

ABSTRAK

Pengaruh Variabel Marketing Mix Terhadap Volume Penjualan Kamar Hotel Studi Kasus Pada Sahid Garden Hotel Yogyakarta

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Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh variabel marketing mix terhadap volume penjualan kamar hotel pada Sahid Garden Hotel Yogyakarta selama tahun 1994-1998. Dalam penelitian ini akan dilihat pengaruh variabel marketing mix secara keseluruhan dan secara sendiri-sendiri.

Jenis penelitian ini adalah studi kasus. Data dikumpulkan dengan teknik (1) Observasi, (2) Wawancara, dan (3) Dokumentasi. Untuk merealisasi tujuan tersebut, teknik analisis data yang digunakan adalah (1) Analisis koefisien korelasi linier berganda, untuk mencari pengaruh variabel marketing mix secara keseluruhan terhadap volume penjualan kamar hotel, (2) Analisis koefisien korelasi parsial, untuk mencari pengaruh variabel marketing mix secara sendiri-sendiri terhadap volume penjualan kamar hotel, dan (3) Analisis regresi linier berganda, untuk mencari pengaruh variabel marketing mix secara keseluruhan terhadap volume penjualan kamar hotel dan untuk mengetahui variabel marketing mix manakah yang paling berpengaruh terhadap volume penjualan kamar hotel.

Berdasarkan hasil penelitian dan pengujian teoritik yang telah dilakukan, diperoleh hasil sebagai berikut : bahwa ada pengaruh yang positif dari variabel marketing mix secara keseluruhan terhadap volume penjualan kamar hotel, yang diketahui dari analisis koefisien korelasi linier berganda diperoleh harga Multiple R sebesar 0,95629 dapat diinterpretasikan bahwa antara variabel marketing mix dengan volume penjualan kamar hotel terdapat korelasi yang sangat kuat dan positif. R Square sebesar 0,91448 artinya pengaruh x_1 , x_2 , x_3 , dan x_4 yaitu biaya produk, harga kamar, biaya promosi, dan biaya distribusi terhadap Y yaitu volume penjualan kamar hotel sebesar 91,448%. Dari analisis regresi linier berganda ada pengaruh variabel marketing mix secara keseluruhan terhadap volume penjualan kamar hotel diperoleh persamaan, $Y = 59546086,214 + 2,025994x_1 - 1,195787x_2 + 13,090194x_3 + 21,023043x_4$. Menunjukkan bahwa dampak perubahan biaya distribusi terhadap volume penjualan kamar hotel ternyata memberikan pengaruh yang paling besar dibandingkan dengan dampak yang ditimbulkan oleh variabel yang lain. Dari analisis koefisien korelasi parsial ada pengaruh variabel marketing mix secara sendiri-sendiri terhadap volume penjualan kamar hotel. Untuk masing-masing dapat diketahui dengan persamaan sebagai berikut : (1) $Y = 329475640,83 + 64,161888x_{11} - 36,033143x_{12} - 1037,341460x_{13}$. Menunjukkan bahwa dampak perubahan x_{11} yaitu biaya produk melalui jenis kamar hotel, meliputi : *Building* dan *Cottages* dengan tipe : *standard* terhadap Y yaitu volume penjualan kamar hotel ternyata memberikan pengaruh yang paling besar dibandingkan dengan dampak yang ditimbulkan oleh variabel x_{12} dan x_{13}

yaitu biaya produk melalui jenis kamar hotel, meliputi : *Building* dengan tipe : *suite* dan *Cottages* dengan tipe : *deluxe* dan biaya produk melalui jenis kamar hotel, meliputi : *Building* dengan tipe : *penthouse suite* dan *Cottages* dengan tipe : *family suite*. (2) $Y = 259324341,92 + 838,970718x_{22} - 81,865203x_{23}$. Menunjukkan bahwa dampak perubahan x_{22} yaitu harga kamar melalui jenis kamar hotel, meliputi : *Building* dengan tipe : *suite* terhadap Y yaitu volume penjualan kamar hotel ternyata memberikan pengaruh yang paling besar dibandingkan dengan dampak yang ditimbulkan oleh variabel x_{21} dan x_{23} yaitu harga kamar melalui jenis kamar hotel, meliputi : *Building* dengan tipe : *standard* dan *penthouse suite*. (3) $Y = 48611144,970 + 297,179198x_{34}$. Menunjukkan bahwa dampak perubahan x_{34} yaitu biaya promosi melalui *publicity* terhadap Y yaitu volume penjualan kamar hotel ternyata memberikan pengaruh yang paling besar dibandingkan dengan dampak yang ditimbulkan oleh variabel x_{31} , x_{32} , dan x_{33} yaitu biaya promosi melalui : *personal selling*, *advertising*, dan *sales promotion*. (4) $Y = 116822909,48 - 43,551091x_{41} + 283,657900x_{44}$. Menunjukkan bahwa dampak perubahan x_{44} yaitu biaya distribusi melalui *reservation service* terhadap Y yaitu volume penjualan kamar hotel ternyata memberikan pengaruh yang paling besar dibandingkan dengan dampak yang ditimbulkan oleh variabel x_{41} , x_{42} , dan x_{43} yaitu biaya distribusi melalui : *airport*, *travel agent*, dan *representative office*.

ABSTRACT

The Influence of Marketing Mix Variable On selling Of Hotel Rooms The Case Study In Sahid Garden Hotel Yogyakarta

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This study aims at identifying the influence of marketing mix variables on the selling of hotel rooms in Sahid Garden Hotel Yogyakarta during 1994-1998. In this study the influence of marketing mix variables was observed completely and independently.

This study is a case study. Techniques of (1) observation, (2) interviewing, dan (3) dokumentation including the collection of data. To realize the aim, the applied techniques of data analysis are (1) analysis of double linear correlation coefficient to determine the complete influence of marketing mix variables on the volume in selling hotel rooms, (2) analysis of partial correlation coefficient to find independent influence of marketing mix variables on the volume in selling hotel rooms, and (3) analysis of double linear regression to identify the overall influence of marketing mix variables on the volume in selling hotel rooms and to find which ones most influenced the volume in selling hotel rooms.

Based on the result of the study and theoretical experiment, the study shows that there is a positive influence from the marketing mix variabels on the whole on the volume in selling hotel rooms, identified from the analysis of double-linear correlation coefficient, using the value of Multiple R (0.95629) one can interpret that the marketing mix variables and the volume in selling hotel rooms has a strong and positive correlation. A value of R Square (0.91448) means the influences of x_1 , x_2 , x_3 , and x_4 (production cost, price of room, promotion cost, and distribution cost respectively) on Y (the volume in selling hotel rooms) was 91.448%. From the analysis of double-linear regression there was an influence of the marketing mix variable in the whole on the volume of selling hotel rooms. This resulted in a equation of $Y = 59546086.214 + 2.025994x_1 - 1.195787x_2 + 13.090194x_3 + 21.023043x_4$. It indicates that the effect of the change in the distribution cost on the volume in selling hotel rooms had the biggest influence compared with the effect caused by other variables. From the analysis of partial correlation coefficient there is an influence of the marketing mix variable independently on the volume in selling hotel rooms. Each of them can be identified in the equation (1) $Y = 329475640.83 + 64.161888x_{11} - 36.033143x_{12} - 1037.341460x_{13}$. This result shows that the effect of the change in x_{11} , that is, the production cost via kind of room, including building and cottages in the standard type toward Y. Thus the volume in selling hotel rooms actually provides the biggest influences compared with the effect caused by the variables of x_{12} and x_{13} , those are, the production cost via the kind of rooms, including building in the type of

suite and cottages in the type of deluxe and the production cost via the kind of rooms, including building in the type of penthouse suite and the cottages in the type of family suite. (2) $Y = 259324341.92 + 838.970718x_{22} - 81.865203x_{23}$. This equation shows that the effect of change in x_{22} , that is, the price of hotel rooms via the kind of hotel rooms, including building in the type of suite toward Y, that is, the volume in selling hotel rooms actually has the biggest influence compared with the effect caused by variables of x_{21} and x_{23} . Those are rooms via the kind of room including building in the type of standard and penthouse suite. (3) $Y = 48611144.970 + 297.179198x_{34}$. This equation shows that the effect of change in x_{34} , that is, the promotion price via publicity toward Y (the volume in selling hotel rooms) actually provides the biggest effect compared with the effect caused by the variables of x_{31} , x_{32} , and x_{34} . They are the promotion price via personal selling, advertising, and sales promotion. (4) $Y = 116822909.48 - 43.551091x_{41} + 283.657900x_{44}$. This equation shows that the effect of change in x_{44} that is the distribution cost via reservation service toward Y (the volume in selling hotel rooms) provides the biggest influence compared with the effect caused by the variables of x_{41} , x_{42} , and x_{43} . Those are the distribution cost via airport, travel agent, and representative office.