

Influence Of Marketing Strategy And Service Quality On Purchase Decisions Through Consumer Satisfaction As Intervening Variables In Hotel Permata Land Rantau Prapat

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Abstract.

The purpose of this study was to determine the effect of service quality on purchasing decisions through customer satisfaction at Hotel Permata Land Rantau Prapat. The number of samples taken in this study using the Lemeshow formula, namely 96 people. Determination of the sample in this study was carried out by non-probability sampling. The method used is path analysis. Based on the results of the study, it was found that the marketing strategy had a significant positive effect on the purchasing decision of Permata Land Hotel. Service quality has a significant positive effect on purchasing decisions, marketing strategy has a significant positive effect on consumer satisfaction, then service quality has a significant positive effect on consumer satisfaction, consumer satisfaction has a significant positive effect on purchasing decisions, marketing strategy has a significant positive effect on consumer satisfaction at Permata Land Hotel. The results of this study indicate that the better the marketing strategy carried out by the company affects purchasing decisions so that the level of consumer satisfaction will be high, it can be seen from the value of the significant results of marketing strategies that affect purchasing decisions through customer satisfaction obtained. Service quality has a significant positive effect on purchasing decisions through customer satisfaction.

Keywords: Marketing Strategy, Service Quality, Purchase Decision, Consumer Satisfaction.

I. INTRODUCTION

The existence of the corona virus pandemic (covid-19) is a serious problem that is of concern to the tourism sector. Initially, the tourism sector showed positive and promising growth, but after this pandemic, the tourism sector weakened and there was a significant decrease in the number of visitors, especially in hotels. Hotel competition in Indonesia is getting tougher with more concentration in some areas. The rate of hotel rooms and other accommodations in Labuhan Batu, an area in North Sumatra where Permata Land is located, has decreased from 31.79% in 2020 to 30.08% in year 2021. Many hotels are closed due to the impact of COVID-19. This challenge also occurred in Rantau Prapat, the capital city of Labuhan Batu, where the Permata Land Hotel is located. Labuhan Batu Regency is not a tourist area, but is more famous for its oil palm and rubber plantations. The location is also quite strategic, being at a crossroads from North Sumatra to West Sumatra and Riau Province. Hotel Permata Land can still operate and is willing to accept visiting guests to stay at the two-star hotel which was established in 2013 which is also experiencing this issue. Permata Land Hotel is located on Jl. A Yani No. 133, Rantau Prapat, North Sumatra Province has a strategic location because it is close to the city center of Rantau Prapat. The operation of the Permata Land Hotel is an interesting thing, because in the midst of the covid-19 pandemic, the hotel can still survive and can still operate as it should. Due to the COVID-19 pandemic, hotels will carry out various strategies to survive and operate. One of the things that can make a hotel still survive is a marketing strategy.

However, marketing strategies can also lead to increasingly fierce business competition between hotels (Mukherjee & Shivani, (2016:10). Rantau Prapat is the capital city of Labuhan Batu Regency, North Sumatra Province, Indonesia. The city is crossed by the Trans Sumatra Highway. The city is located near the border of North Sumatra and Riau. The town of Rantau Prapat is a stopover for tourists from outside. This can create great opportunities for business activities that take place in Rantau Prapat City, one of which is a business in the hospitality industry. The hotel industry is one of the promising industries in Rantau Prapat City, so that more and more investors are interested in investing in the industry, as evidenced by the increasing number of hotel buildings from year to year, both star hotels and budget hotels. Hotel Permata Land provides rooms to stay as its core service but also offers ballrooms and meeting rooms for events such as seminars, trainings, meetings and exhibitions. The hotel also has other facilities such as a restaurant, coffee shop, family karaoke, garden, and swimming pool. Hotel Permata Land offers 64 rooms which are

divided into 8 room types, namely Economy, Standard, Superior, Deluxe, VIP, Suite I, Suite II, and Family. For corporate agencies who book a lot and repeat customers, the hotel provides an additional 20% discount from the normal price. Like other hotel service companies, Hotel Permata Land in Rantau Prapat City also feels obstacles such as the ups and downs of occupancy. One of the reasons for the decline in room sales volume at Hotel Permata Land was the background of similar business competition, the competitors they faced.

Table 1.1.Table of Hotel Room Prices Permata Land

Rate Hotel Permata Land			
ROOM TYPE	RATE NORMAL	RATE NORMAL + PPN	TOTAL ROOM
Economy	150,000	165,000	6
Standard	271,000	298,100	9
Superior	327,000	359,700	11
Deluxe	420,000	462,000	22
VIP	484,000	532,400	11
Suite 2	565,500	622,050	2
Suite 1	665,500	732,050	2
Family	907,500	998,250	1
Extrabed	110,000	121,000	
			64

Source: *Permata Land Hotel Brochure*

Hotel Permata Land's expectations for purchasing decisions are the satisfaction given by the hotel manager, namely good service to customers, complete facilities, information related to local destinations around the hotel and the existence of online booking applications such as booking.com, traveloka making it easier for hotel room booking transactions. at Hotel Permata Land Rantau Prapat and increasing marketing promotions to the interest of hotel guests staying. In fact, customers complain about data that has not been updated and the increase in the price of room stays at the location of the Permata Land Rantau Prapat Hotel due to an additional VAT tax that was not added at the beginning when booking online so that it often causes misunderstanding and disappointment for consumers who buy and affect the lack of interest. the customer booked the room back at a later date.

Furthermore, there were complaints from hotel guests who were disappointed with the Housekeeping department's service in cleaning the rooms and bathrooms still smelled of cigarettes, even though the cleaning service took a long time to do it so hotel guests were disappointed. Then there are also many complaints from guests who stay at Hotel Permata Land regarding hotel facilities such as clogged sinks, Air Conditioner (AC) that is not cold or even hot, and wifi that is too slow and often loses network. One that can fulfill the wishes and expectations of consumers at the Permata Land Rantau Prapat Hotel is by improve the quality of services provided, such as making a letter box containing criticism and suggestions in the lobby front office to voice complaints and opinions of customers who stay and use hotel facilities. Based on the background of the problems above, it is necessary to conduct more research related to the Effect of Marketing Strategy and Service Quality on Purchase Decisions Through Consumer Satisfaction as an Intervening Variable at Hotel Permata Land Rantau Prapat.

II. MATERIALS AND METHODS

Path Analysis Model

The path analysis method consists of two structural equations with two substructures, namely X1 and X2 as exogenous variables and Z and Y as endogenous variables (variable X as mediating variable) with structural equations as follows:

$$\text{Substructural model equation I } Z = p_1 X_1 + p_2 X_2 + e_r$$

$$\text{Substructural model equation II } Y = p_2 X_1 + p_2 X_2 + e_r$$

Information :

P = Path coefficient

Y = Purchase decision

Z = Consumer Satisfaction

- X1 = Marketing Strategy
 X2 = Service Quality
 Er = error

III. RESULT AND DISCUSSION

Path Analysis Results

Table 1.2. Coefficient of t-test Marketing strategy has an effect on purchasing decisions

		Coefficients ^a					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	2.100	4.936		2.451	.000		
	Strategy Marketing	.157	.121	.176	2.560	.000	.819	1.221

a. Dependent Variable: Purchase Decision

Source: SPSS Results, 2022

Based on the results of the partial significance analysis (t test) in the table above, it can be concluded that the partial test between the marketing strategy variables (X1) on purchasing decisions (Y) obtained the tcount value greater than the ttable value, which is 2,560 ($2,560 > 1,661$), while the significant value obtained is $0.000 < 0.05$, so the results of the study indicate that the hypothesis of the influence of marketing strategy on purchasing decisions is accepted. The results of this study indicate that the better the marketing strategy carried out by the company, the higher the purchasing decisions obtained, it can be seen from the value of the significant results of the company's image on the purchasing decisions obtained.

Table 1.3. Coefficient t-test Quality of service affects purchasing decisions

		Coefficients ^a					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	12.100	4.936		2.451	.016		
	Quality Service	.675	.084	.669	8.076	.000	.819	1.221

a. Dependent Variable: Buying decision

Source: SPSS Results, 2022

Based on the results of the partial significance analysis (t test) in the table above, it can be concluded that the partial test between the service quality variable (X1) on purchasing decisions (Y) obtained a tcount value greater than the t table value, which is 8,076 ($8,076 > 1,661$).), while the significant value obtained is $0.000 < 0.05$, so the results of the study indicate that the hypothesis of the influence of service quality on purchasing decisions is accepted. The results of this study indicate that the better the quality of service provided, the higher the level of purchasing decisions, it can be seen from the value of the significant results of service quality on purchasing decisions obtained.

Table 1.4. Coefficient Test Marketing strategy affects consumer satisfaction

		Coefficients ^a					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	3.693	1.927		1.916	.058		
	Strategy Marketing	.146	.139	.149	1.756	.000	.819	1.221

a. Dependent Variable: Consumer Satisfaction

Source: SPSS Results, 2022

Based on the results of the partial significance analysis (t test) in the table above, it can be concluded that the partial test between the marketing strategy variable (X1) and consumer satisfaction (Z) obtained the tcount value greater than the ttable value, which is 1,756 (1,756 > 1,661) , while the significant value obtained is 0.000 <0.05, so the results of the study indicate that the hypothesis of the influence of marketing strategy on consumer satisfaction. The results of this study indicate that the higher the marketing strategy carried out by the company will affect the high consumer satisfaction, it can be seen from the value of the significant results of the marketing strategy on consumer satisfaction obtained.

Table 1.5. Coefficient Test T-test Quality of service affects customer satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	3.693	1.927		1.916	.058		
Quality Service	.727	.033	.948	22.260	.000	.819	1.221

a. Dependent Variable: Consumer Satisfaction

Source: SPSS Results, 2022

Based on the results of the partial significance analysis (t test) in the table above, it can be concluded that the partial test between the service quality variable (X2) and customer satisfaction (Z) obtained the tcount value greater than the ttable value, namely 22,260 (22,260>1,661). , while the significant value obtained is 0.000 <0.05, so the results of the study indicate that the hypothesis of the effect of service quality on customer satisfaction is accepted. The results of this study indicate that the better the quality of service the quality of service provided by the company has an effect on the high level of customer satisfaction, it can be seen from the value of the significant results of service quality on customer satisfaction obtained.

Table 1.6. Coefficient Test t-test Consumer satisfaction has an effect on purchasing decisions

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	16.975	3.937		4.311	.000		
Consumer Satisfaction	.837	.105	.636	7.990	.000	1.000	1.000

a. Dependent Variable: Buying decision

Source: SPSS Results, 2022

Based on the results of the partial significance analysis (t test) in the table above, it can be concluded that the partial test between the consumer satisfaction variable (Z) on purchasing decisions (Y) obtained the tcount value greater than the ttable value, which is 7,990 (7,990 > 1,661) , while the significant value obtained is 0.000 which is smaller than the alpha level of 0.05, so the results show that the hypothesis of the influence of consumer satisfaction on purchasing decisions is accepted. The results of this study indicate that the higher consumer satisfaction will affect the level of purchasing decisions, it can be seen from the value of the significant results of consumer satisfaction on purchasing decisions obtained.

Table 1.7. Coefficient Test of t-test Marketing strategy has an effect on purchasing decisions through consumer satisfaction

Unstandardized Coefficients		Standardized	Collinearity Statistics
B	Std. Error	Beta	Tolerance

Model		B	Std. Error	Coefficients	t	Sig.	Tolerance	VIF
1	(Constant)	8.731	4.003		2.181	.032		
	Marketing strategy	.149	.077	.161	1.939	.000	.890	1.123
	Decision Purchase	.443	.063	.583	7.007	.000	.890	1.123

a. Dependent Variable: Decision Purchase

Source: SPSS Results, 2022

Based on the results of the partial significance analysis (t test) in the table above, it can be concluded that the partial test between the marketing strategy variables (X1) and consumer satisfaction (Z) obtained the tcount value greater than the ttable value, namely 1,939 (1,939>1,661). , while the significant value obtained is 0.000 <0.05, so the results of the study indicate that the hypothesis of the influence of marketing strategy on purchasing decisions. The partial test between the purchasing decision variables (Y) on consumer satisfaction (Z) obtained that the tcount value is greater than the ttable value, which is 7.007 (7.007>1.661), while the significant value obtained is 0.000 <0.05, so the results of the study indicate that The hypothesis of the influence of purchasing decisions through consumer satisfaction is accepted. The results of this study indicate that the better the marketing strategy carried out by the company affects purchasing decisions, so the level of consumer satisfaction will be high, it can be seen from the value of the significant results of marketing strategies that affect purchasing decisions through consumer satisfaction obtained.

Table 1.8. Coefficient Test T-test Quality of service affects purchasing decisions through customer satisfaction

Model	Coefficients ^a							
	Unstandardized		Standardized Coefficients	t	Sig.	Collinearity		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	2.311	1.583		1.460	.148		
	Quality Service	.714	.041	.931	17.382	.000	.525	1.905
	Decision Purchase	.204	.241	.216	2.188	.000	.525	1.905

a. Dependent Variable: Consumer Satisfaction

Source: SPSS Results, 2022

Based on the results of the partial significance analysis (t test) in the table above, it can be concluded that the following partial test between the service quality variable (X2) and customer satisfaction (Z) obtained the tcount value greater than the ttable value, namely 17,382 (17,382>1,661).), while the significant value obtained is 0.000 which is smaller than the 0.05 alpha level, so the results of the study indicate that the hypothesis of the influence of service quality on purchasing decisions is accepted. The partial test between the purchasing decision variables (Y) on consumer satisfaction (Z) obtained that the tcount value is greater than the ttable value, which is 2.188 (2.188 <1.661), while the significant value obtained is 0.000 <0.05, so the research results shows that the hypothesis of the influence of purchasing decisions through consumer satisfaction is accepted. The results of this study indicate that the better the quality of service provided will affect the high purchasing decisions through consumer satisfaction, it can be seen from the value of the results of the significant quality of service that affects purchasing decisions through customer satisfaction.

DISCUSSION

Marketing strategy influences purchasing decisions

Based on the results of the partial significance analysis (t test) in the table above, it can be concluded that the partial test between the marketing strategy variables (X1) on purchasing decisions (Y) obtained that

the tcount value is greater than the ttable value, which is 2,560 (2,560) , while the significant value obtained is $0.000 < 0.05$. The results of this study that the marketing strategy (X1) has a positive and significant effect on purchasing decisions (Y), thus indicating that the hypothesis of the influence of marketing strategies on purchasing decisions is accepted.

Service quality affects purchasing decisions

Based on the results of the partial significance analysis (t test) in the table above, it can be concluded that the partial test between the service quality variable (X1) on purchasing decisions (Y) obtained the tcount value greater than the ttable value, which is 8.076 ($8.07 > 1.661$) , while the significant value obtained is $0.000 < 0.05$, so the results of the study indicate that the hypothesis of the influence of service quality on purchasing decisions is accepted. The results of this study indicate that the better the quality of service provided, the higher the level of purchasing decisions, it can be seen from the value of the significant results of service quality on purchasing decisions obtained.

Marketing strategy affects customer satisfaction

Based on the results of the partial significance analysis (t test) in the table above, it can be concluded that the partial test between the marketing strategy variables (X1) and consumer satisfaction (Z) obtained the tcount value greater than the ttable value, which is 1,756 ($1,756 > 1,661$). , while the significant value obtained is $0.000 < 0.05$, so the results of the study indicate that the hypothesis of the influence of marketing strategy on consumer satisfaction is accepted. The results of this study indicate that the better the marketing strategy carried out by the company will affect the high level of customer satisfaction, it can be seen from the value of the significant results of the marketing strategy on consumer satisfaction obtained.

Service quality affects customer satisfaction

Based on the results of the partial significance analysis (t test) in the table above, it can be concluded that the partial test between the service quality variable (X2) and customer satisfaction (Z) obtained a tcount value greater than the ttable value, which is 22,260 ($22,260 > 1,661$). , while the significant value obtained is $0.000 < 0.05$, so the results of the study indicate that the hypothesis of the influence of service quality on customer satisfaction is accepted. The results of this study indicate that the better the quality of service the quality of service provided by the company has an effect on the high level of customer satisfaction, it can be seen from the value of the significant results of service quality on customer satisfaction obtained.

Consumer satisfaction affects purchasing decisions

Based on the results of the partial significance analysis (t test) in the table above, it can be concluded that the partial test between the consumer satisfaction variable (Z) on purchasing decisions (Y) obtained the tcount value greater than the ttable value, which is 7,990 ($7,990 > 1,661$) , while the significant value obtained is 0.000 which is smaller than the 0.05 alpha level, meaning that there is a significant influence between consumer satisfaction (Z) on the purchasing decision of Permata Land Hotel (Y), so the results of the study indicate that the hypothesis of the influence of consumer satisfaction on decisions purchase accepted. The results of this study indicate that the higher consumer satisfaction will affect the level of purchasing decisions, it can be seen from the value of the significant results of consumer satisfaction on purchasing decisions obtained.

Marketing strategy influences purchasing decisions through customer satisfaction

Based on the results of the partial significance analysis (t test) in the table above, it can be concluded that the partial test between the marketing strategy variables (X1) and consumer satisfaction (Z) obtained the tcount value greater than the ttable value, namely 1,939 ($1,939 > 1,661$). , while the significant value obtained is $0.000 < 0.05$. The partial test between the purchasing decision variables (Y) on consumer satisfaction (Z) obtained that the tcount value is greater than the ttable value, which is 7.007 ($7.007 > 1.661$), while the significant value obtained is $0.000 < 0.05$, so the results of the study indicate that The hypothesis of the influence of purchasing decisions through consumer satisfaction is accepted. The results of this study indicate that the better the marketing strategy carried out by the company affects purchasing decisions, so the level of consumer satisfaction will be high, it can be seen from the value of the significant results of marketing strategies that affect purchasing decisions through consumer satisfaction obtained.

Service quality affects purchasing decisions through customer satisfaction

Based on the results of the partial significance analysis (t test) in the table above, it can be concluded that the following partial test between the service quality variable (X2) and customer satisfaction (Z) obtained the tcount value greater than the t table value, namely 17,382 ($17,382 > 1.661$), while the significant value obtained is 0.000 which is smaller than the alpha level 0.05. The partial test between the purchasing decision variables (Y) on consumer satisfaction (Z) obtained that the tcount value is greater than the t table value, which is 2.188 ($2.188 > 1.661$), while the significant value obtained is $0.000 < 0.05$, so the research results show that the hypothesis of the influence of purchasing decisions through consumer satisfaction is accepted. The results of this study indicate that the better the quality of service provided will affect the high consumer decisions through consumer satisfaction, it can be seen from the value of the results of the significant quality of service that affects purchasing decisions through customer satisfaction.

IV. CONCLUSION

Based on the results of the analysis and discussion described in the previous chapter, the research entitled "The Effect of Marketing Strategy and Service Quality on Purchase Decisions Through Consumer Satisfaction at Hotel Permata Land Rantau Prapat" produces conclusions that answer the problem formulation as follows:

1. The marketing strategy has a significant positive effect on the purchasing decision of Permata Land Hotel, which means that the better the marketing strategy carried out by the company, the higher the purchase decision obtained.
2. Service quality has a significant positive effect on purchasing decisions, which means that the better the quality of services provided, the higher the level of purchasing decisions.
3. Marketing strategy has a significant positive effect on consumer satisfaction, which means that the better the marketing strategy carried out by the company will affect the high consumer satisfaction.
4. Service quality has a significant positive effect on consumer satisfaction, which means that if the quality of service provided is getting better, then customer satisfaction will be higher as well.
5. Consumer satisfaction has a significant positive effect on purchasing decisions, which means that the better the customer satisfaction, the higher the purchasing decisions.
6. Marketing strategy has a significant positive effect on consumer satisfaction. Purchase decisions have a significant positive effect on consumer satisfaction. The results of this study indicate that the better the marketing strategy carried out by the company affects purchasing decisions, so the level of consumer satisfaction will be high, it can be seen from the value of the significant results of marketing strategies that affect purchasing decisions through consumer satisfaction obtained.
7. Service quality has a significant positive effect on purchasing decisions through customer satisfaction. Purchase decisions have a significant positive effect on consumer satisfaction. The results of this study indicate that the better the quality of service provided will affect the high consumer decisions through consumer satisfaction, it can be seen from the value of the results of the significant quality of service that affects purchasing decisions through customer satisfaction.

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