THE MARKETING MIX FACTORS THAT INFLUENCE THE DECISION OF GUEST TO VISIT IN SAKURA RESTAURANT AT MELIA BALI INDONESIA

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ABSTRACT

This research aims are to determine the marketing mix factors that influence the decision of guests to visit in Sakura Restaurant at Hotel Melia Bali Indonesia. The problem of this research are to find out the marketing mix factors that influence the decision of the guest to visit and the most dominant factor that influence the decision of guest to visit in Sakura Restaurant at Hotel Melia Bali Indonesia. The sample selection of 100 respondents with the sampling is done by accidental sampling technique that is the sample determination technique by chance. Data processing is done with the help of software SPSS version 17.0 for windows. The analysis technique used in this research is factor analysis. Based on the research result, there are six factors that can influence the decision of guests to visit in Sakura Restaurant at Hotel Melia Bali Indonesia. The factors are service which percentage of variance of 21,949%, product which percentage of variance of 14,604 %, promotion which percentage of variance of 9,946 %, food which percentage of variance of 8,192 %, design which percentage of variance of 7,947 %, and location factor which percentage of variance of 7,843 %. The commulative of these factor are 70,481% and the value of model accuracy is 55 % with the residual of 45 %. Of thes factors. Of the six factors are found the most dominant factor is service factor consisting of 5 variables : restaurant has complete fasilities, Food rates are offered in accordance with quality of food and Restaurant facilities, The employees of sakura restaurant are providing services that can help the guest needs. The employee of restaurant providing sympathetic service, The employees of restaurant used the uniforms according with the hotel procedure.

Keywords: factor analysis, marketing mix, tourists, restaurant.

INTRODUCTION

The hospitality industry is one of the businesses that produce services. The hotel has become one of the accommodation facilities used for both business and tourists as a temporary residence, for rest and a place to eat and drink. To support the activities of the hotel provides a restaurant. The restaurant is one of the services provided by the Government to support the development of tourism activities in Bali. In line with the development of tourism industry in Indonesia, the more restaurants needed as a means of accommodation, so the more competition between restaurants. In the increasingly

fierce competition, required a high creativity, so that competition can be a motivation in finding something, innovation and new breakthroughs.

Sakura Restaurant is one of the outlets in the restaurant of the Hotel Melia Bali is located next to the main lobby and is open from 18.00-23.00: as well as providing fresh sushi and sashimi, A'la Carte Menu and set menu the same luxurious teppanyaki. Sakura Restoran always strives to provide the best quality of service and satisfy the expectations of its guests, resulting in trust, a good impression of guests and get loyalty or loyalty from guests to the services provided by the Restaurant. In its operational apply various promotional activities to attract guests to visit and can increase revenues. As for the promotional activities undertaken by the management for Sakura restaurant such as promotional activities via tripadvisor, via the web, promotion directly to the in house guest. From the analysis of the physical and the menus for sale can attract consumers to come to the restaurant. The following is the target data and realization of tourist visit Sakura Restaurant from January until December 2017 and 2018 period of January and February are presented on table 1.
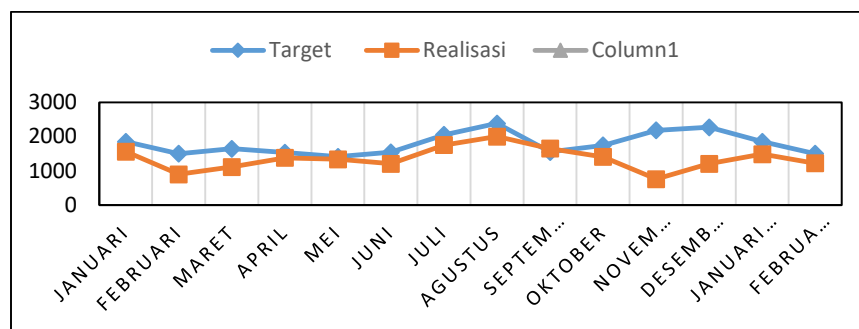
Source: Sakura Restaurant year 2018

From table 1, guest visit on Sakura Restaurant at Melia Bali Indonesia visible targets and the realization of the visit guests have yet to achieve the target that has been. Based on the background of the issue above description which becomes the purpose of this research is to analyze the factors of decision of guests visits Sakura Restaurant that most dominant influence the level of guest decision at Sakura Restaurant.

METHODOLOGY

This research was conducted at the Melia Bali Hotel Indonesia is located in ITDC lot 1 Nusa Dua, Kuta Selatan, Kabupaten Badung, Bali. Where data retrieval is done on

food beverage department especially on Sakura Restaurant that is in the Melia Bali Indonesia. The object of this research is focused on the marketing mix factors that influence guest visiting the Sakura Restaurant at Hotel Melia Bali Indonesia. As for the two types of data used in this research is quantitative and qualitative. While the source of the data in the form's primary data source in the form of a questionnaire in the form of secondary data and history of the hotel, excursions, the organizational structure of a restaurant, the food price data at Sakura restaurant, and other data that is associated with this research. Data were collected through interviews, observations, questionnaires and documentation by using probability sampling. Data analysis using factor analysis techniques. The variable in this study there were 17 variables including X1, namely the food varies, X2 that is a quality product and is assured, X3, complete facilities, X4 affordable food prices, food prices namely in accordance with its X5, X 6 information about restaurant can be seen from print media such as brochures and pamphlet, X 7 information about hotels can also be obtained from the website, X 8, namely information could also be through word of mouth, X9 layout of Restaurants strategic and easily accessible , X10 namely employees who provide excellent service to tourists, X11 Ministry employee friendly, X12 namely the sympathetic employees in providing service, X13 that is uniformly used employees in accordance with the standards, i.e. X14 process services given fast and easy, X 15 i.e. give good service to tourists, X 16 design attractive restaurant, X17 environmental hygiene of restaurants.

RESULTS AND DISCUSSION

Characteristics of respondents is a tool to measure the most important statistics in research. Characteristics of respondents in this study described regarding gender, age and nationality.

Data analysis in this research is factor analysis from Rai Utama (2016). Factor analysis is a technique for analyzing the interdependence of several variables simultaneously with the aim of simplifying of the relationship between the multiple variables studied to be a number of factors that fewer and most dominant than the variables studied. There are several stages of the process in the analysis of the main components, namely: a). Determine what variables to analyze; b). Selection of variables

by means of Measure of Sampling Adequacy (MSA) and Barlet's Test of Sphericity, to ensure that these variables deserve to be analyzed by principal component analysis. Both tools are used to ensure that the input variables have a strong enough correlation; c). Perform core processes on factor analysis, ie factoring; d). After the variable is selected then the process of factor rotation of factors that have been formed. The purpose of clarifying the variables that enter into certain factors so as to produce some of the most dominant main components. e). Once the main component is actually formed, then the next process is the interpretation of the results of the factor analysis.

Cronbach alpha value obtained for 0.731 which indicates that the instrument used has a good level of reliability. Meanwhile, the value of corrected item-total correlation of all items of question also shows the number above 0.1654 which means that all question items are declared valid. After all items are declared valid, then further done factor analysis.

In this analysis will be seen how big the correlation between factors one with other factors that become the form of variables. If there is a strong correlation between the factors then it is stated that the factor is indeed as a variable former. The agreed correlation matrix for factor analysis is >0.5.

Selecting the Correlation Matrix Variable

From the results of data processing with SPSS for Windows version 17 it can be shown table 1 which contains KMO and Bartlett's Measure of Sampling Adequancy (MSA).

Tabel 1.
KMO and Bartlett's Test Of Sphericity

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.694
Bartlett's Test of Sphericity	Approx. Chi-Square	596.535
	Df	136
	Sig.	0.000

Source: Data processed, 2018.

Based on table 1, obtained a value of 596,535 Bartlett test with significant of 0.000 to mean on this research, there is a significant correlation between the variable and the results of calculations of KMO 0.694 IE greater than 0.5 and level significantly less than 0.05 then KMO test have been eligible and worthy to be analyzed further so that the adequacy of the sample included in the intermediate category.

Variable Extraction

The result of factor analysis is 17 variables which then become 6 factors. The determination of the number of these factors is based on the value of eigen values above 1 while the eigenvalue values below 1 are not used in calculating the number of factors formed. From the processed data obtained Initial Eigen value value of 70,481.

Table 2
Total Variance Explained

Faktor	*Eigen Values*	*% of Variances*	*Commulative %*
1	5.625	31.250	31.250
2	1.904	10.580	41.830
3	1.470	8.165	49.995
4	1.376	7.644	57.640
5	1.300	7.224	64.864
6	1.011	5.617	70.481

Source:Primary Data SPSS, 2018 (processed)

Determination of the number of factors based on the value of eigen values 1 which aims to simplify the data structure of 17 variables covered in 6 factors. The highest value of eigen values is found in factor 1 with its value eigen value of 5,625 means the value representing the total variance explained by each factor of 5.625%. The value of percent of variance in factor 1 is 31,250 which means this factor is able to explain variable diversity of 31,250%.

Factor Rotation

Matrix factors formed before the rotation still shows results that are not clearly different so it is still difficult to interpret. The problem can be pursued by rotating factors to facilitate the explanation of all factors. The distribution of variables into factors can be

seen where the highest value of the statement will determine which factors will be placed, the results will be described in Table 3.

Table 3
Matrik faktor dengan rotasi varimax

Variabel	Komponen					
	1	2	3	4	5	6
has several types of food	0,016	0,212	0,222	0,630	0,430	0,270
has quality of food	0,205	0,774	0,086	0,191	− 0,178	0,074
has complete facilities	0,776	0,347	0,256	0,114	− 0,042	0,002
food prices are affordable	0,306	0,161	0,399	− 0,424	0,002	0,167
food prices in accordance with the quality of the food	0,624	− 0,144	0,172	0,114	− 0,006	0,361
restaurant information seen from the brochure	0,100	− 0,059	0,804	0,173	− 0,199	− 0,156
Restaurant information seen from the website	0,074	0,630	0,026	− 0,019	0,122	− 0,381
Restaurant information through word of mouth	0,391	0,087	0,597	− 0,155	0,241	0,128
Strategic restaurant layout and easily accessible	0,153	0,132	− 0,027	− 0,037	0,046	0,861
employees providing excellent service	0,785	0,147	0,107	0,094	0,125	− 0,292
employees provide a friendly service	0,207	0,594	0,429	0,004	0,168	0,034
employess providing a sympathetic service	0,673	0,299	0,235	− 0,232	0,028	0,095
employee uniform standard	0,870	− 0,051	−0,039	0,053	− 0,056	0,166
service of process is quick and easy	0,267	0,180	0,129	− 0,060	− 0,729	0,024
giving good service	0,213	0,155	0,012	0,827	− 0,101	− 0,076
the design of the restaurant is interesting	0,326	0,123	0,070	− 0,049	0,710	0,019
environmental hygiene of restaurants	0,003	0,793	− 0,166	0,066	− 0,040	0,299
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.						
a. Rotation converged in 10 iterations.						

From the results of the analysis conducted 17 existing variables formed into 6 factors. The result of factor analysis that can be formed is factor 1 that is service factor consist of restaurant facility, food price according to food quality, employee give excellent service, sympathetic employee service, employee uniform according to standard. Factor 2 is the product consists of a quality product and guaranteed, restaurant information viewed from the website, employees provide friendly service, cleanliness of the restaurant environment. Factor 3 that is Promotion consist of information of restaurant seen from brochure, restaurant information through mouth to mouth. Factor 4 is the Food factor consists of Variable food, employees provide good service. Factor 5 Design factor consists of attractive restaurant design. Factor 6 Location factor consists of strategic location of the restaurant and easily.

Factor Interpretation

The six factors that have been reduced will be given a name, where the naming factor depends on the names of variables that become one group on the interpretation of each analysis and other aspects, so that this naming is subjective and there is no definite provision in naming these factors. From there we can see the result of the factored

variable so that the final result will be explained in description under where the variables having the loading factor <0.5 have been excluded and the grouped factors are named.

Service has a percentage of variance of 21.949%. This means factors that fall into the Service factor able to explain about the factors that influence the decision of guests visiting Sakura Restaurant of 21.949%. Variables that have the highest value in the Service factor is the uniform of employees according to the standard.

Product has a percentage of variance of 14.604%. This means factors that fall into the product factors are able to explain about the factors that influence the decision of guests visiting Sakura Restaurant by 14.604%. The variable that has the highest value in the factor of the Product is environmental hygiene.

Promotion influence the decision of guests visiting Sakura Restaurant of 9.946%. The variable that has the highest score in the Promotion factor is the restaurant information can be seen from the brochure.

factor food has a percentage of variance of 8.192%. This means factors that include into the food factor able to explain about the factors that influence the decision of guests visiting the restaurant Sakura 8.192%. The variable that has the highest value in the food factor is providing good service.

Design has a percentage of variance of 7.947% This means that factors falling into the design factor is able to explain about the factors that influence the decision of guests visiting the restaurant Sakura of 7.947%. The variable that has the highest value in the design factor is the attractive restaurant design.

Location has a percentage of variance of 7.843% this means factors that include into the location factor able to explain about the factors that influence the decision of guests visiting the restaurant Sakura of 7.843%. Variables that have the highest value in the Location factor are strategic location variables and easily accessible.

From the result of factor analysis, it was found that service factor has the greatest influence and dominant in influencing guest decision level at Sakura Restaurant states that the quality of service gives the appreciation and form a positive image for the guests served. Communication is a major factor that must be done in interacting and relating so must be really emphasized to the waiter who directly faced with the guests should be friendly and not favoritism for the needs or wishes of guests can be achieved with the

best possible Service factor consist of complete facilities, food prices in accordance with the quality of the food, employees provide excellent service, service employees who are sympathetic and uniform employees according to the standard

The product factor also greatly affects the level of guest decision at sakura restaurant. Warranty for product provided by the food & beverage department is determined by the quality of the product, so it is believed that the waiter/waitress is able to provide quality product that impact on the decision of guests to visit sakura restaurant. The product factors in this study consist of product and quality assured, judging from the restaurant information website, employees provide friendly service, cleanliness and environment

These factors include on promotional activities conducted promotion will run smoothly and qualify if carried out with optimal these factors consists of restaurant information seen from the brochure and information through word of mouth.

Food factor is one factor that quite affect the level of guest decision visit at sakura restaurant. The restaurant's ability to provide quality of food accurate and trustworthy will reflect the company's credibility as this capability is related to providing accurate service from the first time without making any mistakes. states that every product requires a form of product that is good quality these factor consist of the food is varied and provides good service

Design factor is a variable that is considered important by tourists visiting the Sakura Restaurant. This is because most of the tourists visiting the Sakura Restaurant like the design of the restaurant. As for the design of the restaurant is style Japanese interior. These factor consist of the design of an attractive restaurant

Because access site has been very strategic because it is located next to the main lobby. So when guests check in view fixed on Sakura Restaurant. These factor consist of The location of the restaurant is strategic and easily accessible.

CONCLUSION AND SUGGESTION

Based on the results of the analysis that has been done by using factor analysis on tourist visits to Sakura Restaurant at Hotel Melia Bali Indonesia from Januari to March 2018 period it can be concluded as follows: Factors influencing the decision of tourists

visiting Sakura Restaurant at Hotel Melia Bali Indonesia is as much as 6 (six) factors consists of: factor service, factor product, factor food, factor promotion, factor design and factor location.The most dominant factor affecting the decision of guests visiting Sakura Restaurant is the factor This service can be seen from the acquisition value of the highest percentage of variance that is equal to 21.949% This proves that the service factor one of the reasons tourists to visit Sakura Restaurant. The service factor consists of complete facility variables, Food prices in accordance with the quality of food, Employees provide excellent service, Sympathetic Employee Service, Employee Uniforms as standard.

The authors can provide suggestions as follows: Increase in-house selling by taking into account the factors that influence tourist visits to Sakura Restaurant in the following ways: a. Increase sales by improving the quality of restaurant products. b. Increasing the service again by educating and training the existing human resources so as to provide maximum service and meet the standard operating procedure applicable at Hotel Melia Bali Indonesia. Intensify internal promotion that already exist in the hotel that is distributing brochures about information service and products owned by Sakura Restaurant to guests staying at Hotel Melia Bali Indonesia with the aim to attract guests to visit and enjoy food and beverages at Sakura Restaurant so that in the end tourist visits to Sakura Restaurant is increasing.

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