

**STRATEGI MARKETING MIX, YIELD MANAGEMENT, CUSTOMER
SATISFACTION AND OCCUPANCY RATE**

by

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ABSTRACT

The objective of this research is to understand and analyses the relationship between marketing mix, yield management strategy, customer satisfaction and occupancy rate di Furama Villas & Spa, Badung, Bali.

Occupancy rate influence by four factor such as the correct implementation of marketing mix strategy, yield management strategy and how to manage the customer satisfaction in order to increase the sales performance especially determine through occupancy rate. The four factor are clearly shown on the response from the customer through the answer from the distributed questionnaire using the Score Interval Scale.

This research study includes the four hypothesis that would be examined. Data from 100 respondents selected by using non-probability technique with purposive or judgment sampling method was analyzed with Structural Equation Model (SEM) analysis by using AMOS version 20.0 software. The result of this research proved that the relationship among the four variable strategi marketing mix strategy, yield management, customer satisfaction show the positive and strong influence to increase the occupancy rate. The result is between the rane of Goodness of Outfit criteria : Chi-square =209,594 : probability = 0,03 ; RMSEA = 0,023 ; GFI = 0,917 ; AGFI = 0,914; CMIN / DF = 0,872 ; TLI = 0,802 ; CFI = 0,894; All of the hypothesis in this research can be accepted.

This research also connect results of the research with theoretical implicatiob and policy implication for the management of Furama Villas & Spa, Badung Bali as elaborated in the summary and epilog. Limitation of the research agenda and future research can be adjusted to all the upcoming research.

Keywords: strategy, marketing mix, yield management, customer satisfaction and occupancy rate.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh serta hubungan antara strategi *marketing mix*, *yield management*, *customer satisfaction* dan *occupancy rate* di Furama Villas & Spa, Badung, Bali.

Tingkat hunian kamar (*Occupancy Rate*) dipengaruhi oleh beberapa dimensi yaitu bagaimana penerapan strategi *marketing mix* yang tepat dan benar, strategi *yield management* serta pengelolaan *customer satisfaction* dalam upaya untuk meningkatkan penjualan yang tercermin dalam *Occupancy Rate*. Keempat dimensi tersebut dapat diamati melalui jawaban responden melalui kuesioner dengan skala interval.

Dalam penelitian ini diperoleh empat hipotesis yang telah teruji. Data dikumpulkan dari 100 responden yang dipilih dengan menggunakan tehnik pengambilan sample non probability dengan metode purposive atau judgement sampling, dianalisis dengan perangkat AMOS 20.

Hasil penelitian ini menunjukkan adanya hubungan yang positif dan signifikan antara keempat variable yang diamati yaitu strategi *marketing mix*, *yield management*, *customer satisfaction* terhadap peningkatan *occupancy rate*, yang telah memenuhi criteria goodness of outfit, yaitu: Chi-square =209,594 : probability = 0,03 ; RMSEA = 0,023 ; GFI = 0,917 ; AGFI = 0,914; CMIN / DF = 0,872 ; TLI = 0,802 ; CFI = 0,894; Berdasarkan hasil analisis data dapat disimpulkan bahwa empat hipotesis yang diajukan dapat diterima.

Penelitian ini juga menghubungkan hasil penelitian dengan implikasi teoritis dan implikasi manajerial bagi manajemen Furama Villas & Spa, Badung Bali yang diuraikan pada bagian kesimpulan. Keterbatasan penelitian ini dan agenda penelitian mendatang dapat dijadikan acuan ole peneliti selanjutnya.

Kata Kunci: strategi, *marketing mix*, *yield management*, *customer satisfaction* dan *occupancy rate*.

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