participation of all communities to sustain these positive features should be maintained. Luwuk that initially only a transit area was now transformed into a community destination area from the outside, and it is also indirectly require the parties concerned, namely government, investors, and communities to provide facilities to support these destinations. It is with this facility one of which is the availability of home stays include accommodation, guesthouses, hotels, inns and others for local and foreign tourists in the city of Luwuk.

Along with the re-restoration of the hospitality industry from a decline due to economic conditions, the level of customer satisfaction hotel also recorded an increase which is quite good. Indeed, before experiencing rapid development in recent years where the hotel or inn in the city has been appears but only supported with hotel facilities in standard sizes. As it grows, is now beginning to emerge many hotels ranging from local to national grade class. The hotels include Hotel Royal Palaces, the G Hotel, Hotel Kota Luwuk, Hotel Estrella, Hotel Santika, Swiss Bel Inn, and others. In order to meet customer satisfaction (customer), the hotels are vying to complete the facilities in the hotel, which would certainly have an impact on the increase in profit the hotel itself.

As part of the marketing mix marketing management, especially with regard to hospitality management services, namely marketing continues to be pursued by the hotel

management in order to meet customer satisfaction hotel. Various services intensified ranging from services such as reception services, services in the piece price of the room, promos hotel packages, hotel bookings, facilities within the hotel, the availability of restaurants, swimming pools, sports center, jogging track, and many other facilities in order pamper customers. Those things are expected to push the number of hotel customers in order to meet profit targets that have been established within a certain period.

Every hotel, especially in Banggai district also continues to make various changes to meet the needs of customers, except for part of the increase in hotel profits. Although it is not a perfect meet, but hotels in Kota Luwuk always strive to maintain customer satisfaction. For hotel management, customer satisfaction can improve customer loyalty so always choose the same as their destination when they want to do a hotel booking.

Competition is carried out for hotels is also a travel promotion for the region Banggai as part of improving the economy. The ability of the company or hotel to market their services for customer satisfaction with the services provided by the hotel management is essential for the realization of the purpose of moving company on the basis of this profit.

The formulation of the problem of how marketing mix to the satisfaction of hotel services in Kota Luwuk (Case Study Hotel Estrella, Hotel Santika and Swiss Bel Inn) and aims to analyze and find out the marketing mix to the satisfaction of hotel services in Kota Luwuk (Case Study Hotel Estrella, Hotel Santika and Swiss Bel Inn). The expected benefits of this research include add pengetahuan about marketing mix implemented by the Hotel Estrella, Hotel Santika and Swiss Bell Inn, to become a reference for other researchers to examine on another object, and increase knowledge for society as a customer (consumer) in studying the behavior of business owners related to customer satisfaction.

1.1 Marketing Mix

The marketing mix is a set of tools that can be used marketers to establish the characteristics of the services offered to customers (Tjiptono, 2006).

It's a series of tactical marketing mix that can be controlled product, price, place and promotion are integrated by the company to produce the desired response of companies in the target market (Kotler, 2003).

Service mix strategy is the development of the traditional marketing mix that consisted of Product, Price, Place, and Promotion. In its development with an additional increase to 9P Power, Public Relations, Physical Evidence, Process and People. The last three elements namely Physical Evidence, Process and People is an element of the marketing mix that is specifically intended for the service sector. According Tjiptono (2006) elements of the marketing mix for services can be translated into a product, price, place, promotion, people, process and physical evidence.

1.2 Service Quality

Quality of service has several dimensions or elements of service quality. The elements of service quality is the result of the research findings of the theory of the quality of service delivered by A. Parasuraman. As one of the pioneering figures in the measurement of service quality, Parasuraman trigger servqual dimension. These dimensions made to measure service quality by using a questionnaire. Servqual techniques can determine how much distance customer expectations with customer expectations against the services received. Servqual has five dimensions: tangibles, reliability, responsiveness, assurance, and empathy.

1.3 Concept of Customer Satisfaction

There are 5 main principles that should be run in order for the customer to be very satisfied (delight the customer) or at least fulfilled the expectation that understanding the customer, make customers understand all the services of your company, creating a positive impression, always use positive words, and maintain the already excellent and kept make improvements.

1.4 Hotel

Hotel is a form of building, symbol, company or business entity accommodations that provide services lodging services, providing food and drink and facilities for other services where all service was intended for the general public, whether they are staying overnight at the hotel or those who only use certain facilities who owned it. Understanding this hotel can be

inferred from some of the hotel include a definition of one type of accommodation that use part or whole part of an accommodation, a provider of food and beverage and other services for the general public commercially run by Keputusan Menteri Parpostel no Km 94/HK103/MPPT 1987. Another definition of the hotel is managed commercial buildings by providing accommodation facilities to the general public with the facility of lodging, food and beverage, service of luggage, clothes washing, and the use of facilities furnishings and ornaments in it. (Endar Sri,1996:8)

2. Methods

2.1 Location and Time Research

This research was located in three hotels in the city of Luwuk namely Hotel Estrella, Hotel Santika and Swiss Bel Inn with study duration commencing from June until the month of August 2018

2.2 Types of research

The method used in this research is quantitative research methods. This method is a method that is based on the philosophy of positivism used in researching on samples and the study population, sampling is generally carried out at random and random, while the data collection is done by utilizing the research instrument used, the analysis of the data used is quantitative or can be measured with the objective of predefined test hypotheses (Sugiyono, 2015: 14).

2.3 Data Source

Sources of data in this research is divided into two parts:

1. Primary Data

Primary data is data that directly taken in conducting research such as observation, interviews, and questionnaires

2. Secondary Data

Secondary data is data obtained indirectly as a source libraries, references related to the content of the research conducted

2.4 Population and Sample

1. Population

The population in this study are all hotel customers who are in the research object, namely Hotel Estrella, Hotel Santika, and Swiss Bel Inn.

2. Sample

Sampling is done using incidental sampling method. This method is determined by

coincidence, that anyone who accidentally met with investigators can be used as a sample when seen people who happened to be found suitable as a data source. On the basis of the samples in this study are determined by 50 customers for every hotel that made the object of research. The total sample in this study were as many as 150 people.

2.5 Data analysis technique

The formula used to calculate the correlation value with the total answer each question is formula product moment correlation technique, namely:

$$r_{XY} = \frac{n(\sum X_i Y) - (\sum X_i)(\sum Y)}{\sqrt{\{(n\sum X_i^2) - (\sum X_i)^2\}\{(n\sum Y^2) - (\sum Y)^2\}}} \quad (1)$$

Information:

n = number of samples

X_i = the respondent's answer to the question of i

Y = the total respondents

If the value of r count > r table the question of i declared invalid

2.5.2 Test Reliability

2.5.1 Test Validity

Validity is a form of testing of the quality of primary data, with the aim to measure the legitimacy of a research question. Test of the quality of questions must be done before the questions distributed to the respondents in fact or in other words the primary data quality tests conducted in the form of prapenelitian.

Test Reliability is a form of testing of the quality of primary data, with the aim to measure the consistency of all the questions in the study. The method used in the reliability test for this research is Split Half (Spearman Brown) that the reliability of measurement methods for measurement questionnaire using a nominal scale or category. Half Split method formula is:

$$r_{11} = \left(\frac{k}{k-1}\right) \left(1 - \frac{\sum \sigma_b^2}{\sigma_1^2}\right) \quad (2)$$

Information :

r_{11} = reliability of instrument

k = a lot of questions

$\sum \sigma_b^2$ = the amount of variance item

σ_1^2 = total variance

2.5.3 Uji Korelasi

Correlation test was conducted to examine the relationship between the two (2) variables. The formula used to determine the correlation test is as follows:

$$r_{X_1 Y} = \frac{n\sum X_1 Y - (\sum X_1)(\sum Y)}{\sqrt{(n\sum X_1^2 - (\sum X_1)^2)(n\sum Y^2 - (\sum Y)^2)}} \quad (3)$$

Determining the value of the variable correlation based on test results can be seen in the following table:

Table 1. Correlation Coefficient Values

Correlation Coefficient	Correlation
0,00-0,20	Very waek
0,21-0,40	Weak
0,41-0,70	Strong
0,71-0,90	More strong
0,91-0,99	Very strong
1,00	Perfect

2.5.4 Regression Analysis

Multiple linear regression analysis is a linear relationship between the two (2) pieces or more independent variables ($X_1, X_2, \dots, X_n$) with the dependent variable (Y). This analysis is used to determine the direction of the relationship between the dependent and independent variables are each independent variable associated positive or negative, and to predict the value of the dependent variable when the independent variable value increased or decreased.

Multiple linear regression formula is:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7 + e \quad (4)$$

Information :

Y = dependent variable

X = independent variable (X_1 - X_7)

b = variable coefficient

a = constanta

e = error

3. Result and Discussion

3.1 Gambaran Umum Lokasi Studi

1. Hotel Estrella

This hotel is one of the most popular in the City Luwuk. Located near the beach kilo 5, making this hotel has views over the beach is so beautiful. The atmosphere is cozy with the wind blowing from the south coast is quite pronounced. Estrella Hotel Luwuk suitable for visitors who are doing business, travel, or just sightseeing in Kota Luwuk. The closest important locations in the city of Luwuk which

Based on the equation (1), the value of the validity of the test can be seen in the following table:

Tabel 2. Test Validity

Hotel Variables	Hotel Estrella				Hotel Santika				Swiss Bel Inn	
	Questions	r Test	r Table	Result	r Test	r Table	Result	r Test	r Table	Result
Product (X ₁)	1	0.573			0.680			0.583		
	2	0.698			0.702			0.662		
	3	0.758			0.702			0.691		
	4	0.666			0.618			0.763		
	5	0.637			0.720			0.358		
Price (X ₂)	1	0.638	0.2787	Valid	0.759	0.2787	Valid	0.849	0.2787	Valid
	2	0.666			0.621			0.875		
	3	0.712			0.740			0.881		
	4	0.697			0.510			0.876		
	5	0.632			0.609			0.793		
Place	1	0.558			0.525			0.660		

can be reached by the hotel include a Turkish Kilo 5 (2.96 km), Ferry Port Luwuk (5.13 km), Thanksgiving service Aminuddin Amir (5.21 km), and Niagara Tontouan (5.46 km)

2. Hotel Santika

Being away at the tip of Sulawesi Island, Kota Luwuk orderly and charming and a destination now and then for the tourists and has been linked with a plane flying growing. Located in a beautiful natural harbor, Luwuk peninsula is the largest city in Central Sulawesi and the transfer point towards the Banggai islands that are home to the descendants of the ancient mariner who live in the sea and remained there until now.

3. Swiss Bel Inn

Swiss-Belinn located Luwuk Luwuk close to the city center, the capital of Banggai regency in Central Sulawesi. As the capital area, Luwuk located between the mountains and the coast with beaches and a beautiful white sand and crystal clear water. Swiss-Belinn Luwuk is a 10-minute drive from Aminuddin Amir Thanksgiving, and just a few minutes drive to the business and entertainment center of the city Luwuk. Located on the Mount Mist, this hotel offers a wonderful view of the city of Luwuk, Banggai the coastline of the southern part of the Banda Sea. Given its location is very beautiful, and close to the city center and the airport, the Swiss-Belinn Luwuk is the perfect choice for travelers who want a comfortable accommodation at an affordable price, stylish design and modern facilities.

3.2 Data Analyze

3.2.1 Test Validity

(X ₃)	2	0.785	0.587	0.758
	3	0.705	0.618	0.544
	4	0.654	0.662	0.479
	5	0.638	0.812	0.687
	1	0.523	0.598	0.613
Promotion	2	0.514	0.645	0.574
(X ₄)	3	0.698	0.775	0.692
	4	0.551	0.798	0.639
	5	0.618	0.435	0.400
Dannia	1	0.710	0.723	0.896
	2	0.761	0.708	0.898
	3	0.548	0.822	0.911
	4	0.545	0.735	0.917
	5	0.589	0.675	0.911
Dinnace	1	0.676	0.524	0.540
	2	0.726	0.627	0.632
	3	0.777	0.747	0.672
	4	0.677	0.579	0.598
	5	0.617	0.587	0.533
Physical Evidence	1	0.638	0.574	0.488
	2	0.679	0.682	0.545
	3	0.706	0.721	0.576
	4	0.675	0.607	0.367
	5	0.728	0.599	0.519
Marketing services	1	0.757	0.678	0.707
	2	0.661	0.617	0.562
	3	0.854	0.792	0.808
	4	0.796	0.812	0.770
	5	0.807	0.541	0.459

3.2.2 Test Reliability

Based on the equation (2), the value of the validity of the test can be seen in the following table:

Table 3. Value Test Reliability

Hotel Variables	Hotel Estrella		Hotel Santika		Swiss Bel Inn		
	Questions	Cronbach Alpha's	Info	Cronbach Alpha's	Info	Cronbach Alpha's	Info
Product (X ₁)	1	0.677	Reliable	0.716	Reliable	0.689	Reliable
	2						
	3						
	4						
	5						
Price (X ₂)	1	0.689	Reliable	0.647	Reliable	0.908	Very reliable
	2						
	3						
	4						
	5						
Place (X ₃)	1	0.679	Reliable	0.644	Reliable	0.621	Reliable
	2						
	3						
	4						

	5						
Promotion (X ₄)	1 2 3 4 5	0.644	Reliable	0.659	Reliable	0.628	Reliable
People (X ₅)	1 2 3 4 5	0.606	Reliable	0.764	Reliable	0.946	Very reliable
Process (X ₆)	1 2 3 4 5	0.732	Reliable	0.563	Reliable	0.646	Reliable
Physical Evidence (X ₇)	1 2 3 4 5	0.716	Reliable	0.635	Reliable	0.635	Reliable
Marketing services (Y)	1 2 3 4 5	0.833	Very reliable	0.731	Reliable	0.687	Reliable

3.2.3 Correlation

Based on the equation (3), then the correlation value is as follows:

Tabel 3. Correlation

Hotel Variable s	Hotel Estrella		Hotel Santika		Swiss Bel Inn	
	r Test	Correlation	r Test	Correlation	r Test	Correlation
X ₁ X ₁	1.000	Perfect	1.000	Perfect	1.000	Perfect
X ₁ X ₂	0.204	Weak	0.106	Very Weak	0.106	Very Weak
X ₁ X ₃	0.330	Weak	-0.050	Very Weak	-0.050	Very Weak
X ₁ X ₄	0.135	Very Weak	0.211	Weak	0.211	Weak
X ₁ X ₅	0.604	Strong	0.047	Very Weak	0.047	Very Weak
X ₁ X ₆	0.244	Weak	0.248	Weak	0.248	Weak
X ₁ X ₇	0.443	Strong	0.113	Very Weak	0.113	Very Weak
X ₁ Y	0.321	Weak	0.040	Very Weak	0.040	Very Weak
X ₂ X ₁	0.204	Weak	0.106	Very Weak	0.106	Very Weak
X ₂ X ₂	1.000	Perfect	1.000	Perfect	1.000	Perfect
X ₂ X ₃	0.403	Strong	0.279	Weak	0.279	Weak
X ₂ X ₄	0.474	Strong	0.024	Very Weak	0.024	Very Weak
X ₂ X ₅	0.245	Weak	0.700	Very Strong	0.700	Very Strong
X ₂ X ₆	0.196	Very Weak	0.276	Weak	0.276	Weak
X ₂ X ₇	0.319	Weak	0.424	Strong	0.424	Strong
X ₂ Y	0.530	Strong	0.207	Weak	0.207	Weak

X_3X_1	0.330	Weak	-0.050	Very Weak	-0.050	Very Weak
X_3X_2	0.403	Strong	0.279	Weak	0.279	Weak
X_3X_3	1.000	Perfect	1.000	Perfect	1.000	Perfect
X_3X_4	0.371	Weak	0.262	Weak	0.262	Weak
X_3X_5	0.509	Strong	0.286	Weak	0.286	Weak
X_3X_6	0.410	Strong	0.401	Strong	0.401	Strong
X_3X_7	0.266	Weak	0.289	Weak	0.289	Weak
X_3Y	0.516	Strong	0.098	Very Weak	0.098	Very Weak
X_4X_1	0.135	Very Weak	0.211	Weak	0.211	Weak
X_4X_2	0.474	Strong	0.024	Very Weak	0.024	Very Weak
X_4X_3	0.371	Weak	0.262	Weak	0.262	Weak
X_4X_4	1.000	Perfect	1.000	Perfect	1.000	Perfect
X_4X_5	0.229	Weak	0.029	Very Weak	0.029	Very Weak
X_4X_6	0.199	Very Weak	0.254	Weak	0.254	Weak
X_4X_7	0.314	Weak	0.017	Very Weak	0.017	Very Weak
X_4Y	0.394	Weak	0.169	Very Weak	0.169	Very Weak
X_5X_1	0.604	Strong	0.047	Very Weak	0.047	Very Weak
X_5X_2	0.245	Weak	0.700	Very Strong	0.700	Very Strong
X_5X_3	0.509	Strong	0.286	Weak	0.286	Weak
X_5X_4	0.229	Weak	0.029	Very Weak	0.029	Very Weak
X_5X_5	1.000	Perfect	1.000	Perfect	1.000	Perfect
X_5X_6	0.355	Weak	0.265	Weak	0.265	Weak
X_5X_7	0.407	Strong	0.508	Strong	0.508	Strong
X_5Y	0.313	Weak	0.095	Very Weak	0.095	Very Weak
X_6X_1	0.244	Weak	0.248	Weak	0.248	Weak
X_6X_2	0.196	Very Weak	0.276	Weak	0.276	Weak
X_6X_3	0.410	Strong	0.401	Strong	0.401	Strong
X_6X_4	0.199	Very Weak	0.254	Weak	0.254	Weak
X_6X_5	0.355	Weak	0.265	Weak	0.265	Weak
X_6X_6	1.000	Perfect	1.000	Perfect	1.000	Perfect
X_6X_7	0.623	Strong	0.347	Weak	0.347	Weak
X_6Y	0.373	Weak	0.318	Weak	0.318	Weak
X_7X_1	0.443	Strong	0.113	Very Weak	0.113	Very Weak
X_7X_2	0.319	Weak	0.424	Strong	0.424	Strong
X_7X_3	0.266	Weak	0.289	Weak	0.289	Weak
X_7X_4	0.314	Weak	0.017	Very Weak	0.017	Very Weak
X_7X_5	0.407	Strong	0.508	Strong	0.508	Strong
X_7X_6	0.623	Strong	0.347	Weak	0.347	Weak
X_7X_7	1.000	Perfect	1.000	Perfect	1.000	Perfect
X_7Y	0.433	Strong	0.252	Weak	0.252	Weak
YX_1	0.321	Weak	0.040	Very Weak	0.040	Very Weak
YX_2	0.530	Strong	0.207	Weak	0.207	Weak
YX_3	0.516	Strong	0.098	Very Weak	0.098	Very Weak
YX_4	0.394	Weak	0.169	Very Weak	0.169	Very Weak
YX_5	0.313	Weak	0.095	Very Weak	0.095	Very Weak
YX_6	0.373	Weak	0.318	Weak	0.318	Weak
YX_7	0.433	Strong	0.252	Weak	0.252	Weak
YY	1.000	Perfect	1.000	Perfect	1.000	Perfect

3.2.4 Multiple Linear Regression Analysis

By using equation (4), then the value of multiple regression analysis for each hotel is as follows:

1. Hotel Estrella

$$Y = -1,312 + 0,159X_1 + 0,420X_3 - 0,115X_4 - 0,149X_5 + 0,093X_6 + 0,254X_7$$

2. Hotel Santika

$$Y = 1,933 - 0,128X_1 + 0,134X_2 - 0,132X_3 + 0,174X_4 - 0,092X_5 + 0,333X_6 - 0,286X_7$$

3. Swiss Bel Inn

$$Y = 1,973 - 0,128X_1 + 0,134X_2 - 0,132X_3 - 0,174X_4 - 0,092X_5 + 0,333X_6 + 0,286X_7$$

3.3 Results and Discussion

On the product variables (x_1), a higher value is owned by Hotel Estrella (0159) even though the value of variable products owned by third this hotel is small or low. The existence of value in this variable is very important, considering the product is the main thing other than service in the hospitality business especially in Luwuk. Ratings in this variable among others, the design of the room representative and as needed, the complete supporting facilities in the hotel, the comfort of a hotel room and so forth. The existence of value in this variable is very important, considering the product is the main thing other than service in the hospitality business especially in Luwuk. With the value of the same product variables (0128), Hotel Santika and Swiss Bel Inn should strengthen their product to be offered or sold to customers of the hotel, especially domestic tourists, foreign and local tourists (people Banggai)

At variable prices, Hotel Estrella has a coefficient of 0.420 in terms of cost as the room rates are affordable, the price of food and drinks are reasonably priced, compliance rates with the hotel facilities provided and other sebagainya. Variabel price is owned by Hotel Estrella is the highest that signifies the ability competitive price made by the hotel is quite successful.

In place of variables, Hotel Estrella has a coefficient of 0.410 in the case where such a strategic location of the hotel, access to other facilities, close to the access to entertainment and so forth. The third hotel is the object of this study offer the same view or a view which is quite pleasing to the eye because it is located in the hills (Hills Mist). Hotel Estrella has the highest variable value in terms of price, so we can say that this hotel has a more strategic than other hotels. One cause of the high value for the variable of this place is the Hotel Estrella earlier there than the two other hotels

On promotion variables, Swiss Bel Inn has a coefficient value of 0174 in terms of promotion such as publication in a strategic location, discounts, membership, any additional facilities in the hotel without additional charges and so forth. Santika Hotel and Swiss Bel Inn has a variable value promotion which was slightly better than the Hotel Estrella. The difference is due to the variable value of this hotel (Hotel Santika and Swiss Bel Inn) has a national hotel chain that for matters more promising promotion (brand)

In the variable, Hotel Estrella has a coefficient value of 0149 in terms of people as employees timely, friendliness and flexibility of employees, employee communications at the hotel customers and others. For a person or employee, it features a variable value higher than 2 (two) other hotels.

In the process variable, Swiss Bel Inn has a coefficient of 0.333 in terms of processes such as alertness reception, ease enjoy hotel facilities, disruptions at rest and so forth. Accessibility owned by Santika Hotel and Swiss Bel Inn as receptionist, ease of amenities, comfort rest, so both of these hotels (Hotel Santika and Swiss Bel Inn) has a variable value higher than Hotel Estrella

On the physical evidence variable, Swiss Bel Inn has a coefficient value of 0286 in terms of services such as meeting the needs of the customer, not the additional cost (charge), innovation in order to meet customer satisfaction and so forth. Physical evidence is a

view from both buildings, interior and exterior design of the hotel rooms, the service (waiters or employees), and other things that support in this physical evidence

If the other independent variables are considered zero, then the value of services marketing variable (Y) is equal to a constant value. Aspects of assessment in marketing these services among others, the pride of becoming a customer of this hotel, overall satisfaction, and so forth. Overall customer satisfaction on various things in the hotel to be more value in terms of marketing services. The existence of value in this variable is very important, considering the main thing other than products in the hospitality business especially in Luwuk. , Service as the main thing in addition to the products offered by the hotel management (Santika Hotel and Swiss Bel Inn) in terms of marketing services such as meeting the needs of customers and others are supporting so that the variable value that is owned by both the hotel was slightly better than the Hotel Estrella.

Variable marketing services is the highest for 1973 for Swiss Bel Inn, while the Hotel Estrella has a variable value is very low service marketing. Required extra work for the hotel Hotel Estrella to fix them, both in terms of service, management and others. Hotel Estrella mem

4. Conclusion

4.1 Conclusion

Based on the analysis in the previous chapter, marketing mix to the satisfaction of hotel services in Kota Luwuk (Case Study Hotel Estrella, Hotel Santika and Swiss Bel Hotel) is divided evenly, in the sense that there are no hotels that dominate the marketing mix to satisfaction customer. Marketing mix towards customer satisfaction uneven is to be met, improved, enhanced and developed, and continue to be supervised execution by the hotels. It is solely for the sake of customer satisfaction in the future hotel.

4.2 Suggestion

Advice can be given in this research are:

1. Given the absence of one of the hotels in this study have the advantage of distance, then the

management of the hotel (Hotel Estrella, Hotel Santika and Swiss Bel Hotel) needs to improve all aspects relating to the marketing of services so that future third this hotel a destination for everyone who came to visit and choose to use a hotel in the city of Luwuk

2. The more bergeliatnya tourism in Banggai and several districts near the Banggai that require active participation of government in fostering growth and development of hospitality services that already exist and will continue to grow as the growing area of Banggai

3. The general public, especially in Banggai should always support the growing area is particularly tourism's potential to increase profits of local revenue.

4. The good cooperation between the district's third hotel was further enhanced for the progress of this region

5. This study is expected to be a reference in conducting research related to the marketing of services or in connection with similar objects

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