

ABSTRACT

This study aims to examine and analyze the influence of service marketing mix to the decision of tourist visiting tourism destination at Jembrana Bali. Research data is using all of the tourist who visiting tourism destination at Jembrana Bali. Sample of this research were 100 respondents. The sampling technique using of this research is purposive sampling. The method of analysis used in this study is multiple linear regression. The result showed that value of F_{count} 25,662 > F_{table} 2,1107 so it can be concluded that the marketing mix of services consisting of product, price, location, promotion, people / human resource, process and physical evidence simultaneously affecting tourist revisiting decisions. As well as Service delivery mix consisting of product variables t_{count} of 3,189 > t_{table} of 1,9860, the variable value of the value of t_{count} of 5,529 > t_{table} of 1,9860, the location variable of the value of t_{count} of 3,634 > t_{table} of 1,9860 the promotion variabel t_{count} , 2,977 > t_{table} of 1,9860, the variable of people value of t_{count} 2,425 > t_{table} of 1,9860, the process value variable t_{count} of 3,805 > t_{table} of 1,9860, and physical evidence value variable t_{count} of 6,674 > t_{table} of 1,9860, which means that the marketing mix of services consisting of product, price, location, promotion, people, process, and physical evidence variables partially effect on the tourist visiting decisions.

Keywords: Service marketing mix, visiting decision



ABSTRACT

The purpose of this research is to know and analyze the influence of service marketing mix partially and simultaneously to the decision of tourist visiting tourism destination at Jembrana Bali. The sampling technique using purposive sampling is the consideration of certain criteria. Data analysis tool used in this research is Multiple Linear Regression Analysis. Based on the results of this study note that the value of F_{count} 25,662 > F_{table} 2,1107 so it can be concluded that the marketing mix of services consisting of product, price, location, promotion, people / human resource, process and physical evidence simultaneously affecting tourist revisiting decisions. As well as Service delivery mix consisting of product variables t_{count} of 3,189 > t_{table} of 1,9860, the variable value of the value of t_{count} of 5,529 > t_{table} of 1,9860, the location variable of the value of t_{count} of 3,634 > t_{table} of 1,9860 the promotion variabel t_{count} , 2,977 > t_{table} of 1,9860, the variable of people value of t_{count} 2,425 > t_{table} of 1,9860, the process value variable t_{count} of 3,805 > t_{table} of 1,9860, and physical evidence value variable t_{count} of 6,674 > t_{table} of 1,9860, which means that the marketing mix of services consisting of product, price, location, promotion, people, process, and physical evidence variables partially effect on the tourist visiting decisions.

Keyword : *Service marketing mix, product, price, place, promotion, people, physical evident, process, visiting decision*



ABSTRAK

Tujuan penelitian ini untuk mengetahui dan menganalisis pengaruh bauran pemasaran jasa secara parsial dan secara simultan terhadap keputusan berkunjung wisatawan terhadap destinasi pariwisata kabupaten Jembrana Bali. Adapun teknik pengambilan sampel menggunakan purposive sampling yaitu pertimbangan kriteria tertentu. Alat analisis data yang digunakan dalam penelitian ini yaitu Analisis Regresi Linier Berganda. Berdasarkan hasil penelitian ini diketahui bahwa nilai Fhitung $25,662 > F_{tabel} 2,1107$ sehingga dapat disimpulkan bahwa Bauran pemasaran jasa yang terdiri dari produk, harga, lokasi, promosi, orang, proses dan bukti fisik berpengaruh secara simultan terhadap Keputusan berkunjung wisatawan. Serta Bauran pemasaran jasa yang terdiri dari variabel produk nilai thitung sebesar $3,189 > t_{tabel}$ sebesar $1,9860$, variabel harga nilai thitung sebesar $5,529 > t_{tabel}$ sebesar $1,9860$, variabel tempat/lokasi nilai thitung sebesar $3,634 > t_{tabel}$ sebesar $1,9860$, variabel promosi nilai thitung sebesar $2,977 > t_{tabel}$ sebesar $1,9860$, variabel oran nilai thitung sebesar $2,425 > t_{tabel}$ sebesar $1,9860$, variabel proses nilai thitung sebesar $3,805 > t_{tabel}$ sebesar $1,9860$, dan variabel bukti fisik nilai thitung sebesar $6,674 > t_{tabel}$ sebesar $1,9860$, yang berarti Bauran pemasaran jasa yang terdiri dari variabel produk, harga, lokasi, promosi, orang, proses dan bukti fisik berpengaruh secara parsial terhadap keputusan berkunjung wisatawan.

Kata Kunci :Bauran pemasaran jasa, produk, harga, tempat, promosi, orang, lingkungan fisik, proses, Keputusan berkunjung

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