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ANALYSIS OF MARKETING STRATEGY ON CUSTOMER SATISFACTION AT SIKUMBANG HOTEL IN TOMONI EAST LUWU

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Abstract:

The public is increasingly critical in obtaining the best service in a hotel, creating tight competition in winning the market or customers. This is also felt by the manager of the SiKumbang Tomoni Hotel, East Luwu. To survive in this competition, a good marketing strategy is needed. This research aims to analyze the influence of marketing strategies which include marketing mix and service quality on customer satisfaction. This research uses a quantitative approach with a survey method involving 100 respondents. Data was collected through a questionnaire that had been tested for validity and reliability. The data analysis technique used is multiple regression analysis and analyzed using the SmartPLS statistical tool. The research results show that the marketing mix and service quality have a significant positive effect on customer satisfaction. Among the marketing mix components, promotion has the most dominant influence, while on service quality, the empathy dimension shows the greatest influence on customer satisfaction. These findings indicate the importance of marketing mix strategies and improving service quality to achieve optimal customer satisfaction. Implementing an effective marketing mix and increasing empathy aspects in service can improve the overall customer experience and encourage customer satisfaction.

Keywords:

Marketing Strategy; Marketing Mix; Service Quality; Consumer Satisfaction

Introduction

Hotels as an industry operating in the service sector will of course deal directly with customers with a variety of customs, languages and characteristics, all of which need to be accepted and served well so as to provide customer satisfaction.(Nimri et al., 2020). A hotel is a business that is managed by providing food, drink and sleeping room facilities to people who are traveling and are able to pay a reasonable amount according to the service received.(Ali et al., 2021). For this reason, the role of marketers is needed to formulate appropriate marketing strategies in order to provide satisfaction to hotel customers.

Marketing strategy is a form of management that is designed to accelerate the resolution of marketing problems and make strategic decisions. Each management function makes a certain contribution when formulating strategies at different levels. Marketing is the function that has the greatest contact with the external environment, even though the company only has limited control over the external environment. Therefore marketing plays an important role in strategy development (Kotler, 2017).

To achieve customer satisfaction, companies need to develop and implement effective marketing strategies and improve the quality of services provided. The service marketing mix strategy is a marketing strategy commonly used for businesses operating in the service sector, which consists of product, price, place, promotion, people, process, and physical evidence as well as service quality which includes reliability, responsiveness, guarantee, empathy, and Physical evidence is the main factor that can influence customer satisfaction (Cho et al., 2022).

With customers or hotel guests becoming increasingly sensitive to the meaning of service quality when staying at a hotel, greater attention is needed about service quality from hotel managers. (Hussein et al., 2023). With good quality service in a company, it will create satisfaction for its customers. If customers feel truly satisfied, they will buy again and recommend others to buy at the same place (Jana & Chandra, 2016).

Therefore, companies must start to think more carefully about the importance of customer service through service quality, because now it is increasingly recognized that service (customer satisfaction) is a vital aspect in order to survive in business and win the competition. A hotel is an accommodation service business which includes elements of service, comfort and lodging facilities needed for those who want lodging facilities for family or holiday purposes. (Ali et al., 2021).

Hotel SiKumbang Tomoni East Luwu as a service provider needs to know customer satisfaction, because the level of customer satisfaction will influence subsequent customer behavior. If customers are satisfied, there will be a higher possibility of reusing the services of the SiKumbang Tomoni East Luwu Hotel. Customers who are dissatisfied with the services of the SiKumbang Tomoni East Luwu Hotel will switch to another hotel and of course this can damage the hotel's reputation in the long term

Several previous studies show that the marketing mix and service quality have a significant influence on customer satisfaction (Aliata et al., 2017; Naewkhamdee et al., 2022; Pramesty et al., 2022). However, there is still a research gap regarding the influence of each marketing mix component and service quality dimensions on specific customer satisfaction. Therefore, this

research aims to analyze the influence of the marketing mix and service quality on customer satisfaction at the SiKumbang Hotel in Tomoni, East Luwu Regency.

Literature Review

Marketing Strategy

Marketing strategy is a fundamental tool planned to achieve company goals by developing sustainable competitive advantages through the markets entered and the marketing programs used to serve these target markets. Basically, marketing strategy provides direction in relation to variables such as market segmentation, target market identification, positioning of marketing mix elements and marketing mix costs. (Wang et al., 2022).

Marketing strategy according to Kotler, (2012) is a marketing mindset that will be used to achieve its marketing goals. Marketing strategy contains specific strategies for target markets, positioning, marketing mix, and the amount of marketing expenditure. Marketing strategy is the company's overall program to determine target markets and satisfy customers by building a combination of elements of the marketing mix; product, distribution, promotion, price, people, process and physical evidence.

Marketing Mix

The marketing mix is a tool that will determine the level of marketing success for the company, and all of this is intended to provide satisfaction to the selected market segment or customer. (Singh & Kumar, 2015). In essence, the marketing mix is managing the elements of the marketing mix so that they can influence customer purchasing decisions with the aim of producing and selling products and services that can provide satisfaction to customers and customers. The services marketing mix consists of:

A product is anything that a producer can offer for attention, request, search, purchase, use or consumption by the market to fulfill the needs or desires of the relevant market. The products offered include physical goods, services, people or individuals, places, organizations and ideas. So, products can be in the form of tangible or intangible benefits that can satisfy customers.

Price can be defined as the amount of money (plus some goods if possible) required to obtain a combination of goods and services. Price is an important factor in the marketing mix and determines the marketing domain allocated by a company. Price is the only element that provides income or income for the company.

Place focuses on distribution channels and the physical location of the hotel. Hotels should carefully select their locations, taking into account factors such as proximity to popular tourist attractions, ease of access, and unique neighborhood atmosphere. Additionally, leveraging distribution channels and partnerships is critical to maximizing a hotel's visibility and reaching potential customers.

Promotion is an element in the marketing mix that is used to inform, persuade, and remind about a company's products. Promotional activities carried out by entrepreneurs through the media aim to influence hotel guests so that they become familiar with the products offered in the form of brochures, advertisements on the web, banners or billboards.

The people element is critical in the hospitality industry, where exceptional service is a key differentiator. Hotels must invest in recruiting and training staff who have a deep understanding of hospitality and culture. By providing sincere and warm service, hotel staff can create an unforgettable experience for guests.

The marketing mix process element refers to the operational procedures and systems within the hotel. Streamlining processes such as check-in and check-out procedures, housekeeping standards, and handling guest requests is critical to ensuring a smooth and hassle-free experience. Hotels must pay attention to the efficiency of their internal operations to provide a high level of service.

Physical evidence includes tangible elements that shape hotel guests' perceptions. From architectural design, gardens and well-maintained buildings, hotels must create an environment that makes guests comfortable. Attention to detail in terms of cleanliness, interior design and maintenance further contributes to a positive guest experience and fosters a sense of trust and authenticity.

Service Quality

Service quality is service that meets or exceeds what customers expect for the service they receive (Hong et al., 2020). The Servqual scale is one of the most widely used instruments to measure service quality in various service fields including the hotel business (Nga Thi Vo et al., 2020).

The Servqual scale measures hotel service quality through five different dimensions, namely tangible, reliability, responsiveness, assurance and empathy. According to Grobelna, (2021), there are several factors that need to be considered in improving service quality, namely identifying the main determinants of service quality, managing customer expectations, managing evidence of service quality, educating customers about services, cultivating a quality culture, creating automated quality, following up on services, and developing a service quality information system.

Several factors can reduce the quality of service in a company, namely production and consumption occurring simultaneously, high labor intensity, inadequate support for internal customers, communication gaps, treating all customers in the same way, excessive expansion or development of services, and short-term business vision (Ali et al., 2021).

Customer Satisfaction

Customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing the performance (results) of the product in question against the expected performance (Gocłowska et al., 2019). Meanwhile, according to Adebayo, (2022), customer satisfaction is the impact of a comparison between the customer's expectations before purchasing and what the customer actually gets from the product purchased. Customer satisfaction is a post-purchase experience where the alternative chosen at least gives the same results or exceeds the customer's expectations, while dissatisfaction arises because the results obtained do not match the customer's desired expectations. (Al-Laymoun et al., 2020).

In a hospitality context, hotel customers typically assess satisfaction levels based on their assessment of hotel features. In other words, these hotel features can not only reveal customers'

preferences regarding hotel features but also characterize their level of satisfaction. Indicators of customer satisfaction put forward Kostrzewska & Wrukowska, (2019) namely: 1) The comfort that customers feel when the service is provided. 2) Customer confidence in the services provided by the service provider. 3) The emergence of interest in always wanting to consume or use the service again. 4) Satisfaction with the full attention given by the service provider.

Hypothesis Development

First Hypothesis: Effect of Marketing Mix on Customer Satisfaction

The marketing mix has a significant influence on customer satisfaction in the hotel industry. Marketing mix elements such as product, price, place, and promotion must be managed well to meet and exceed customer expectations.

Study Malelak et al., (2021) conducting research on analyzing the relationship between the marketing mix and customer satisfaction in hotels. The research results show that price and promotion were found to be the main factors in the marketing mix that influence customer satisfaction. Product quality also plays an important role, especially when it comes to the comfort and cleanliness of hotel rooms.

Other research that examines the combination of marketing mix and service quality on customer satisfaction shows that an effective combination of marketing mix strategies and high service quality can increase customer satisfaction significantly. Promotion and physical evidence are the most influential elements of the marketing mix, while empathy and assurance are the most important dimensions of service quality (Waithaka & Wamalwa, 2020). Study Bustami et al., (2020) found that service quality, especially the assurance and empathy dimensions, had a greater influence than the marketing mix on customer satisfaction. This research suggests that luxury hotels should focus more on improving service quality to maintain and increase customer satisfaction. From various previous research results, the first hypothesis of this research can be formulated as follows:

H1: Marketing mix has a positive and significant effect on customer satisfaction

Second Hypothesis: The Effect of Service Quality on Customer Satisfaction

Several studies show that service quality is a key factor influencing customer satisfaction. Improving service quality can be done by understanding and meeting customer expectations, as well as ensuring that every aspect of customer interaction is carried out well. Shukor, (2016) In his research, Caruana found that service quality not only has a direct effect on customer satisfaction, but also has an indirect effect through customer loyalty. This shows that customer satisfaction plays a mediating role between service quality and customer loyalty.

Pradeep et al., (2020) examine how service quality can influence future customer behavior. Their study shows that high service quality increases customers' intention to return to use the service and recommend it to others, which ultimately increases customer satisfaction. Saut, (2022) explored the differences between technical quality (service outcomes) and functional quality (service processes), finding that both aspects have a significant impact on customer satisfaction, but functional quality often has a greater impact in the service context. From various previous research results, the second hypothesis of this research can be formulated as follows:

H2: Service quality has a positive and significant effect on customer satisfaction***Third Hypothesis: The Influence of Marketing Mix and Service Quality on Customer Satisfaction***

Kotler & Armstrong, (2018) states that effective integration of these marketing mix elements is critical to creating value for customers and increasing satisfaction. It further emphasizes that service quality is a key component of the services marketing mix and that each element of the marketing mix must be designed to meet or exceed customer expectations in order to increase their satisfaction.

Study Pasfatima Mbulu, (2019) outlines how an effective combination of the marketing mix and service quality can influence customer satisfaction. They emphasize the importance of customer relationship management, employee training, and service process design to achieve higher satisfaction. Another study proposed a hierarchical model of service quality that includes marketing mix elements and found that customers' perceptions of service quality significantly influence their satisfaction (Devila & Ma, 2017). Study Athanasopoulou et al., (2023) found that in the context of e-commerce, perceived service quality (including elements of the digital marketing mix) greatly influences customer satisfaction, trust and loyalty. From various previous research results, the third hypothesis of this research can be formulated as follows:

H3: Marketing mix and service quality have a positive and significant effect on customer satisfaction**Conceptual Framework**

The results of previous research and the relationship between research variables mean that the conceptual framework of this research can be described as follows:

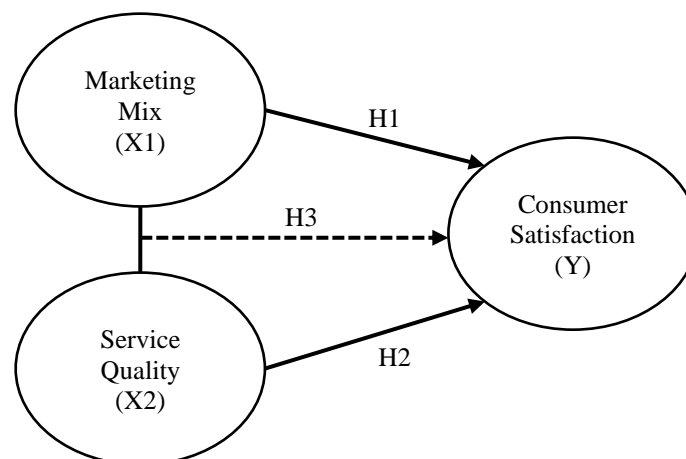


Figure 1: Conceptual Framework

Source: Primary Data Processed, 2024

Methodology

The type of research carried out is explanatory research using a quantitative approach. The population of this research is customers of the Sikumbang Tomoni Hotel, East Luwu Regency. The sample in this study was taken using the Purposive Sampling method by determining the

number of samples using the MoE formula for sampling where the population is large. From the results of the formula calculation above, the sample size is 96.04. Data was collected through a questionnaire with data analysis techniques carried out, namely validity and reliability analysis, descriptive analysis and correlation analysis. The collected data will be processed using the SmartPLS statistical tool.

Results

The results of the data analysis that has been carried out can be seen in full in the figure and table below:

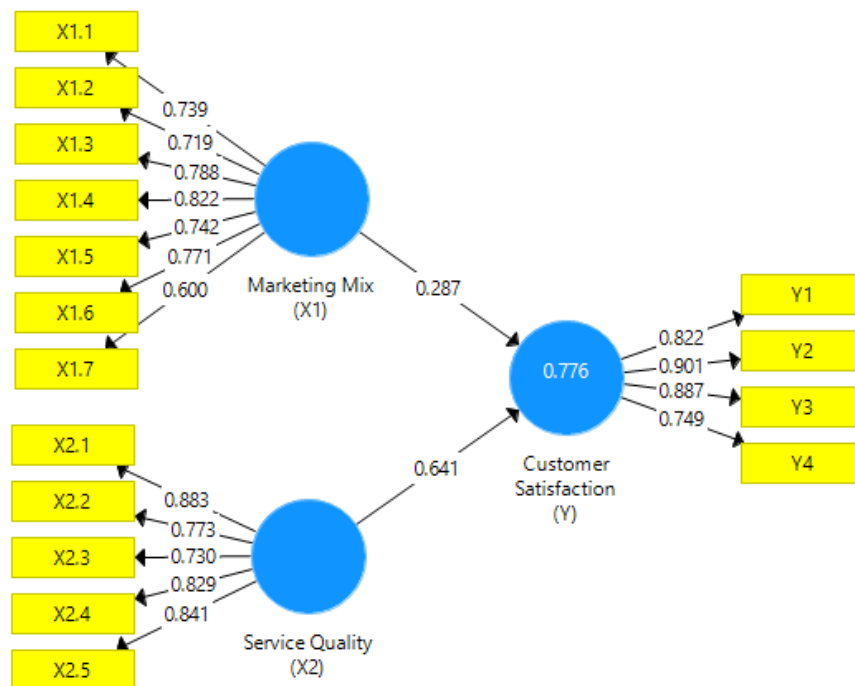


Figure 2: Outer Loading Analysis

Source: Primary Data is Processed SmartPLS, 2024

Validity testing uses two methods, namely outer loading and AVE value. In Figure 1 above we can see the factor loading value of each variable, the required factor loading value is > 0.6 . The validity test carried out shows that all outer loading values are in accordance with the requirements. Expected AVE value > 0.5 . The results of the AVE value validity test are shown in table 1 below, showing that the values are in accordance with the requirements.

Table 1: Construct Reliability

| | Cronbach Alpha | Rho_A | Composite Reliability | AVE |
|---------------------------|-------------------|-------|--------------------------|-------|
| Customer Satisfaction_(Y) | 0.861 | 0.869 | 0.907 | 0.709 |
| Marketing Mix_(X1) | 0.864 | 0.873 | 0.895 | 0.552 |
| Service Quality_(X2) | 0.871 | 0.877 | 0.907 | 0.661 |

Source: Primary Data is Processed SmartPLS, 2024

The values used to determine the level of reliability of the SEM model are Composite Reliability and Cronbach Alpha. The standard Cronbach's Alpha value for a variable so that it is declared reliable is > 0.6 , while the standard value for Composite Reliability is > 0.7 .

Therefore, based on the table above, it is known that all variables have Cronbach's Alpha values and Composite Reliability values have met the requirements so that it can be stated that the SEM model analyzed is reliable. After the model was declared valid, the relationship between the research variables was tested, the complete results of which can be seen in Figure 2 and Table 2 below:

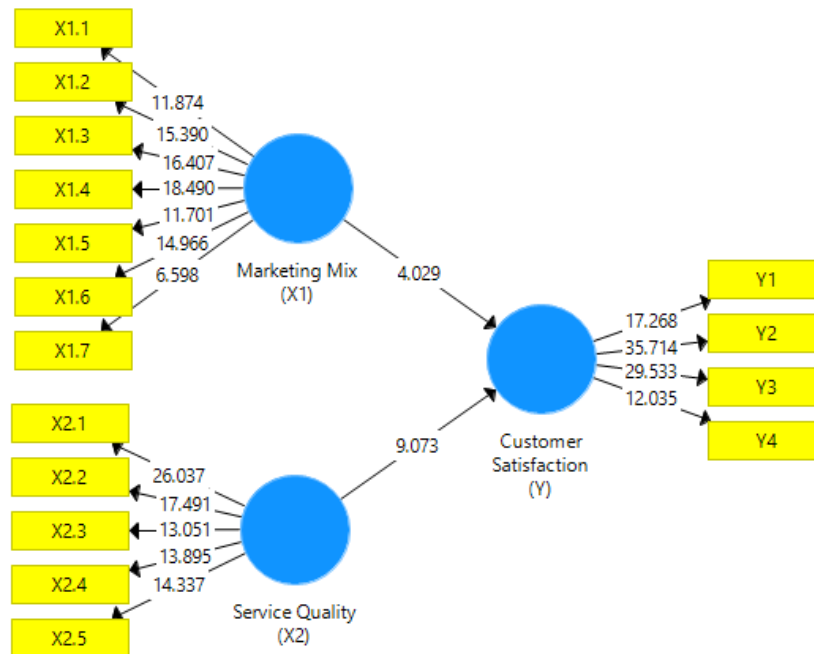


Figure 3: Value Between Research Variables

Source: Primary Data is Processed SmartPLS, 2024

Table 2: Path Coefficient

| | T-Stat | T-Table | P-Value | Cut Value |
|----------------------|--------|---------|---------|-----------|
| Marketing Mix_(X1) | 4,029 | 1,660 | 0,000 | 0.05 |
| Service Quality_(X2) | 9,073 | 1,660 | 0,000 | 0.05 |

Source: Primary Data is Processed SmartPLS, 2024

Table 3: R-Square

| | R-Square | R-Square Adjusted |
|---------------------------|----------|-------------------|
| Customer Satisfaction_(Y) | 0.776 | 0.772 |

Source: Primary Data is Processed SmartPLS, 2024

Hypothesis Test

- The test results show a positive and significant influence between marketing mix variables and customer satisfaction, indicated by a t-stat value of $4.029 > t\text{-table } 1.660$ and a p-value of $0.000 < 0.005$. So the first hypothesis of this research is declared accepted.
- The test results show a positive and significant influence between the variables of service quality and customer satisfaction, indicated by a t-stat value of $9.073 > t\text{-table } 1.660$ and a p-value of $0.000 < 0.005$. So the second hypothesis of this research is declared accepted.
- Results of testing the joint influence of marketing mix variables and service quality. The R Square value of the joint or simultaneous influence of X1 and X2 on Y is 0.776 with an

adjusted r square value of 0.772. So, it can be explained that all exogenous constructs (X1 and X2) simultaneously influence Y by 0.772 or 77.2%. Because the Adjusted R Square is > 75%, the influence of all exogenous constructs X1 and X2 on Y is strong. So the third hypothesis of this research is declared accepted.

Discussion

The Effect of Marketing Mix on Customer Satisfaction

The test results show that the marketing mix has a positive and significant effect on customer satisfaction with a t-stat value of 4.029 and a p-value of 0.000. The results of the data processing above show that the marketing mix is important for a business actor in using the marketing mix as a marketing strategy. The services marketing mix is a combination of seven important variables in marketing consisting of product, price, promotion, place, people, process and physical evidence. A marketing mix that is structured effectively and efficiently will make customers feel satisfied with the marketing exposure they receive.

The results of this research show that of the seven indicators of the marketing mix, it was found that the price and promotion indicators had the highest value from Sikumbang Hotel customers. Price, which is an indicator of a product, must provide added value and high quality and be in line with the expectations of customers who spend money and time to visit the Sikumbang Hotel. A place that provides a comfortable and attractive atmosphere for customers must be supported by intense and attractive promotions so that people can find out what the Sikumbang Tomoni Hotel, East Luwu Regency has to offer.

The findings of this research are in line with several previous studies such as research by Brkanlić et al., (2020) which states that the marketing mix influences visitor satisfaction in purchasing products. Apart from that, research by Muslimah et al., (2020) shows that the majority of customers (young adults) come to convenience stores because they feel satisfied with the prices, promotions and quality of service provided. Dash et al., (2021), in their research shows that the marketing mix has a big influence on visitor satisfaction and visitor decision making regarding choosing a travel agent.

The Influence of Service Quality on Customer Satisfaction

The test results show that service quality has a positive and significant effect on customer satisfaction with a t-stat value of 9.073 and a p-value of 0.000. In the service industry, providing superior service quality can increase satisfaction and contribute to profitability. Superior service quality reduces the likelihood of switching, increases customer loyalty, provides opportunities for cross-selling, increases word-of-mouth, and improves company image (Sokolova & Li, 2021).

The satisfaction felt by Hotel Sikumbang customers is the result of customer assessments based on experience of the services provided by the Hotel Sikumbang Tomoni Kab. East Luwu. Thus it can be concluded that the better the quality of service provided or carried out, the better customer satisfaction will be. Customer satisfaction can be realized by providing superior service quality, this is supported by Exposto et al., (2023). Satisfied customers have a higher probability of making repeat purchases (Meidina et al., 2022).

The results of this research are in accordance with research conducted by (Nemati et al., 2012) (Ali et al., 2021), which found that service quality variables have a positive and significant influence on satisfaction. This means that the higher the service quality of a company, the higher the satisfaction or the lower the service quality of a company, the lower the satisfaction.

The Influence of Marketing Mix and Service Quality on Customer Satisfaction

The test results show that the marketing mix and service quality have a positive and significant effect on customer satisfaction with an r-square value of 0.772 or 72%. Research results have shown that when companies successfully manage their marketing mix well and provide high-quality services to customers, this tends to increase customer satisfaction. It is important for companies to pay attention not only to the products or prices they offer customers, but also how they manage other aspects of their marketing mix, such as promotion and distribution, as well as ensuring that high quality service is maintained to meet customer expectations and needs.

Research on the influence of the marketing mix and service quality on customer satisfaction in the hotel industry has been carried out by various researchers. Sufi et al., (2020) researching the effect of marketing mix and service quality on customer satisfaction in five star hotels. The research results show that all elements of the marketing mix have a significant influence on customer satisfaction, with promotions and products showing the greatest influence. In addition, this research emphasizes the importance of adapting marketing strategies to customer needs and expectations. This research also found that good service quality contributes significantly to customer satisfaction in the hotel sector. The dimensions of empathy and reliability are proven to have the greatest influence on customer satisfaction (Grobelsna, 2021; Kaveski Peres & Pacheco Paladini, 2021).

The relationship between marketing mix, service quality and customer satisfaction in medium-sized hotels has also been studied by Baquero, (2023) and Gu, (2023). The results show that price and promotion are the main factors in the marketing mix that influence customer satisfaction. In addition, service quality which includes reliability and responsiveness was also found to have a significant impact on customer satisfaction.

Implications

Theoretical Implications

Theoretical implications can be stated as follows:

- Future research could identify specific factors in the marketing mix and service quality that are most relevant for various hotel market segments.
- Analyzing the influence of digital technology developments on the marketing mix and service quality in the hotel industry.
- Conduct comparative studies between hotels in various geographic locations to understand the influence of local culture and preferences on customer satisfaction.

Practical Implications

Practical implications or suggestions that can be given to hotel management related to this research are:

- Integrating the marketing mix and service quality, namely determining products and services according to customer needs and expectations, for example clean and comfortable

rooms must be supported by responsive and friendly room service. Product innovation accompanied by staff training to ensure they can provide services that comply with new standards.

- Pricing that reflects the quality of service provided. Premium prices must be balanced with superior service, such as fast check-in, concierge service, and luxury amenities. As well as, discount and promotional strategies that are not only attractive but also increase customer perceptions of the value received.
- Staff training and development that combines aspects of the marketing mix and service quality. Staff must understand how each marketing element contributes to the customer experience. Focus on developing interpersonal and customer service skills to ensure every interaction with customers supports the hotel's marketing strategy. Train staff to be multi-talented, for example reception staff who can also provide tourist information or basic technical assistance.

Conclusion

From various studies and research results that have been conducted, it can be concluded that both the marketing mix and service quality have a significant influence on customer satisfaction in the hotel industry. However, the impact of each factor may vary depending on market segmentation and hotel category. An effective marketing mix, especially in terms of promotion and price, as well as high service quality, especially in the dimensions of empathy and assurance, have proven to be important in achieving optimal customer satisfaction.

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