

**PERANAN BAURAN PEMASARAN DALAM UPAYA MENINGKATKAN
KEPUASAN DAN LOYALITAS KONSUMEN HOTEL**

by

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ABSTRACT

The purpose of this study 1) To determine the effect of price on consumer satisfaction factor The Kunja Bali? 2) To determine the influence of product to consumer satisfaction The Kunja Bali? 3) To determine the effect of promotions on consumer satisfaction factor The Kunja Bali? 4) To determine the effect of service quality on customer satisfaction The Kunja Bali? 5) To determine the effect of site factors on consumer satisfaction The Kunja Bali? 6) To determine the effect of customer satisfaction on consumer loyalty Hotel The Kunja Bali?

The study found 1) From the structural equation showed Regression Weight) seen there are three variables are significant positive effect, γ namely the effect of price (X2) of the Consumer Satisfaction (Y), the effect of Quality of Service (X5) of the Consumer Satisfaction (Y), the influence Consumer satisfaction (Y) to the Consumer Loyalty (Z) There is no significant positive effect between the product (X1) of the Consumer Satisfaction (Y), the influence of place (X3) of the Consumer Satisfaction (Y) and the effect of promotion (X4) of the Consumer Satisfaction (Y) 2) Effect on Product (X1), price (X2), place (X3), Promotion (X4), Quality of Service (X5) of the Consumer Satisfaction (Y) is equal to 90.8%, and the influence of consumer satisfaction (Y) of the Consumer Loyalty (Z) of 60.3%.

Keywords: marketing mix, customer satisfaction and customer loyalty

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