

## ABSTRAK

### ANALISIS KEPUASAN KONSUMEN DAN BAURAN PEMASARAN (7P)

Studi Pada Konsumen (Tamu) Hotel Santika Premiere Jogja

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Penelitian ini bertujuan untuk mengetahui apakah ada perbedaan kepuasan konsumen terhadap komponen-komponen bauran pemasaran dari bagi wisatawan domestik dan wisatawan mancanegara yang menginap di kamar *Deluxe* dan *Excecutive* di Hotel Santika Premiere Jogja.

Penelitian ini berlangsung pada bulan Juni sampai Juli 2007 dengan metode penelitian komparatif pada Hotel Santika Premiere Jogja. Pengumpulan data dilakukan dengan kuesioner. Sampel dalam penelitian ini adalah wisatawan domestik dan wisatawan mancanegara yang menginap di kamar *Deluxe* dan *Excecutive*. Sampel yang diambil sebanyak 100 responden. Untuk memperoleh responden digunakan teknik analisis *accidental sampling*. Teknik analisis data yang digunakan adalah *one way anova* dan uji beda dua *mean*.

Hasil penelitian ini menunjukkan bahwa tidak ada perbedaan kepuasan konsumen terhadap komponen-komponen bauran pemasaran bagi wisatawan domestik di kamar *Deluxe*, wisatawan mancanegara di kamar *Deluxe*, wisatawan domestik di kamar *Excecutive*, wisatawan mancanegara di kamar *Excecutive*. Hasil penelitian juga menunjukkan tidak ada perbedaan kepuasan konsumen terhadap komponen-komponen bauran pemasaran bagi wisatawan domestik di kamar *Deluxe* dengan wisatawan mancanegara di kamar *Deluxe*, wisatawan domestik di kamar *Excecutive* dengan wisatawan mancanegara di kamar *Excecutive*, wisatawan domestik di kamar *Deluxe* dengan wisatawan domestik di kamar *Excecutive*, wisatawan mancanegara di kamar *Deluxe* dengan wisatawan mancanegara di kamar *Excecutive* dan wisatawan domestik dengan wisatawan mancanegara. Kepuasan wisatawan domestik dan mancanegara yang menginap di kamar *Deluxe* dan *Excecutive* berada pada posisi hampir puas hal itu diketahui dari perbandingan skor kinerja hotel di atas 4,2 dengan skor harapan di atas 4,16 dari skala satu sampai dengan lima.

## ABSTRACT

### ANALYSIS ON CUSTOMERS' SATISFACTION AND MARKETING MIX (7 P's)

A Study On The Visitor's Of Santika Premiere Hotel Jogja

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2008

The aim of the research was to find out the differences of customers' satisfaction on the components of marketing mix towards local and international tourists; who occupied *Deluxe* and *Executive* rooms in Santika Premiere Hotel Jogja.

The research had started from June to July 2007 by applying comparative research method to Santika Premiere Hotel Jogja. Data accumulations were done by using questionnaires. Samples used in this research were local and international tourists who occupied *Deluxe* and *Executive* rooms; 100 (one hundred) respondents were taken as samples. To obtained respondents, Accidental Sampling Technique was applied; meanwhile One Way Anova and Two Mean Differential Tests were applied as data analysis technique.

The research found that there were no significant differences of customers' satisfaction on the components of marketing mix towards local tourists who occupied *Deluxe* rooms, international tourists who occupied *Deluxe* rooms, local tourists who occupied *Executive* rooms as well as the international tourists who occupied the *Executive* rooms. The research also found that there were no significant differences on customers' satisfaction on the components of marketing mix towards local and international tourists who occupied *Deluxe* rooms, local and international tourists who occupied *Executive* rooms, international tourists who occupied *Deluxe* rooms with international tourists who occupied *Executive* rooms; and towards local and international tourists. The satisfaction of local and tourist who occupied *Deluxe* and *Executive* were located to an almost satisfied area; it was recognized from the comparative scores to hotel occupancy which reach above 4,2 with expectation scores above 4,16; from one to five in scales.