Influence Mix Marketing Against Room Sales Volume at the Harmoni Indragiri Hotels

Nina Rahmawaty[1], Mandataris[2]

[1,2]Business Administration Science, Riau University, Indonesia

A R T I C L E   I N F O

ABSTRACT

The purpose of the study article is to give information related to the efforts of a moving company in the field of hospitality through mixed marketing to increase the sales volume of service rooms. Retrieval method sample ie using accidental sampling with a total of 93 respondents. Data analysis through regression testing simple and regression multiple with the use of partial tests that include product, price, place, and promotion influential in a way positive to sales volume. As well the use of simultaneous tests is influential in a way positive to sales volume. Dominant products and prices have the biggest influence. Whereas promotion has the least influence. This means that the Company must more pay attention to the section promotion for maximum promotion of the hotel to the market to increase it more known and familiar so consumers at the moment will look for hotels already directly Imagine the Harmoni Indragiri hotel for become choice main.

Corresponding Author:

Nina Rahmawaty,
Business Administration Science,
Riau University,
Kampus Bina Widya Km.12,5, Simpang Baru, Kota Pekanbaru, Riau 28293, Indonesia
Email: nina.rahmawaty0023@student.unri.ac.id

1. INTRODUCTION

Competition Business in the field of hospitality moment This the more develop so that competition is also increasing and higher strict. As perpetrator businesses To maintain existing efforts _ initiated and capable of facing competition for products products owned_still Can defend must be capable do marketing (kasmere, 2008). To reach success in win competition Companies must have the right strategy to achieve targets (Kotler, 2020). Giving effort gives fulfillment satisfaction needs become part of mixed marketing (Kismono, 2011). To reach maximum results management marketing to make it attractive to hotel guests to stay the night. Factors seen by consumers in choosing a hotel for a stay are product, price, promotion, location, process, service, and facilities physique. The product according to Angipora (2002) is something that can offered to the market to satisfy a desire or need.

Harmoni Indragiri Hotel is a fairly well-known hotel in the city of Tembilahan specifically on Jl. Abdul Manaf Tembilahan City is, an easy hotel location reachable by vehicle and very close to some facilities general such as the Al-Huda Grand Mosque, At-Taqwa Muhammadiyah Mosque, Dayang Suri Market, Jongkok Market, and Tembilahan People's Market. Indragiri Harmony Hotel's own rooms are spacious, comfortable, and clean be equipped with free Wifi facilities, desk work, LED TV, AC, telephone personal, a card key already _ computerized, drinking water free packaging, and

a bathroom equipped with hot and cold water showers, all facility This priced with price starting from just IDR 250,000, that's it including with breakfast morning. Not only are the rooms and facilities luxurious, at the Harmoni Indragiri Hotel there is also a spacious hall that can be used for what event? course, with a capacity of 100 people. Room types at the Harmoni Standard Hotel with price IDR 250,000, Superior IDR 300,000, Deluxe IDR 400,000, Executive IDR 500,000, Executive Deluxe IDR. 650,000. Following This is the amount consumers who stay in Harmoni Hotel rooms in Tembilahan in 2022: Public consumption fluctuates significantly each month. In January, consumption reached its highest peak of the year at 1,519. However, in February, there was a sharp decline to 1.340. However, March showed an increase again with a consumption figure of 1,470. In the following months, there was a relatively stable variation in consumption figures, although there were minor fluctuations. August was an exception with a lower consumption figure than the previous month, at 1.420. A significant decline was also seen in September with a figure of 1,323. Subsequently, consumption increased again in October with a figure of 1.420 and decreased in November with a figure of 1.380. In December, there was another increase to 1.457. Overall, total public consumption throughout 2022 reached 17,183.

From the data above it can be concluded that the last year 2022 experienced an increase and decrease in the number of consumers Staying at the Harmoni Indragiri Hotel. Increase and decrease in the number of consumers impact on volume sales or Benefits of Hotel Harmoni Indragiri. The more rooms sold, the greater the income of Hotel Harmoni Indragiri. The following is data on the sales volume of Hotel Harmoni Indragiri rooms in the Last 5 months of 2023: In January, there was a significant spike in room sales with Rp. 514,500,000.00. However, in February, there was a fairly sharp decline with sales reaching Rp. 337,500,000.00. March then witnessed another increase in room sales with an amount of Rp. 406,500,000.00. The following months, namely April and May, saw relatively stable sales levels, with room sales amounting to Rp. 399,000,000.00 and Rp. 408,000,000.00 respectively. As an accumulative result, the total room sales of Hotel Harmoni Indragiri during the period reached Rp. 2,065,500,000.00. In the last five months of 2023, there has been a fluctuation in the room sales volume of Hotel Harmoni Indragiri. the author suspects There is a possibility that it is caused by the marketing mix carried out by the company which is not quite on target.

Sofjan Assauri (2020) revealed that the marketing mix refers to a group of variables or activities that can be managed and utilized by a company to influence consumer responses in its target market. The marketing mix strategy determines the optimal combination of the four marketing components or variables to achieve targeted market goals and achieve the company's overall goals. The four elements or variables in the marketing mix strategy include Product, Price, Promotion, and Place.

The company must notice how to increase sales volume. Sales volume is a size that shows the number or size of the number of products sold (Daryanto, 201 3). According to Daryanto (2013), the marketing mix consists of: The company's success in maximizing sales volume hinges on a comprehensive understanding and implementation of the fundamental elements encapsulated in the 4Ps marketing mix. Firstly, the "Product" dimension involves offering a diverse range of goods and services to the target market, incorporating considerations such as quality, design, brand, packaging, size, service, guarantees, and benefits. The "Price" aspect revolves around assigning a monetary value that customers perceive as fair in exchange for the product, encompassing actual prices, discounts, credit terms, and payment periods. Concurrently, the "Distribution/Place" component emphasizes the company's activities in making products readily available to consumers, managing distribution channels, locations, and supplies. Finally, "Promotion" assumes a pivotal role, involving activities such as advertising, personal selling, sales promotions, and public relations to inform and persuade the target audience about the superior qualities of the product. Collectively, these four elements form the cornerstone of the company's marketing strategy, influencing the buyer's journey and ultimately driving increased sales.

Sales Volume

According to Winardi (1999), Sales Volume is the small exchange of goods and services that have been done between seller and buyer based on goods valuable (money). Whereas according to

Suwasta (1993), sales are needed sale the product is turned into cash. Meanwhile, sales volume emphasizes the abundance of products sold over a period time certain for One year. According to Swastha and Irawan (2008: 141), Sales volume studies about sales clean from report profit make a loss company. Sales volume analysis based on: Product Line and Market Segment (territorial, group buyers, and so on).

According to Rangkuti (2003: 207) stated that sales volume is stated achievements _ in a way quantitative from facet physique or the volume or unit of a product. Indicators of sales volume 28 according to Kotler (Kumaat, 2011) include Price, Promotion, Quality, Channels Distribution, and Products. Daryanto, (2011) stated that Sales Volume is the size showing many or big amounts of products sold. Meanwhile, Sales Volume According to Kotler (2000 items sold in the form of money for some time, and it has a good service strategy.

Definition of Services

Kotler (Hurriyati, 2015) is an expert who put forward an understanding of services such as outlined in the definition following: services is every action or performance offered by a _ party to other parties in principle No materialized or not caused displacement ownership. Production service can relate or not related to something product physique. Zaithami and Bitner (in Ratih Hurriyati, 2015) argue the definition of service as follows; services are all over activity economy with output besides product in understanding physical, consumed and produced now simultaneously, give mark add and add principle No materialized (intangible) for buyer his first.

Understanding Hotels

Several experts put forward the definition of a hotel, according to Gaffar (Rai Utama, 2017) a hotel is a kind of accommodation that provides a facility there is service lodging, food, and drink, as well as services other for general height for temporary time and manageable professionally. According to (Rai Utama, 2017) hotels are buildings that provide room for guests' stay, food and drink, as well as other necessary facilities for profit.

Relationship Between Variables
Connection Mix Marketing Against Sales Volume

Marketing Mix is part of the marketing concept that has an important role in influencing consumers to buy the products or services offered. Kotler and Armstrong (2020) define the marketing mix as follows, "Marketing mix is the set of tactical marketing tools that the firm blends to produce the response it wants in the target market".

The mixed marketing strategy supports MSMEs in increasing sales volume (Poluan, 2019). With indicators mix marketing gives a business a competitive advantage over competitors, so that businesspeople can achieve sales volume (Aisyah & Nirawati, 2021). Mix marketing attracts consumers to make purchases, thereby increasing sales volume (Zahrah, 2021).

The relationship between Product variables and Sales Volume.

Product becomes the focus main in activity marketing, yes form goods or services. Decisions related to product cover determination from physique offers, brands, packaging, warranties, and services full sell. (Private, 1998): Goods/Products have complex characteristics both tangible and intangible, including packaging, color, price, company and retailer prestige, and company and retailer service, which are received by buyers to satisfy their wants or needs.

Relationship between Price Variables and Sales Volume Variables

Setting a price for a product is very important for a company to provide a good profit for the company to determine both short-term and long-term targets for the company. Kolter and Keller in Bob Sabran (2012), prices are set in such a way as to achieve targets for sales volume, sales value, or market share.

Relationship between Promotion Variables and Sales Volume Variables

Meanwhile, according to Alma (2002), the definition of promotion is a type of communication that provides convincing explanations to potential consumers about goods and services.

Relationship between the Place Variable and the Sales Volume variable
According to Alma (2011), Place includes company activities that make available products accessible to consumers. This means that if it is easy for consumers to reach, it will indirectly increase sales volume.

2.   RESEARCH METHOD
The type of research in this study is descriptive research and uses quantitative methods. This research is quantitative because the data analysis is quantitative (Sugiyono, 2017). To analyze data descriptively, researchers use descriptive analysis methods, namely data obtained and arranged systematically, then analyzed based on research theory. To get a descriptive picture of the marketing mix on sales volume at Hotel Harmoni Indragiri then test data in the form of a questionnaire based on a Likert scale with multiple linear regression analysis methods.

Research site; Location: This research will be conducted in Tembilahan at Harmoni Indragiri Hotel. The population in this study were all consumers of the Harmoni Indragiri Hotel who chose to stay at the Harmoni Indragiri Hotel, totaling 17,183 people. The sample is part of several characteristics possessed by the population used for research (Sujarweni, 2015). Based on interviews with the owner of Harmony Hotel Indragiri, the average consumer per year is around 17,183 consumers, and per month around 1,432 consumers. Then the Slovin formula used to determine the sample size (Kurniawan, 2014) is as follows. with a known population can choose Samel totaling 93 people.

A sampling technique is a sampling technique to determine the sample to be used in research. Researcher sampling technique using an incidental sampling technique. According to Sugiyono (2014). Data Measurement Technique, The Measurement Scale in this study used a Likert scale. According to Sugiyono (2014: 136). The answer choices are as follows: Strongly Agree, Agree, Moderately Agre, Disagree, Disagree.

Data analysis methods so that the data collected can be useful for researchers must analyze. First test the validity and reliability of the questionnaire which includes the effect of the marketing mix on the sales volume of Harmony Hotel Indragiri. In the study, multiple linear regression analysis acts as a statistical technique used to test the existence or influence of marketing mix on sales volume. To facilitate the analysis, the SPSS (Statistical Packages for Social Science) version 17 program was used.

3.   RESULTS AND DISCUSSIONS
This research adopts a descriptive research design with a quantitative approach, in line with the quantitative nature of data analysis, as described by (Sugiyono 2017). Data analysis is carried out descriptively by compiling and analyzing data based on a theoretical framework to understand the impact of the marketing mix on sales volume at Harmoni Indragiri Hotel. The data testing method involves the use of a questionnaire with a Likert scale and multiple linear regression analysis. as shown in the following table:

Table 1. Recapitulation of Respondents' Responses About Marketing Mix Regarding Sales Volume at Harmoni Hotel Indragiri Hilir

Marketing Mix and Sales Volume							
Size	Indicator	Answer Score					
		SS	S	CS	KS	TS	Total
		5	4	3	2	1	score
	Core Benefits	59	90	37	-	-	-
	Severe Signs	295	360	111	-	-	766
1. Product	Increase in benefit base	81	105	-	-	-	-
	Severe Signs	405	420	-	-	-	82 5
	Expected product (Expected product)	102	74	-	-	-	-
	Severe Signs	510	296	-	-	-	806

	Augmented product	108	78	-	-	-	-
	Severe Signs	540	312				852
2. Price	Price affordability	110	76	-	-	-	-
	Weight Value	550	304		-	-	854
	Price match with quality	94	76	16	-	-	-
	Weight Value	470	304	48	-	-	822
	Price match with quality	79	88	35	-	-	
	Severe Signs	395	352	105	-	-	852
	Price competitiveness	38	71	77	-	-	
	Severe Signs	190	284	231	-	-	705
	Close to the Center of the Crowd	71	70	38			
3. Place	Severe Signs	355	280	114	-	-	749
	Easy to Reach	85	83	18	-	-	
	Severe Signs	425	332	54	-	-	811
	Large parking area	79	102		-	-	
	Severe Signs	395	408		-	-	803
	Advertising	98	88		-	-	
4. *Promotion*	Severe Signs	490	352		-	-	842
	Personal Selling (Personal Selling)	50	80	56	-	-	
	Weight Sign	250	320	168			738
	Publications	52	59	75	-	-	
	Weight sign	260	236	225	-	-	721
	Total score weight	-	-	-	-	-	10.985
	Repeat purchase	92	84		-	-	
5. Sales Volume	Weight Sign	460	336		-	-	796
	Types of service variations that pay	114	82		-	-	
	Weight Sign	570	328		-	-	898
	Weight Total Score	-	-	-	-	-	1694

Source: Research results of 2023 data

From the table above regarding the recapitulation of the effect of the Marketing mix of Hotel Harmoni Indragiri Hilir on Sales Volume. You can see the total score of 10,985. Below you can see the highest and lowest scores as follows:
Mark Maximum => 93 x 5 x 28 = 13,020
Mark Minimum => 93 x 1 x 2 8 = 2.604

$$\frac{Score\ Maximum - Score\ Minimum}{Item} = \frac{13,020}{55} - 2,604 = 10,416 = 2,083$$

To determine the level of recapitulation of the marketing mix of Hotel Harmoni Indragiri Hilir on sales volume can be determined based on this:
Strongly Agree   = 10937-1 3020
Agree   = 8854-10937
Moderately Agree = 6771-8854
Disagree   = 4688-6771
Strongly Disagree = 2605-4688

Based on the results of the recapitulation of the respondents' answers, it can be seen that the Marketing mix of the Harmoni Indragiri Lower Hotel on sales volume, the assessment criteria are in the Strongly Agree category with a value of 10985 between 1 0937 - 13 020. which means that combining the Marketing Mix of the Harmoni Indragiri Hotel with Sales Volume is getting a very good assessment from consumers who visit the hotel. Meanwhile, to determine the level of recapitulation of Sales Volume at Harmoni Indragiri Hilir Hotel, it can be determined based on this:
Mark Maximum => 93 x 5 x 4 = 1860
Mark Minimum => 93 x 1 x 4 = 372

$$\frac{Score\ Maximum\ -\ Score\ Minimum}{Item} = \frac{1.860}{55} - 372 = 1.488 = 297$$

Strongly Agree   =1562-1860
Agree   = 1264-1562
Moderately Agree   = 966-1264
Not quite Agree   = 668-966
Disagree   = 370-668

Based on the results of the recapitulation of respondents' answers, it can be seen that the Sales Volume at Harmoni Hotel Indragiri Hilir The assessment criteria are in the Strongly Agree category with a value of 1694 between 1562-1860. This shows that the Sales Volume of Harmoni Hotel gets a very good assessment from consumers who visit the hotel.

Test Data Analysis
Validity Test

The validity test of all questionnaire instruments to be used in this study will be tested by comparing the calculated r-value obtained from the Corrected Item-Total Correlation value with the r Table value at N= 93. Based on the r table, it is known that the value of the r Table with N= 93 is 0.201. The validity of each statement item is if it is positive and the value of r count> r table. In the following table, it can be seen the results of the validity test of each statement item on the Marketing Mix variable (X):

Table 2. Validity Test of Marketing Mix Variables (X)

Items	Corrected Item-Total Correlation (r count)	r Table	Description
P1	0,811	0,201	Valid
P2	0,776	0,201	Valid
P3	0,907	0,201	Valid
P4	0,883	0,201	Valid
P5	0,498	0,201	Valid
P6	0,909	0,201	Valid
P7	0,797	0,201	Valid
P8	0,762	0,201	Valid
P9	0,461	0,201	Valid
P10	0,751	0,201	Valid
P11	0,295	0,201	Valid
P12	0,859	0,201	Valid
P13	0,848	0,201	Valid
P14	0,862	0,201	Valid
P15	0,701	0,201	Valid
P16	0,621	0,201	Valid
P17	0,897	0,201	Valid
P18	0,899	0,201	Valid
P19	0,372	0,201	Valid
P20	0,819	0,201	Valid
P21	0,842	0,201	Valid
P22	0,908	0,201	Valid
P23	0,897	0,201	Valid
P24	0,899	0,201	Valid
P25	0,411	0,201	Valid
P26	0,819	0,201	Valid
P27	0,842	0,201	Valid
P28	0,908	0,201	Valid

Source: SPSS processed data 2023

Based on the results of the validity test of each statement item in the table above, it is known that all statement items, namely 28 statement items on the marketing mix variable (X), are declared valid and suitable for use because the calculated r-value on all statement items> 0.201. Furthermore, the following table is the result of the validity test on the Sales volume variable (Y):

Table 3. Validity Test of Sales Volume Variable (Y)

Items	Corrected Item-Total Correlation (r count)	r Table	Description
P1	0,808	0,201	Valid
P2	0,684	0,201	Valid
P3	0,546	0,201	Valid
P4	0,566	0,201	Valid

Source: SPSS processed data 2023

Based on the results of the validity test of each statement item of the sales volume variable (Y) in the table above, it is known that all statement items, namely 4 statement items, are declared valid and suitable for use because the value of r count on all statement items> 0.201.

Reliability Test

After conducting the validity test, the next step is to conduct a reliability test on the statement items that have been declared valid. This test is carried out by looking at the alpha coefficient value (Cronbach's alpha score). The variable will be declared reliable if it has a value above 0.6. In the following table, we can see the results of the reliability test on the marketing mix variable (X) and the sales volume variable (Y):

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Criteria/Limit Value	Description
Marketing Mix (X)	0,973	0,60	Reliable
Marketing Mix (Y)	0,822	0,60	Reliable

Source: SPSS processed data 2023

Based on the reliability test results which can be seen in the table above, it is known that the alpha coefficient value (Cronbach's alpha score) of the marketing mix variable (X) and sales volume (Y) is greater than 0.60. The results show that all variables in this study have met the limit value criteria and are declared reliable and suitable for distribution to respondents.

Determination Coefficient Test

The coefficient of determination (R^2) is used to see the ability of the independent variable to explain the dependent variable. The greater the value of R^2 and the closer to one, the independent variable can provide all the information needed to predict the dependent variable. The following table is the result of the coefficient of determination test from this study:

Table 5. Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,855	0,730	0,727	0,927

Source: SPSS processed data 2023

The table above shows the results of the regression analysis as a whole. Based on the test results that have been carried out, the R value is 0.855 which indicates that the correlation or relationship between the marketing mix variable and the room sales volume at Harmoni Indragiri Hotel has a very strong relationship level of 85%.

Furthermore, based on the test results that have been carried out, it is also known that the R Square value is 0.730. This result identifies that sales volume as the dependent variable can be explained by the marketing mix as the independent variable by 73%, while the remaining 27% is explained by other factors not discussed in this study.

Simple Linear Regression Analysis

The model to see the effect of marketing mix variables (X) on sales volume variables (X) in this study uses simple regression analysis. The results of multiple regression analysis can be seen in the following table:

Table 6. Simple Regression Analysis

No.	Model	Regression Coefficient
1	Constant	4,030
2	Marketing Mix	0,116

Source: SPSS Processed Data, 2023

The results of the simple regression analysis in the table above, the regression equation can be obtained as follows:

$Y = a + bX$

$Y = 4.030 + 0.116X$

Based on the regression equation obtained, it is known that the constant is 4.030, which means that if the marketing mix variable is 0, the sales volume of the Harmoni Indragiri Hotel room is constantly worth 4.030. Furthermore, from the regression equation, it is also known that the marketing mix regression coefficient value is 0.116 and has a positive value, which means that if the marketing mix variable increases by 1%, it will provide an increase in the Harmoni Indragiri Hotel room sales volume variable by 0.116, or in other words, if the marketing mix carried out by the hotel is well managed and appropriate, it will be able to provide an increase in the sales volume of hotel rooms.

Hypothesis Test

Hypothesis testing is used to determine the extent of the relationship between one variable and another, whether the relationship affects each other or not. The hypothesis test used in this study is the t-test. Hypothesis testing with the t-test can be done by comparing the t-table value with the t-count. The t-table value is seen in the statistical table with a significance of 0.05/2 = 0.025 with n-k-1 degrees of freedom, where :

n: The number of samples

k: The number of independent variables used.

Based on this provision, the t table value is obtained = 93 - 1 - 1 = 91 = 1.986.

The statistical hypothesis formula in the t-test in this study is as follows:

Ho: Marketing mix variables consisting of product, price, place, and promotion have no significant effect on the sales volume of Harmoni Indragiri Hotel rooms.

Ha: Marketing mix variables consisting of product, price, place, and promotion have a significant effect on the sales volume of Harmoni Indragiri Hotel rooms.

The test criteria are as follows:

t-count < t-table then Ho is accepted and Ha is rejected

t-count > t-table then Ho is rejected and Ha is accepted

Based on the results of the t-test conducted using the SPSS program, the following results were obtained:

Table 7. Hypothesis Test with t-Test

Independent Variable	t count	t Table	α = 5%	Description
Marketing Mix	15,693	1,986	0,000	Influential

Sumber: Data Olahan SPSS, 2023

Based on the table above, it is known that the marketing mix variable (X) has a t-count> t-table value of 15.693> 1.986 with a significance value of 0.000 smaller than 0.05, which means significant. With these results, Ha is accepted and H0 is rejected, which means that the marketing mix variable affects the sales volume of Harmoni Indragiri Hotel rooms.

Based on the results above, the hypothesis which states "It is suspected that the marketing mix consisting of product, price, place and promotion has a significant effect on the sales volume of Harmoni Indragiri Hotel rooms" can be accepted.

1. CONCLUSION

Hotel Harmoni Indragiri Hilir has successfully implemented a very good marketing mix in increasing the sales volume of room services. This success reflects the positive response of consumers to the marketing strategy set, creating an atmosphere that makes them feel at home and tend to make repeat purchases at this hotel. The focus on the product and price dimensions is the hotel's strength, but there are weaknesses in the promotional aspects, especially for outside entrants who lack certain information. In providing advice, the author suggests that hotel owners conduct sales promotions and direct personal sales to increase purchasing decisions. In addition, strategies need to be directed at innovation, maintaining service quality, and understanding competition with similar businesses. Modification of products or services by adding a variety of room types and offering attractive discounts is also proposed to keep attracting consumer attention and maintain sales sustainability. For future research development, it is recommended to focus on improving promotional strategies, especially for external entrants, by utilizing social media and digital technology. It is also necessary to research consumer behavior trends in the digital era to understand market changes and adjust marketing strategies effectively.

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