

ABSTRACT

ROY NURAHMAN, The Influences Of Marketing Mix On Consumer Decision making To Stay And The Impact to The Occupancy of " **The Banana Inn Hotel & Spa Bandung** ", under guidance of Prof. Dr. Hj. Dwi Kartini SWE, Spec. Lic

Banana Inn Hotel & Spa Bandung is a service company. In delivering service to consumers the company must consider its service marketing mix.

The Marketing Service Mix is a elements be controlled by the organization to satisfy the consumer needs and increasing the the occupancy. According to Zeithaml and Bitner, service marketing mix consists of seven elements: product, price, place, promotion, physical evidence, and the post purchase.

This research use the path Analysis in measuring the influence of marketing mix on consumer decision making to stay. Correlation is used for knowing the impact of occupancy. Sample has been chosen at 147 responses.

The results show that seven of the service marketing mix have played role on the consumers decision making to stay at a hotel and the hotel occupancy. Place plays the big role on the consumers decision making to stay at a hotel, that is 0,266 it follows by product consumer decision making to stay influence the increasing Banana Inn Hotel & Spa Bandung occupancy that is 0,635.

Cartesius diagram shows that all service marketing mix in the maximum performance are. Nevertheless Banana Inn Hotel & Resident Bandung should maintain this condition, especially for the price ensure and process, so that this hotel is a always on its optimum performance.