

Service Marketing Mix Strategy in Attracting Customer Interest at Lawaka Ampana Hotel

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ABSTRACT

This study aims to determine the Service Marketing Mix Strategy in Attracting Customer Interest at Hotel Lawaka Ampana. The type of research used is qualitative. Data collection methods use observation, interviews, and documentation. The informants interviewed are business owners and several customers of Shoesseriious Palu. The results of the study show that (1) Shoesseriious Palu uses a 7P service marketing strategy (Product, Place, Price, Promotion, People, Physical Evidence, Process) in increasing the number of customers. The products are 5 types of rooms, namely, standard, superior, deluxe, grand deluxe, VIP, meeting room, prayer room, cafe and restaurant. The price list offered by Hotel Lawaka Ampana is, standard Rp. 365,000, superior Rp. 450,000, deluxe Rp. 535,000, grand deluxe 625,000, and VIP Rp. 700,000. Hotel Lawaka Ampana promotes itself through advertising, supplemented by social media platforms like Facebook, Instagram, WhatsApp, and TikTok. This is done to ensure that promotions reach all market segments. From the physical aspect, Lawaka Ampana Hotel combines the concept of garden and beach in Bali. Every physical evidence starting from the exterior and interior design is combined very attractively. Lawaka Ampana Hotel booking process: Come to the hotel by showing your ID card. The front office will record the guest's identity, choose the room according to your needs: standard, superior, deluxe, grand deluxe, and VIP. Pay attention to the facilities of each room, choose a secure and verified payment method, check-in at the hotel, show proof of booking and identity, and finally check-out

INTRODUCTION

Currently in Indonesia, business development is becoming increasingly competitive day by day, with almost everyone engaged in the trade of goods or services nearly every day (Eva Desembrianita et al., 2023; Wahyuni et al., 2018). Various life needs must be met, ranging from physical needs to psychological needs. Today's business competition must be consistent and transparent in efforts to meet consumer needs while companies maintain their corporate image amidst competition between companies (Politeknik Negeri Bali, Indonesia et al., 2023). One example is the service industry, where companies operating in the service sector, such as telecommunications, banking, transportation, and hospitality, are developing rapidly, resulting in increasingly intense competition among them (Amedia et al., 2024; Arnila et al., 2021). The development of the hospitality business in Indonesia progresses in line with advancements in tourism. The origin of hotel business growth occurs It occurred during the Dutch East Indies administration in Indonesia. (Anita et al., 2025) With the increasing number of Dutch and European people traveling to the Dutch East Indies, the demand for accommodation facilities was also felt to increase. In relation to this condition, hotels began to be established in port cities. (Alkotdriyah, 2024; Setiadi, 2023)

Various hotels, whether Sharia or conventional, one-star or five-star, compete to develop and improve their services and facilities in order to compete with their competitors and to maintain the company's image and consumer loyalty. (Bina Nusantara University et al., 2020; Supriadi et al., 2024) One of the things that distinguishes one hotel from another is physical facilities, processes, services, location, promotion, price, and products. Each hotel will strive to provide the best to add a different added value to its services and products for customers. Furthermore, this added value is what differentiates each hotel, giving individuals their own reasons for choosing a particular hotel over others. To achieve optimal results, the application of marketing management is needed to generate interest among consumers to stay (Kim et al., 2025; Utomo et al., 2023).

One of the marketing activities and an important factor in the marketing mix is promotion (Adam et al., 2023; Bryła et al., 2022). Competition in the hospitality business is not only based on the facilities offered, but promotional aspects also become one of the strategies that are quite effective in competing in the hotel industry. According to Tjiptono (2014), promotion is a form of marketing communication carried out by a company by disseminating information, influencing, and reminding the target market about its products so that they can accept them, purchase them, and are expected to remain loyal to the products offered by the company.

A successful company is a company that implements the 7P marketing mix concept, which includes Product, Price, Place, Promotion, People, Process, and Physical Evidence (Erfina Miftahul Jannah et al., 2023; Marni Aprilia et al., 2025). Modern marketing today prioritizes consumer satisfaction as the orientation for achieving company goals. Consumers satisfied by a company become a major asset for the company's sustainability, so it is necessary to

manage the quality of services offered to meet consumer satisfaction. Properly managed service quality will yield good results in fulfilling consumer satisfaction (Capra, 2000). The purpose of this study is to find out: 1. How service marketing mix strategies attract customer interest at Lawaka Ampana Hotel.

LITERATURE REVIEW

Service Marketing Strategy

Service marketing strategy is a component that should be properly, accurately, and consistently carried out by a company to reach the intended target market in the long term and the company's short-term goals under certain competitive conditions. A marketing strategy is selecting and analyzing the target market, which is a group of people to be reached by a suitable marketing mix that can satisfy that target market (Prabowo et al., 2021; Sulistyono, 2014).

Service marketing strategy is essentially a series of actions designed to achieve specific objectives. The concept of strategy initially originated from the military and was later adapted for use in various business organizations. Strategy involves setting the company's mission, organizational goals, and policies to enhance internal and external strengths to achieve desired objectives. Marketing strategy is a statement about how a brand or product line will achieve its goals. Marketing strategy is a comprehensive plan that provides guidance on the activities that need to be undertaken to achieve the company's objectives. (Rosida Panuki Adam, 2024, p. 50) Buchari Alma (2004, p. 5) outlines the objectives of marketing as follows:

1. To seek market balance between a buyer's market and a seller's market, distribute goods and services from surplus areas to deficit areas, and from producers to consumers, from owners of goods and services to potential consumers.
2. The main goal of marketing is to provide satisfaction to consumers. The goal of marketing is not commercial or profit-seeking. But the primary goal is to provide satisfaction to consumers. With this goal of providing satisfaction, marketing activities involve various producer institutions. Marketing Mix Concept The marketing mix can be defined as a collection of marketing tools used by a company to achieve its objectives in target markets. This definition highlights the importance of integrating the main marketing elements in a coordinated manner to achieve success in marketing products or services in the intended market. (Rosida Panuki Adam, 2024, p. 168) The marketing mix is a strategic combination of marketing tools used by companies to achieve their objectives in target markets.

This concept emphasizes the importance of carefully considering and managing the four key elements to develop an effective marketing strategy. Elements This includes product, price, place (distribution), and promotion. (Eva Desembrianita et al., 2023; Rosida Panuki Adam, 2024, p. 168) However, the marketing mix continues to undergo a paradigm shift due to increasing complexity, development, and interest in service marketing (Chaffey & Smith, 2017; Erdogdu, 2007). Therefore, Boomer and Bitner proposed an additional

service marketing mix that includes Participant, Physical Evidence, and Process. As a result, the service marketing mix becomes the 7Ps: (1) Product, (2) Place, (3) Price, (4) Promotion, (5) Participant, (6) Physical Evidence, and (7) Process. (Sulistiyono, 2014)

1. Product

This includes all types of goods or services offered by a company to the market. The design, quality, features, and benefits of the product must be crafted in such a way as to meet the needs and desires of the target consumers.

2. Price

Setting the right price is a key factor in determining market acceptance of a product. The price should reflect the value the product provides to consumers, while also considering production costs, desired profit margins, and competitor prices in the market.

3. Place/Distribution

This includes all activities related to how the product or service is distributed to the end consumer. Choosing effective distribution channels, such as through retail, wholesale, or e-commerce, ensures that the product can be easily and efficiently reached by consumers.

4. Promotion

Promotion includes all marketing activities aimed at increasing awareness, interest, and product purchase. This includes advertising, sales promotion, public relations, direct marketing, sponsorships, and various other strategies to reach and influence potential consumers (Pradaka & Fachri, 2024; Yulida et al., 2023).

5. People (Participant)

People or participants are all individuals who play a role in service delivery that can influence perception. People who interact directly with consumers in providing services are an important part of building loyalty. The knowledge and abilities of humans working in accordance with the company's goals are very important assets for achieving success.

6. Physical Evidence

According to Kotler, physical evidence is the evidence possessed by service providers that is aimed at consumers as a value-added proposition. Physical evidence is the tangible form offered to customers. In fact, there are no physical attributes for services, so consumers tend to rely on material cues.

7. Process

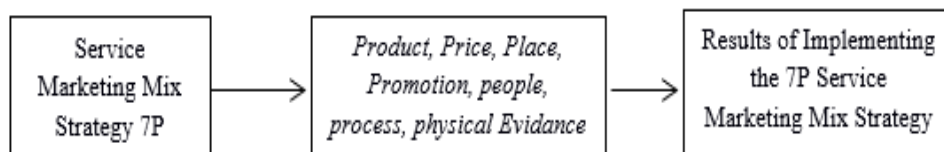
The operation or production process is the most important factor for high-contact services consumers, where they often also play the role of co-producer of the respective service.

Hotel Concept

Hotel business involves providing accommodation in the form of rooms within a building that is equipped with various services including food and beverages, entertainment activities, and other facilities that can be used to generate profit. (Pamenrekraf, 2014). According to the American Hotel and Motel Associations (AHMA) in the journal by Soewarno et al. (2021), a hotel is defined as a place that provides accommodation, food and beverages, and other services for rent to people and guests who wish to stay temporarily.

A hotel is a company that focuses on the service industry and has the concept of combining a product with services (Najib et al., 2022; Teressa et al., 2024). There are different products commonly offered by accommodation or hospitality providers, including hotel architectural design concepts, interior and exterior of the building, rooms and restaurants, hotel room atmosphere, hotel catering facilities, and all facilities contained within (Kim et al., 2025; Supriadi et al., 2024). Based on this definition, it can be said that a hotel is a form of accommodation built for commercial purposes, providing lodging, food and beverages, as well as other services, and having the concept of combining products with services required by tourists, managed commercially. This means providing services, usually also referred to as "Product," to potential consumers with the aim of achieving the highest possible profit. (Ihyana Hulfa, 2022, p. 2)

Conceptual Framework



METHODOLOGY

Research Approach

The qualitative research approach is an approach that emphasizes a deeper understanding of a problem rather than viewing issues for generalized research. The qualitative approach is research that finds the true condition of the object being studied. Lexy J. Moleong states that qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and observed behaviors. (Lexy J. Moleong, 2018, p. 3) The aim of the qualitative research approach is to analyze a problem in depth. Qualitative research functions to provide substantive categories and qualitative research hypotheses. The type of research conducted by the researcher is field research using qualitative research methods. Technically, the researcher goes directly into the field, which involves observing how the marketing mix strategy is carried out by Lawaka Hotel.

1. Data Collection Methods

In qualitative research, data collection is carried out in a natural setting, using primary data sources, and the data collection techniques mostly involve participant observation, in-depth interviews, and documentation. (Sugiono, 2014, p. 225) Data collection methods can be conducted in three ways, namely: (Lexy J. Moleong, 2018, p. 44) 1. Observation Method Observation is a data collection method where the researcher collects data by directly observing the object being studied.

2. Interview Method

In this study, in-depth interview methods are used based on the technical criteria of interviews. The interview method employed is a guided free interview, where the interviewer only brings a guideline that outlines the main topics to be asked. Interviews are not always conducted in a formal setting, but also include accidental questions in accordance with the flow of conversation. This interview

is conducted to support the data obtained and is intended for owners, staff, and visitors of Hotel Lawaka.

3. Documentation Method

Documentation is a complementary study to the use of observation and interviews in qualitative research. In this data collection method, the researcher uses documentation by gathering sources of data from documents, pictures, and recordings available at Hotel Lawaka.

Testing Data Validity In checking data validity, the researcher uses the triangulation method, which is the examination of data validity by utilizing something outside the data for the purpose of checking or comparing with the data itself. Triangulation consists of three parts, namely data triangulation or source triangulation, method triangulation, theory triangulation, and researcher triangulation. Data checking in qualitative research is necessary to obtain validity and the level of credibility of the obtained data. (Lexy J. Moleong, 2018, p. 330)

Hotel Lawaka Ampana, located at Jl. Tanjung Lawaka No. 110 Dondo Barat, is a hotel facility established by H. Zainuddin K. Pallu. Initially, Hotel Lawaka was only used as a place for guest accommodation. However, over time, Hotel Lawaka Ampana has provided cafe and restaurant facilities. The number of employees at Hotel Lawaka Ampana is 18 people with the following job structure and functions:

a. General manager/Owner

Responsible for leading the hotel, managing SOPs, and setting strategic planning.

b. Accounting

Responsible for recording the hotel's income and expenses. The accounting department is responsible for creating financial reports.

c. Receptionist

Responsible for guest reception, room reservations, and performing check-in and check-out procedures.

d. House keeping

Responsible for all cleanliness, tidiness of the room, and the comfort of guests while using hotel facilities.

e. Laundry

Responsible for cleaning hotel linens, curtains, and bed sheets.

f. Kitchen

Responsible for providing and managing the food ingredients in the hotel restaurant.

g. Security

Responsible for maintaining and controlling hotel security so that guests feel safe and comfortable.

h. Gardener

Responsible for maintaining and beautifying the garden within the hotel premises. Hotel Lawaka Ampana, in its service marketing activities, is guided by the application of the elements and concepts of the marketing mix. This is done to strive to provide the best services while also comparing the quality of products from its competitors. The seven elements of the marketing mix are Product, Price, Place, Promotion, People, Physical Evidence, and Process.

RESULTS AND DISCUSSION

Product

Hotel Lawaka Ampana provides the best products for all segments to meet guests' needs. Hotel Lawaka Ampana offers 5 types of rooms: standard, superior, deluxe, grand deluxe, and VIP. Guests or visitors can choose rooms according to their needs. The rooms offered also have quality, spaciousness, complete facilities, and Instagram-worthy interior design. This is what attracts not only guests but also visitors who just want to take photos. Besides offering hotel rooms for accommodation, Hotel Lawaka Ampana also offers meeting facilities, a cafe, and a restaurant located by the beach. The food and drink menu is varied but still halal to consume. This is what adds value and attraction for guests to visit Hotel Lawaka Ampana.

Price

Price list What is offered by Hotel Lawaka Ampana are: standard Rp. 365,000, superior Rp. 450,000, deluxe Rp. 535,000, grand deluxe Rp. 625,000, and VIP Rp. 700,000. Room pricing is adjusted according to market rates, competitors, and consumer preferences. However, hotel room rates may change due to several conditions. Based on interviews with the hotel staff, although the price list and room facilities differ, the comfort experienced remains maintained.

Place/Location

The Shoesserious Palu shoe laundry outlet is located at Jl. Tanjung Lawaka No. 110 Dondo Barat, Ratolindo District, Tojo Una-Una Regency, Central Sulawesi Province. Based on the interview results, hotel location selection is based on several considerations: Strategically located, the place is easily accessible because it is close to the Trans Sulawesi road. Lawaka Ampana Hotel is located in the center of Ampana city.1) Parking Area, it has spacious parking facilities. The hotel's parking area is located in two places, namely in front of the hotel and next to the cafe and restaurant.2) Beautiful view, Lawaka Ampana Hotel offers a beautiful view because it is located by the beach. With these considerations, the hotel can be said to be strategic.

Promotion

In terms of promotion, Lawaka Ampana Hotel conducts promotions through advertising, which involves visualizing images, words, or videos in the form of banners, billboards, and brochures. This is complemented by social media platforms such as Facebook, Instagram, WhatsApp, and TikTok. This is carried out so that the promotion can reach all market segments. According to interviews with hotel staff, social media plays an important role in marketing strategy, particularly in the promotional aspect. Through social media, tourist

guests can see services wrapped in interesting content, which then leads to the next stage of booking hotel facilities.

People

A hotel will be in demand if it is supported by quality human resources. It is these human resources who will later be directly involved in hotel operations. The work culture implemented must reflect behavior, ethics, and rules in accordance with human norms. From the staff's attire to how guests are received, everything is regulated in hotel operations. This is done so that guests have confidence in the hotel. In terms of development, Hotel Lawaka Ampana implements employee skill training to improve and upgrade employees' skills.

Physical Evidence

Based on the observation results, Lawaka Ampana Hotel combines garden and beach concepts similar to those in Bali. Every physical detail, from exterior to interior design, is blended very attractively, making guests and visitors feel like they are vacationing at a luxurious beach. Moreover, guests really enjoy the Instagrammable spots at every corner of the hotel.

Process

Guest or visitor reception procedures at Lawaka Ampana Hotel: 1) Arrive at the hotel and show your identification card. The front office will record the guest's identity. 2) Choose a room according to your needs: standard, superior, deluxe, grand deluxe, and VIP. Pay attention to the facilities in each room. 3) Select a safe and verified payment method. 4) Hotel check-in. Show booking confirmation and identification. 5) Check-out. Take all your belongings without leaving anything behind.

CONCLUSIONS

Referring to the results of interviews and observations conducted by the researcher, it was concluded that the marketing strategy implemented by Hotel Namira involves engaging all employees in the marketing mix 7P (place, price, product, physical evidence, process, people, and promotion). The products include 5 types of rooms: standard, superior, deluxe, grand deluxe, VIP, as well as meeting rooms, a mushallah, a cafe, and a restaurant. The price list offered by Hotel Lawaka Ampana is: standard Rp. 365,000, superior Rp. 450,000, deluxe Rp. 535,000, grand deluxe Rp. 625,000, and VIP Rp. 700,000. Room pricing is adjusted according to market prices, competitors, and consumer preferences. The hotel's location is very strategic because it is in the city of Ampana, making it easy for guests to visit the hotel. In determining employees, work ethic and discipline are prioritized. The work culture applied must reflect behavior, mistakes, and rules according to human norms, from staff dress code to receiving guests. In terms of promotion, Hotel Lawaka Ampana carries out promotions through advertising, supplemented by social media such as Facebook, Instagram, WhatsApp, and TikTok. This is done so that the promotions can reach all market segments. In terms of physical evidence, Hotel Lawaka Ampana combines garden and beach concepts from Bali. Every physical evidence, from exterior to interior design, is combined very attractively. Booking process at Hotel Lawaka Ampana: Arrive at the hotel with an identity card. The front office will record guest information, select a room according to needs: standard, superior, deluxe, grand deluxe, and

VIP. Pay attention to each room's facilities, choose a safe and verified payment method, check in at the hotel, show booking confirmation and identification, and finally check out.

RECOMMENDATIONS

After conducting research on service marketing strategies to increase visitors at Hotel Lawaka Ampana, suggestions were made. The researcher recommends optimizing promotions and creating engaging content to be shared across various social media platforms. Collaborating with parties that support the hotel's brand is also advised. This will increase social media followers and enhance guest trust in the hotel.

FURTHER STUDY

This research still has limitations so that further research is needed on the topic of Service Marketing Mix Strategy in Attracting Customer Interest in order to perfect this research and increase insight for readers and writers.

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