

MICE MARKETING MIX ON PRIME PLAZA HOTEL SANUR

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ABSTRACT

Customer satisfaction is the comparison between performances expected by the customer compared to actual performance in the field. When the actual performance is higher than the customer expectations then the customer feel satisfied and vice versa. In the case of service companies, customer satisfaction is one of the important factors in creating a good business climate. In this case, the researcher would like to research the marketing mix done at Prime Plaza Hotel Sanur to see how the performance comparison and the importance of marketing mix elements at Prime Plaza Hotel Sanur will be calculated using Importance Performance Analysis (IPA) method. From 16 indicators, on average everything has met the expectations of customers.

Keywords: Marketing Mix, MICE, Importance Performance Analysis, IPA, Customer Satisfaction.

I. INTRODUCTION

Tourism has become one of the biggest sector in terms of foreign exchange earner for Indonesian. According to Tourism Ministry, on 2015 Tourism Sector Became the fourth largest contributor by generating foreign exchange amounting to 163 trillion Rupiah, while in 2016 became the third largest contributor by generating 184 Trillion Rupiah, and in 2017, the tourism sector became the second largest foreign exchange contributor and managed to produce 190 trillion Rupiah. Those achievement is inseparable from the increasing contribution of world-class destinations owned by Indonesia, such as Bali.

Bali has become world's best destination. It's proven by Bali's achievement as "Traveler's Choice Awards" on 2017 by TripAdvisor (www.tripadvisor.com). Bali won as the first position, followed by London in second place and Paris in third place. it was mentioned by Head of Destination Marketing for TripAdvisor Asia Pacific, Sarah Mathews when giving TripAdvisor Travelers' Choice Award 2017 trophies for the category 'The World's Best Destination' for Bali.

Tourist visits to Bali are increasing every year. According to the Central Bureau of Statistics (BPS) Bali, in 2015 the arrival of foreign tourists reached 4.001 million people, while in 2016 the arrival of foreign tourists reached 4.92 million people. The increase reached 23.14%. One contributor to the level of tourist arrivals to Bali is MICE (Meeting Incentive Convention & Exhibition).

In the fulfillment of its needs, MICE travelers need a place for the event called Venue. As the venue for the event, Venue must have facilities to run a MICE event. In addition, Venue can also have supporting facilities that can help smooth procurement of MICE such as: Accommodation as a service provision of lodging and Restaurant as a procurement of food & beverage.

Seeing these opportunities, many hotels provide meeting room facilities to take advantage of MICE tourist trends in Bali. This led to increased competition between hotels to get the MICE Tourist market. Therefore, the hotels involved in the competition must apply the means and strategies to win the competition. One of the strategies applied is the marketing mix strategy.

Prime Plaza Hotel Sanur is a 4-star hotel under the management of Prime Plaza. The hotel has 329 rooms consisting of various types and facilities that support guest comfort while staying here. In addition, Prime Plaza Hotel Sanur also provides meeting rooms from small to large scale.

Prime plaza is a hotel with income mostly comes from MICE activities. As a MICE Hotel, They are located in a strategic place because it is located on the main route and close to the beach. In its procurement, Prime plaza has 15 meeting rooms that can accommodate both small-scale meetings and large-scale meetings. Prime Plaza offers 3 main meeting packages, namely Half day Meeting, Full day Meeting, and Full board Meeting. Prime Plaza uses Website along with offline promotion to conduct their meeting package promotion. As one of the MICE hotels in Sanur, Prime Plaza can not be separated from the competition. Some hotels like Grand Inna Bali Beach, Mercure Sanur, Swiss-Belresort Watu Jimbar compete in the procurement of MICE.

Based on the background of the problem above, we investigate about the position of product, price, place, promotion, people, physical evidence and process as an element to interest the client in order to hold MICE activities in Prime Plaza Hotel Sanur. The

objectives of the research is to identify the position of each element of marketing mix strategy for MICE at Prime Plaza Hotel Sanur in determining consumer decision. The results of this study are expected to be beneficial both theoretically and practically. It is expected to be useful for the management of Prime Plaza Hotel Sanur, especially in sales and marketing department in determining the strategy of hotel marketing activities with the aim to increase the sales volume of the meeting room at Prime Plaza Hotel Sanur. This research is also expected to add insight and to know about marketing mix strategy applied in Prime Plaza Hotel Sanur and comparison between each element of marketing mix strategy in attracting guest to use Venue Prime Plaza Hotel Sanur in procurement MICE.

II. RESEARCH METHODOLOGY

In this research, the method used is descriptive quantitative method, where the variables that have been studied will be processed according to facts of existing data in order to know the position of marketing mix strategy elements in attracting the client's desire to hold MICE activities.

Method of Data Collecting

Questionnaire

Questionnaire method according to Arikunto (2006: 151) "Questionnaire is a written statement used to obtain information from respondents in the sense of reports about the person or things he knows". Meanwhile, according to Sugiyono (2008: 199) "Questionnaire or questionnaire is a technique of data collecting conducted by giving a set of questions or written statement to respondents to be answered". In this research, Questionnaire will be handed to the PIC of Company which have held their MICE activities in Prime Plaza Hotel Sanur in order to know the comparison of each marketing mix elements in attracting client to use Venue of Prime Plaza Hotel Sanur in MICE procurement.

Literature

Literature is all the efforts undertaken by researchers to collect information relevant to the topic or problem to be or is being researched. The information can be obtained

from scientific books, research reports, scientific articles, theses and dissertations, regulations, statutes, yearbooks, encyclopedias, and other written and printed written sources. In this paper the authors receive many references from experts through the books of tourism, travel agents, hospitality and there are references obtained through the internet media.

Data Analysis Method

Importance Performance Analysis (IPA)

According to Tjiptono (2011) this technique was first proposed by Martilla and James in 1977 in their article "Importance Performance Analysis" published in the Journal of Marketing. In this technique, respondents are asked to assess the level of importance and performance of the firm, then the average value of importance and performance is analyzed on the Importance Performance Matrix, where the x axis represents perception whereas the y-axis represents expectations. Then the result will be obtained in the form of four quadrants according to the following Figure 1.

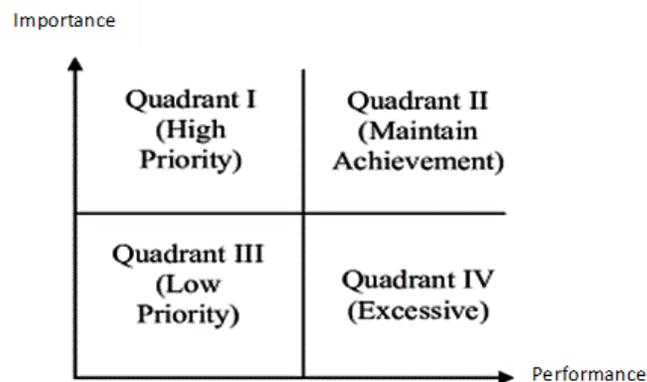


Figure 1. Importance performance analysis

III. RESULT AND DISCUSSION

The analysis of questionnaire score of importance and performance is shown in Table 1.

Table1. Questionnaire Score of importance and performance analysis

Number	STATEMENT	Score		achievement score
		Performance	Importance	
1	Variation of Meeting Package	3,44	3,56	-0,12
2	Quality of Meeting Room	3,89	3,78	0,11
3	Quality of overall MICE Procurement	4,28	4,11	0,17
4	Price Match the Quality	4,06	3,67	0,39
5	Affordable Price	3,78	3,78	0,00
6	Strategical Location	4,11	3,89	0,22
7	Location is Easily Accesible	4,22	3,89	0,33
8	Mass Media Promotion	3,11	2,56	0,55
9	Main Logo in Mass Media Promotion	3,33	2,56	0,77
10	Staff Product Knowledge	3,89	3,67	0,22
11	Staff Hospitality	3,78	3,78	0,00
12	Staff Grooming	3,67	3,67	0,00
13	Design Interior of Prime Plaza Hotel Sanur	3,44	3,56	-0,12
14	Atmosphere in Prime Plaza Hotel Sanur	3,78	3,78	0,00

Based on the table above, it can be seen that some indicators have a negative value which means that the indicator has not met customer expectations. Meanwhile, a positive indicator means that the indicator has met customer expectations Then it needs further analysis to determine the priority scale in the improvement effort of each attribute that exist, as for how to determine the scale of priority revamping that is by using method of Importance Performance Analysis (IPA).

Importance Performance Analysis

This section discusses the mapping of performance values (x) and interests (y), the result of which will form a matrix consisting of four quadrants each of which quadrant describes the priority scale in taking policy either in the form of performance improvement or maintaining company performance. The importance performance analysis is shown in Figure 2.

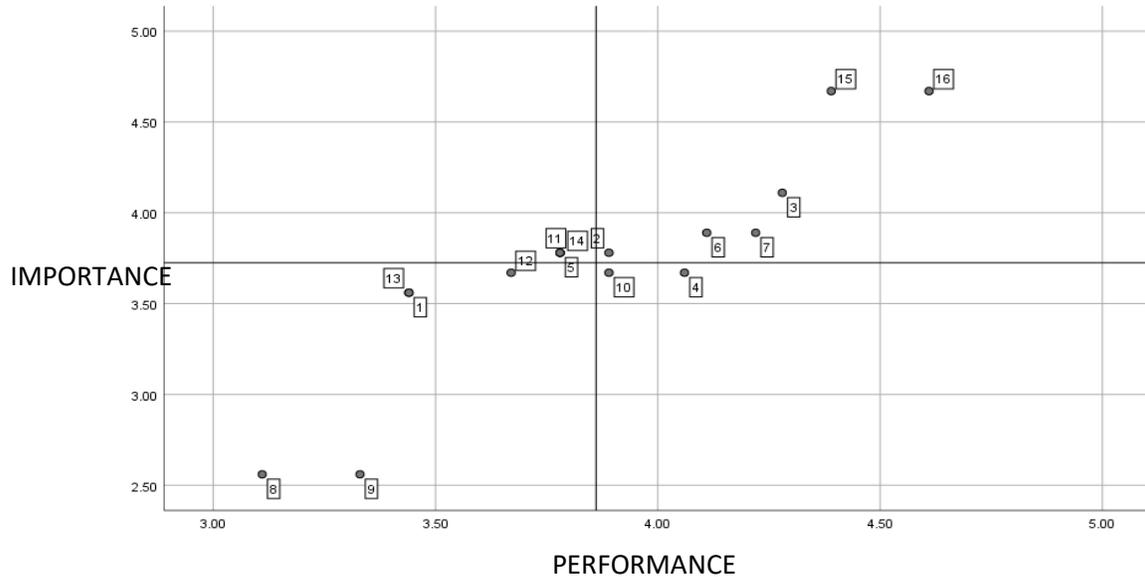


Figure 2. Importance performance analysis

From the diagram, it can be interpreted as follows:

1. Quadrant A.

Quadrant A shows an indicator that are considered important by the customer but not implemented properly by the company. The indicators included in this quadrant are (11) Staff's Hospitality, (14) Atmosphere in Prime Plaza Hotel Sanur, (5) Affordable Price. These indicators should be the company's top priority scale to be improved.

2. Quadrant B.

Quadrant B shows indicators that are considered important and satisfying customers that have been well implemented by the company. The indicators included in this quadrant are (2) Quality of Meeting Rooms, (3) Quality of Overall MICE Procurement, (6) Strategically Location, (7) Location is Easily Accessible, (15) Convenience in Purchasing Process, (16) Convenience of Transaction Process. These indicators need to be maintained by the company's performance.

2. Quadrant C.

Quadrant C shows indicators that are considered less important by customers and not implemented properly by the company. The indicators included in this quadrant are (1) Meeting Package Variations, (8) Mass Media Promotion, (9) Main Logo in Mass Media

Promotion, (12) Staff's grooming, (13) Design Interior of Prime Plaza Hotel Sanur. These indicators can be ignored / have a low priority scale of improvement for the company.

3. Quadrant D.

Quadrant D shows an indicator that is considered less important by the company but executed excessively by the company. The indicators included in this quadrant are (4) Price Match the Quality, (10) Staff's Product Knowledge. These indicators are excessively implemented by the company, it is better for the company to allocate its resources for another priority first.

IV. CONCLUSION

Based on the results of customer satisfaction scores that have been done that includes variable product, price, place, promotion, people, physical evidence, and process, it shows the three best achievement of customer satisfaction, which are: Main Logo in Mass Media Promotion, Mass Media Promotion, and Price Match the Quality. With the analysis of Importance Performance Analysis (IPA) then it can be seen there are still 3 indicators that need an urgent improvement, which are: Staff's Hospitality, Atmosphere in Prime Plaza Hotel Sanur, and Affordable Price. Beside those 3 top priority, Prime Plaza Hotel Sanur also have other 5 low priority indicators to be improved in the future, they are: Meeting Package Variations, Mass Media Promotion, Main Logo in Mass Media Promotion, Staff's Grooming, Design Interior of Prime Plaza Hotel Sanur.

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