



**THE INFLUENCE OF PRICE, PROMOTION, AND LOCATION
TOWARD CUSTOMER DECISION TO STAY AT BOSSOTEL
CHIANGMAI THAILAND**

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ABSTRACT

The rapid development of the hospitality industry in Chiangmai Thailand adds to the tight competition between hospitality companies, where every company is competing to attract customers through superior bids compared to competitors and retaining customers.

The purpose of this research is to find out the influence of price, promotion and location of customer decisions stay at Bossotel Chiangmai. The population is the customer who stayed at the Bossotel Chiangmai. Data is the primary data (obtained from the questionnaires). The sampling technique used simple random sampling method, the research sample is 105 people. The analysis technique has been carried out by using multiple linear regressions.

The results of the examination show that each variable such as price, promotion and location have a significant and positive influence to the customer decisions to stay at Bossotel Chiangmai Thailand. This condition shows the better pricing strategy applied, the existence of the hotel and the level of promotion made by the hotel will increase the decision of people to stay at the hotel.

Keywords: price, promotion, location, customer decision.

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CHAPTER I

INTRODUCTION

1.1 Statements of the Problem

The increasing number of tourist arrivals in Chiangmai boosts the number of accommodation services with the growing growth of tourist arrivals in Thailand, so most of the city in Chiangmai province which has potential as a business city is certainly very favorable for the popular service providers in some urban areas in Chiangmai province one of them is hotel industry.

This hotel is an accommodation agent that provides lodging services. Evident from the data obtained, the number of tourists coming to Chiangmai Thailand from the period 2013 to 2017 has increased significantly, this is due to many factors pusher owned by Chiangmai, especially with its position as the second largest business center in Thailand because of the natural state of being strategic attention for the tourists who come. The rapid development of the hospitality industry in Chiangmai adds to the intensity of competition between hospitality companies, where every company competes to reach consumers through superior offerings compared to competitors and retain customers.

In every business competition the hotel company should still pay attention to every service user, because every service offered greatly influence the consumer to become the potential customer and expected to reuse service which have been offered. The hotel company should also be able to provide better quality services to consumers, a good service for every service user.

Bossotel Chiangmai is an exotic and quite elegant three star hotel located in Chiangmai. A practical blend of Western comfort and Asian hospitality in a quiet location. Bossotel Chiangmai offers modern facilities, comfortable spacious rooms including Superior rooms, Deluxe rooms, panoramic rooms and living rooms for individual travelers and families. All rooms are well equipped and include wireless internet, air conditioning, television, telephone, refrigerator and hairdryer. Hotel facilities include swimming pool, indoor gym, spa and massage services, E-rooms with internet workstations, mini library, free bicycle cycle, and more. The daily international buffet breakfast is served at Rod Sabieng's restaurant not only in Rod Sabieng restaurant offering authentic Thai cuisine. As well as dining in the room with room service. For business or pleasure, the bossotel is an ideal meeting place and as a convenient temporary home replacement.

Judging from the advantages it has, this hotel is quite worth juxtaposed with other star hotels to play in the lodging services industry. Bossotel Chiangmai has very close competitors such as The Imperial Mae Ping Hotel, Shangri-La Hotel, Hotel Duangtawan, Muslim hotel, and Oasis hotel in Chiangmai bold enough to compete with other hotels. Therefore, the hotel is required to be more creative in setting the right strategy to fight consumers. A strategy that can be used to compete is marketing.

The hotel does several things that can be done to attract consumers, one of them with pricing policy. Price policy is a very important determining factor that must be decided in terms of the target market, the mix of products and services

provided, and the competition it faces. Price is one of the most important attributes evaluated by consumers, and managers need to be aware of the role of prices in the formation of consumer attitudes, (Mowen and Minor 2009: 318). Therefore, in determining the price the firm should be able to determine the selling price in accordance with the market share intended for the sale of service products and increasing market share. In certain situations, consumers are very price sensitive. So if the price is relatively higher than its competitors, then it is likely to eliminate the product from consumer considerations.

Promotional factors can also influence consumer behavior in making purchasing decisions. Promotion is a means by which companies inform, persuade, and remind consumers directly or indirectly about the products and brands sold. Kotler and Keller (2009: 172). How the right strategy through advertising, sales promotion, public relations marketing, direct sales of personal marketing. Djaslim Saladin (2007: 128). Promotion is basically an effort to introduce products to consumers. Promotional activities not only serve as a communication tool between companies and consumers but also as a tool to influence consumers in the purchase or use of services in accordance with the wishes and needs. A hotel in general has a product in the form of main facilities as a service product that is room, or supporting facilities such as swimming pool, restaurant, laundry and others. The facility itself can not be a decisive factor in determining the choice of customers to stay at the hotel, but the location is also an important consideration in determining the location, whether its location is close

to a shopping center, close to an office or location that tends to calm with precise priorities.

In addition to location or place factor for each business is an important task for marketers, because wrong decision can lead to decision making that can fail before the business starts. Site selection has a strategic function because it can participate in determining the achievement of the goals of the business entity. The location is easy to reach by consumers and close to the crowd is the right location for business. Choosing a trading location is an important decision for a business that must persuade consumers to come to the business place in meeting their needs. Location is a place to run a business and is an important factor in the success or failure of a business. (Tjiptono, 2002). Consider how access, visibility, traffic, parking, overlays. (Tjiptono, 2002). Bossotel Chiangmai is located on Rot Fai Road 10/4, Chiang Mai 50000 Thailand. Next to Railway Station, Chiang Mai. Bossotel location is a very strategic choice road like Night Bazar. The Wu Alai market and Taepae market are three kilometers away while the Warorot and Nim man markets are a 15-minute drive from Bossotel. Not only that the choice of tours such as Doi Inthanon and Doi suthep 23 km, Park Kingdom and Night Safari 16 km while Borsang umbrella is only 8 km.

Based on the above background, the authors are interested in conducting research entitled "The Influence of Price, Promotion, and Location Toward Customer Decision to Stay at Bossotel Chiangmai Thailand".

1.2 Formulation of the problem.

Based on the above background at once in the framework of discussion of the problem, then the formulation of the problem in this study are as follows.

1. Is there a simultaneous influence between price, promotion and location on the customer's decision to remain in Bossotel Chiangmai?
2. Is there a partial effect between price, promotion and location on the customer's decision to remain in Bossotel Chiangmai?
3. Which of the prices, promotions and locations dominantly influence the customer's decision to remain in Bossotel Chiangmai?

1.3 Research Objectives.

A research conducted certainly has several goals. The purpose of this research is.

1. To know the simultaneous effect of price, promotion and location on customer's decision to stay at Bossotel Chiangmai.
2. To determine the partial effect of price, promotion and location on the customer's decision to remain in Bossotel Chiangmai.
3. To find out among the prices, promotions and locations that have a dominant influence on customer decisions to stay at Bossotel Chiangmai.

1.4 Benefits Research.

Benefits of this research are:

- a. For Author

Can apply the knowledge about marketing and the processing of further knowledge that becomes a valuable experience

b. For companies

The result of this study can be used as information and consideration for companies in determining policy, and forming an optimal and efficient strategic of marketing and this information is also useful for detecting problems and improving the quality of Bossotel Chiangmai.

c. For further academic.

The result of this research will be used as inputs for the parties concerned to open the mindset in order to use the information and development of information for education.

1.5 The Power of Learning

An important strength of this research is to provide further understanding of the relationship of variables that have been studied previously. With the research is expected to find the problems and can form an effective and efficient strategy focuses on customer decisions to choose bossotel Chiangmai as the right choice decision and can survive to be able to compete with well-known hotels in Chiangmai and can improve the quality and profit of the company. It is therefore important to predict the level of knowledge about how a good marketing system is. The analysis describe the relationship of variables that can influence customer decisions.

1.6 The importance of Learning

Despite these limitations, this study offers a significant contribution to social change, a potentially positive culture of marketing to companies. Much research is done but only focuses on comparing the various factors that impact on marketing. This study focuses on the significant effects of all three variable prices, promotions, locations with customer decisions in three different levels. Previous research only included causes that were only partially incomplete in their study, while the study included all Chiangmai bosses. Feedback is something that tells people that they need to improve. Everyone needs feedback to keep the good strategy from deteriorating and bad strategies from perpetuating. feedback should be relevant, accurate, easy to understand and provided on a regular basis (Mager, 1992; Rummler & Brache 1995)

1.7 History “Bossotel Hotel” Chiangmai

Mr. Chomsak Techottiasnee is owner of Bossotel. Bossotel Chiangmai was built in 2008. Mr.Chomsak has many businesses in addition to hospitality business, he also owns property business and likes to collect luxury homes. Location Bossotel Chiangmai is right in front of Railway Station Chiangmai 10/4 Rot Fai Road, Muang Chiangmai 50000 Thailand



Figures 1.1

Bossotel has several room types, namely Classic Room and Modern Room. Classic Room consists of superior room and deluxe room. Modern room consists of panoramic room, family room. Each has either a king bed or twin beds. Not only that, Bossotel also has other facilities. Bossotel Chiangmai is a 3 star hotel. Although so many foreign tourists come to stay at Bossotel Chiangmai.

1.8 Summary

Based on on-site research that the increasing number of tourist visits in Chiangmai encourages the growing number of accommodation accommodation services in Chiangmai, therefore Bossotel Chiangmai is required to be more creative in building winning strategies to compete with customers. This research will provide information on whether there is influence between price, location and promotion with customers who stay at bossotel chiangmai. the following systematic chapters will be described as follows.

CHAPTER I : INTRODUCTION

Contains background issues, research objectives, benefits
research and additional information.

CHAPTER II : LITERATURE REVIEW

Contains the theoretical basis in which the hypothesis and analysis formulation in this study.
Thereafter described and conceptual frameworks of the study include literature on promotion, price, place and then cosumen decisions.

CHAPTER III : RESEARCH METHODOLOGY

Contains studies of operational variables and definitions, population and sample determination, data types and sources, data collection methods, frameworks and hypotheses and analytical methods used in analyzing data.

CHAPTER IV : RESEARCH RESULTS

Contains procedures and descriptions of object research, data analysis, and discussion.

CHAPTER V : CONCLUSIONS RECOMMENDATIONS

Contains conclusions, results, and suggestions

CHAPTER II

REVIEW OF LITERATURE

2.1 Introduction about Marketing

Marketing in a company plays a very important role, where marketing is one of the activities undertaken to maintain the survival of the company. In general, marketing includes activities such as sales activity, marketing research, distribution channel planning, pricing policy planning, promotional policies, and so on. Marketing is also an activity that the company does in meeting the needs and desires of consumers. In everyday life we are constantly surrounded by the marketing efforts of companies trying to market the products and services they offer. All these efforts are done so that consumers are interested in their products and ultimately want to make a purchase.

According to the American Marketing Association (AMA) in Kotler and Keller (2009: 5) marketing is an organizational function and set of processes to create, communicate and deliver value to customers and to manage customer relationships in ways that benefit the organization.

2.1.1 Marketing Management

Companies need a variety of ways to be able to organize marketing activities to fit the corporate goals that have been set, so that required an arrangement or management in this case is marketing management. According to Stanton by Djaslim Saladin (2007: 3) understanding of marketing management is an analysis, planning, implementation and control

program designed to create, build, and maintain profitable exchanges with target markets with the aim of achieving organizational goals. In addition, according to Kotler and Keller (2009: 5) marketing management is the art and science of choosing target markets and acquiring, maintaining and developing customers by creating, delivering and communicating superior customer value. From the above definition can be seen that marketing management as a process that includes planning analysis, implementation and control, and products or services based on exchange and aims to generate satisfaction to the parties involved in it.

2.1.2 Marketing Mix.

The marketing mix as a concept was first pioneered by Borden in the 1960s. The marketing mix consists of: Product, Place, Price, Position, Promotion and Target. According to Kotler (1997: 92), the marketing mix is a number of marketing tools that companies use to convince targeted marketing or targeted market targets.

So the marketing mix in the service industry is a set of marketing variables used by firms to influence market demand for demand for goods and services produced by companies. According to Yazid (in Nugroho, 2008) marketing mix is the four components in marketing consisting of 4P Because marketing is not an exact science, marketing mix theorists are also developing. In its development, also known as 7P consisting of products, prices, places, and promotions that in its development now, have experienced addition to:

people, physical evidence, and process next will be described every element of service marketing mix, as follows:

1. Products

Product is an important element in marketing program. Product strategy may affect other marketing strategies. Buying products is not just for having products but also to meet the needs and wants of consumers. According to Alma (in Swastini 2006: 20) states that the product is not only shaped something real but also something that is not shaped all of this to meet the needs and desires of consumers. Understanding the product according to Kotler (2002: 13) is any offer that can satisfy the needs and desires. Manufacturers in marketing the product must determine the target market segment, and know what the wants and needs of consumers and wherever may be satisfactory.

2. Price

According to Payne (2000: 171) price plays a very important part in the service marketing mix, as the price provides income for the business. Meanwhile, according to Yoeti (1999: 29) the price set for the resulting product will be the basis of supply for a particular target market. Prices will be influenced by corporate objectives, market competition, operational costs, and external factors such as economic conditions. So it can be concluded that the notion of price is the amount of value to be paid in buying goods or services.

3. Place

Kotler (2000: 96) states that "The distribution channel consists of a set of institutions that perform all activities used to channel the product and the status of its owner from producer to consumer". Based on the above definition can be interpreted that a good distribution channel is the entire activity or function to move the product accompanied by the right of the owner from the producer to the end consumer or industrial users. Offers distribution with the ease of acquiring products in the market and available when consumers search for them. Distribution shows the various activities the company undertakes to make the product or service available and available to targeted consumers.

4. Promotion

Promotion is the activity of communicating information from the seller to the consumer or other parties in the sales channel to influence attitudes and behavior. Through advertising a company directs persuasive communication to target buyers and the public through media called mass media such as newspapers, magazines, tabloids, radio, television and direct mail (Baker, 2000: 7). Promotional media that can be used in this business include (1) Advertising, (2) Sales promotion, (3) Publicity and public relations, and (4) Direct Marketing. Determination of promotional media to be used based on the type and form of the product itself. Meanwhile, according to Yoeti (2002: 114) promotion is an attempt to notify the products to be offered to prospective tourists who are targeting the market. It can be concluded that the promotion is to provide information, attract attention and then provide an

effect of increased sales through communication made by the company to consumers

5. People

Participants here are employees of service providers and direct or indirect sales involved in the service process itself, including receptionists, waiters, and beauty therapists (Sumanto, 220). According to Kotler (2002: 112) personal is the process of selection, death, and employee motivation that can later be used as a differentiation company in meeting customer satisfaction. Meanwhile, according to Boom and Bitner (2000: 234) personnel are actors who take part in service presentation and in this case affect buyer's perception. Included in this element are company personnel and consumers. So it can be concluded that the person is all the actors who participate in the presentation of the service into a clue about the characteristics and quality of service to be accepted by consumers.

6. Physical evidence

The physical environment is a condition or condition where it also includes the atmosphere of the hotel which is where the guest services operate during their stay and rest. The physical environment is the most visible aspect of the situation. In this case what is meant by this situation is the geography and environmental institutions, decorations, rooms, sounds, smells, light, weather, leveling and visible layout or important environments as objects of stimulation (Belk 1974 in Assael 1992).

Based on the seven elements of the marketing mix which are key to success for the hotel such as the completeness of ready-to-offer services, strategic location, friendliness and service effectiveness, adequate parking space and other facilities that support consumer convenience such as lobby for cool spaces and proper lighting. Physical evidence means that consumers will see the real state of the objects that produce the service. External physical evidence such as exterior design, parking lot, park, and environmental atmosphere. While the internal physical evidence such as equipment, spatial arrangement, air freshness and temperature. Evidence of other evidence for certain companies such as business cards, stationary appearances, brochures and employee uniforms (Alma, 2000 in Swastini, 2006: 25).

According to Kotler (2002: 124) the physical evidence is owned by the service provider and addressed to consumers as the proposed added value. According to Yazid (2005: 20) physical evidence is the physical environment in which the service is delivered and where the company and its consumers interact and each tangible component facilitates the appearance or communication of the service. So it can be concluded that physical evidence is a concrete manifestation that can be offered in the process of offering a product or service to potential customers and consumers that can be perceived and then viewed the actual assessment.

7. Process

According to Wright (2002: 13) explains that the process is a method of operation or a series of actions necessary to present good products and

services to customers. According to Payne (2000: 210) the process of creating and delivering services to customers is a key factor in the marketing mix, as service customers will see the service delivery system as part of the service itself. All work activities are a process. This process includes the service mechanisms, procedures, schedules of activities and routine services provided to customers. So it can be concluded that the process is all the actual procedures, mechanisms, and flow of activity by which the service is delivered which is the system of presentation or operation of the service.

2.1.3 Definitions and Characteristic of Service

According to Kotler (2009), service is any action or action offered by a party to another party that is essentially intangible (not physical) and does not result in ownership of something. Services are all economic activities whose results are not in the form of physical or construction products that are commonly produced and consumed simultaneously and provide added value (eg comfort, entertainment, pleasure or health) of consumers Lupiyoadi (2011: 6). From the above definition, the service described in general is any action or action offered to a party to another party in which the consumer acts as a co-producer and the product being offered may be a physical or non-physical product, where if the product is the physical product will experience some changes so that in addition to satisfying the desires of customers, add value and not generate any ownership. Companies that provide service operations are those who provide products to consumers, whether real or not, such as transportation, entertainment, restaurants, hotels, and education.

According to Kotler and Armstrong (2010), companies should consider four specific service characteristics when designing a service marketing program.

a. A thing can not be understood

Service can not be seen, felt, heard or supported before purchasing. To reduce uncertainty, buyers seek the quality of the places, people, prices, equipment, and communications they can see, therefore, the service provider's job is to make real services in one or more ways.

b. Inseparability

The service can not be separated from the provider, whether the provider is a person or machine. When service employees provide services, employees are part of the service because the customer is present when the service is in production as a co-producer, the interaction of the customer service provider is the specific nature of the service marketing, both the provider and the customer will affect the results of the service.

c. Service Variability

Quality of service depends on who provides the service, the time, place, and how they are provided. According Tjiptono (2007) there are three factors that cause service variability, namely:

- 1) Performance or customer participation during service delivery
- 2) Motivate employees in serving customers
- 3) Company work load.

d. Durable

Service can not be saved for future sale or usage. Service inability is not a problem when demand always exists, but when demand fluctuates, companies often experience difficult problems. Therefore service companies often devise strategies to adjust demand with better supply.

2.2 Price

According to Kotler and Armstrong (2008: 345), the price is the amount of money levied on a product and service or the amount of value exchanged by the customer to benefit from owning or using a product or service. price is an important element in a company where the price of the company will earn income for the sustainability of the company. In addition, the price is very decisive or affect the market. In today's increasingly tough business competition and growing number of new businesses in the same or similar field, it requires companies to set prices for the products or services they sell appropriately. Price competition greatly affects whether a company faces a competitor or not.

Price is the only element of the marketing mix that generates sales revenue, while other elements are just cost elements. Although price is an important issue, there are still many companies that are less than perfect in handling pricing issues. Price fixing is always a problem for any company because this pricing is not the absolute power or authority of an entrepreneur. In determining the price need to be considered factors that affect it either directly or indirectly. Factors that directly

affect the price of raw materials, production costs, marketing costs, the existence of government regulations, and so forth. Indirect factors are the price of similar products, the influence of prices on the relationship between substitution and complementary products, discounts for dealers and consumers (Kotler, 2008).

2.2.1 Pricing Objective

The purpose of pricing is the selection of companies in the general price level applicable to certain services relative to the competitor's price level, and has an important strategic role in supporting the application of marketing strategies (Tjiptono, 2006). According to Kotler and Keller Bob Bahran (2009: 76), there are five main goals in setting prices.

1. Ability to Survive.

Firms pursue survival as their primary goal if they experience overcapacity, intense competition, or changing consumer desires. As long as prices cover variable costs and fixed costs, the company remains in business.

2. Maximum current earnings.

Many companies try to set prices that will maximize current profits. The Company estimates the demand and costs associated with an alternative price and chooses a price that generates current profits, cash flow, or return on the maximum investment.

3. Maximum Market Share.

The company believes that the higher the sales volume, the unit cost will be lower and the higher long-term profit. The firm sets the

lowest price assuming the market is price sensitive. Market penetration pricing strategies can be applied in a market condition. The market is very sensitive to prices and low prices are driving market growth.

2.2.2 Pricing Method

The Company chooses a pricing method that includes one or more of these three considerations. According to Kotler and Keller (2009: 83), there are six methods of pricing, the following explanation:

1. Mark Up Pricing

The most basic pricing method is to add standard product cost markup. Until now the price of markup is still popular because the seller can determine the cost is much easier than estimating demand, then the price tends to be the same and the price of the cost of competition plus the price is fairer for buyers and sellers.

2. Target Price Purchase Rate

The firm determines the price that will result in a return on its target investment.

3. Price Assumption Value Price

Assumed values consist of elements such as buyer image of product performance, channel delivery capability, quality assurance, customer support, and less dominant attributes such as supplier reputation, trust and self-esteem.

4. Price value

The method that creates low prices to consumers to attract the attention of consumers by not neglecting the quality of the company's products.

5. Going-Rate Price

Companies base most of their prices on competitive prices, charge the same price, more expensive or cheaper than the price of major competitors.

6. Auction Type Price

The type of auction price is made to remove more inventory or used goods. The company should set the price for the first time when the company develops or acquires a new product, introduces the product to a new channel or distribution area, and when the company will enter the auction on a new contract. This is done so that corporate goals can be achieved.

2.2.3 Price Consideration In Pricing

According to Lupiyoadi (2006), prices need to be translated into a service pricing program by considering the following factors:

1. Price Quotation Elasticity

The effectiveness of a pricing program depends on the impact of price changes on demand, therefore changes in unit sales as a result of price changes need to be known. However, price changes have a double impact on the company's sales revenue, ie changes in unit sales and changes in revenue per unit. So managers should not only focus on market

price sensitivity, but also consider the impact of price changes on total revenue.

2. Competition Factor

Competitor's reaction to price changes is one of the important factors that every company needs to consider

3. Cost Factor

The company's cost structure (fixed costs and variable costs) is a key factor that sets lower price limits.

4. Product Line Factor

The company can add its product line to expand the served market by expanding the line in the form of vertical extension (vertical extension) and horizontal extension.

5. Other consideration factors

Other factors that should also be considered for designing a pricing program include a political and legal environment, such as regulation, taxation, consumer protection.

Further Sulastiyono (2006) states that the factors used as material calculation and consideration in the pricing of services in research are:

1. Room Production Cost

That is the overall cost incurred to prepare the room to be sold to consumers.

2. Additional Facilities

That is additional accessories outside the room facilities provided to consumers.

3. Management Policy

That is the management provisions issued by each company.

4. Competitors

That's how companies respond to competitors in the field of hospitality. The set of prices is basically tailored to producer expectations.

The price usually also reflects the quality of service of the accompanying product, reflecting the prestige and so on.

The price factor is the factor that is first noticed, then adjusted to its own ability. High levels of competition between companies or similar businesses, making consumers price sensitive. When prices are raised, consumers tend to move to another company. According to Kotler and Armstrong (2008: 278), there are four indicators that characterize the price, namely: affordability, price feasibility with product quality, price competitiveness, price adjustment with benefits.

2.3 Promotion

Promotional activities within the company are the most important part other than other variables such as product, price, and distribution channel. A product will be useless if it is not sent to the consumer. Promotion is a marketing variable created to introduce a company product to a consumer in the target market. Therefore, promotion is the initial form of communication between companies

and consumers as well as one of the media to introduce products to consumers to know the existence of the company's products.

According to Kotler and Keller Bob Bahran (2009: 172), promotion is a means by which companies inform, persuade, and remind consumers directly or indirectly about products and brands sold. According to Basu Swastha (2009: 237), the idea of promotion is seen as a flow of information or one-way persuasion made to direct a person or organization into action that creates an exchange in marketing.

From the above definition can be seen that the promotion of marketing tools used by companies to introduce products produced to customers, persuade customers to use the products offered, and provide information about products made by the company.

2.3.1 Promotion Mix

Promotion as a marketing tool has several promotional components incorporated into the promotion mix. This promotional mix is the company's choice when introducing its products to consumers. Here are some understanding of promotional mix by experts. According to Stanton translated by Basu Swastha (2009: 238), the definition of promotional mix is defined as a combination of the best strategy of advertising variables, personal sales and other promotional tools all planned to achieve the sales program objectives. According to Rambat Lupiyoadi (2008: 120) the definition of promotion mix includes advertising activities, individual sales, sales promotion, public relations, word of mouth marketing, and direct marketing.

From the understanding expressed by the two experts, it can be said that the promotion mix is a communication tool in the promotion to deliver products produced by the company to consumers and build relationships with consumers where the means in question are advertising, sales promotion, personal sales, public relations, and marketing directly.

Elements of promotion mix according to Djaslim Saladin (2007: 128), suggested the five elements of promotion mix, namely:

1. Advertising

Advertising is any form of non-personal presentation and promotion of ideas, goods or services paid by a particular sponsor.

2. Sales Promotion

Sales promotion is a short-term, non-routine sales activity aimed at driving targeted market responses faster accelerated as other tools use different forms.

3. Public Relations Marketing

Public relations marketing is one of the important promotional tools aimed at building public opinion to safeguard, enhance and protect the image of the company and its products.

4. Personal Sales

Personal or face-to-face sales are the oral percentage in a conversation with one or more potential buyers for the purpose of creating a sale.

5. Direct Marketing

Consumers consider that advertising as an information window as a guide in choosing a product. In a producer environment, advertising is a media campaign about the quality and characteristics of the product to the community both parents and children. As a prospective consumer would need clear information about the product being advertised. Through clear information then prospective customers will have a decision to buy.

2.3.2 Promotion Objectives

According Ranguti (2009.51-53) companies conduct promotional activities with the main purpose of looking for profit. In general, promotional activities undertaken by a company should be based on the following objectives:

1. Market

The marketplace is a meeting place for people who want to exchange where people are made up of different behaviors that are different from each other. Thus, the purpose of this promotion is to try to change the behavior and opinions of individuals, from not receiving products to be loyal to a product.

2. Notify

Promotional activities aimed at informing the intended market about the company, about products related to price, quality, buyer requirements, usability, privileges, and so on. This information promotion is generally preferred and done in the early stages of the product life cycle.

This is an important issue to improve the main ones. Because at this stage some people will not be interested in choosing and buying goods and services before they know the product and usability and so on. The promotion of this information can help the consumer in making the decision to buy.

3. Persuade

Persuasive promotion or persuasion is generally less favored by some people. But, in fact, there are now so many promotions. Such promotions are primarily to encourage buyers. Companies do not want to get a response as soon as possible, but prefer to create a positive impression. This is so that promotion can give effect in long time to buyer behavior. This persuasive promotion will become dominant if production begins to enter the stage of product life cycle growth.

4. Remind

This reminiscent promotion is done primarily to keep the product brand from the public heart and carried out during the maturity stage of the product life cycle. This means the company is trying to pay attention to retaining existing buyers because the buyer is not only one time to make transactions, but it must take place continuously.

2.4 Place or Location

In the marketing concept there is a term known as a marketing mix or a marketing mix consisting of product, price, promotion and place or business

location. In this marketing mix, a business location can also be called a company's distribution channel because its location is also directly related to the buyer or consumer or in other words the location is also a place of producers to channel their products to consumers.

Buchari Alma (2003: 103) argues that "Location is where the company operates or where the company does activities to produce goods and services related to its economic aspects". According to Ujang Suwarman (2004: 280), "location is a place of business that greatly affects consumer desire to come and shop". While understanding the location according to Cashmere (2009: 129) is the place to serve consumers, can also be interpreted as a place to display merchandise. Site selection according to Buchari Alma (2003: 105) choosing the right business location will determine the success and failure of business in the future. Based on the above theory can be concluded that the location is where the company operates and produce goods and services and the selection of company location will determine the success of a business.

2.4.1 Location Determinants

Location can be interpreted as follows:

- a. Access, within easy reach of public transport locations.
- b. Visibility, ie a location or place that can be seen clearly from a normal viewing distance.
- c. Traffic, about two major considerations.
- d. Traffic density and congestion can also be a bottleneck.
- e. The parking lot is spacious, comfortable and safe.

f. Expansion, which is available a considerable place for future business expansion.

According to Heizer and Render (2006) the goal of the location strategy is to maximize location advantage for the company. Location decisions often depend on the type of business. In the location analysis in the industrial sector, the strategy undertaken focuses on cost minimization, while in the service sector, the focus is on maximizing revenue. This is because manufacturing companies find that costs tend to differ greatly between different locations, while service firms find that locations often have revenue impacts rather than costs. Therefore for certain location service companies often affect income rather than cost. This means that the location focus for the service company should be on the placement of volume and business income. Added by Sumarwan (2004) that entrepreneurs will always try to find a strategic location, which is easily seen and reached by consumers. Factors such as traffic density, population density and living standards around the site are also important factors in site selection.

Location plays an important role in doing business. Due to the proximity of business locations to the center of the crowd, easy access (accessibility), secure, and wide availability of parking lots, are generally preferred by consumers. Strategic location makes it easy for consumers to reach and secure security.

2.5 Customer Decision

Decision-making has significance for organizational progress, especially since the future of the organization is largely determined by the current decision-making. The importance of decision making is viewed in terms of the power to make decisions, ie whether to follow the pattern of centralization or decentralization. Decision-making besides being viewed in terms of power is also seen from the presence of it, ie without administrative decision theory, we can not understand, whether to predict management actions so that we can not improve management effectiveness. Here are some excerpts raised from the experts: According to Kotler (2009: 184) defines the consumer purchase decision is "The final purchase decision of individual consumers and households who buy goods and services for personal consumption". Meanwhile, according to Basu Private and T. Hani Handoko (2008: 110) suggests that "Buying decision is the process in the real purchase, whether to buy or not". Basically, purchasing decisions are actions or consumer behavior so whether to make a purchase or transaction, whether the number of consumers in making decisions to be one determinant of whether the company's objectives are achieved or not.

2.5.1 Phase of Decision Making Process Customer Purchase

There are several steps that must be considered in making the decision-making process. Stages begin with the introduction of needs, information search, alternative evaluation, purchasing decisions and consumer purchases of products that have been purchased. According to Kotler (2007: 200). The stages of the buying decision process are as follows.

1. Introduction Problem

The buying process begins with a problem or need that has not been satisfied and can be perceived by consumers. Consumers prepare the difference between the desired with the current situation to generate and activate the decision process. The need is probably already known and perceived by consumers far from before or external.

2. Information Search

Once consumers are aware of the needs of goods or services, consumers seek information, both stored in memory and information obtained from the outside environment.

3. Alternative Evaluation

Some basic concepts will help us understand the consumer evaluation process. First, consumers try to meet the needs. Secondly, consumers seek certain benefits from product solutions. Third, consumers view each product as a set of attributes with different capabilities in delivering the benefits used to meet those needs.

4. Purchase Decision

In the evaluation phase, consumers form a preference for their brand in a series of choices. Consumers can also form the intention to buy the most preferred brand. In carrying out the purpose of purchasing, consumers can take five sub-decisions namely brand, dealer, quantity, time, and method of payment.

5. Post Purchase Behavior

According Tjiptono (2005: 54) One of the fundamental differences between the purchase of goods and services is the process of production and consumption. On the goods, the buying and consumption stage is usually separated. While there is an interaction between the marketer and the customer during the actual purchase phase, the stage of use of the goods is usually regardless of the direct influence of the marketer. Instead most services are produced and consumed simultaneously. As a result, service firms have the opportunity to actively help customers maximize the value of their consumption experience so that service providers effectively influence consumption and evaluation processes.

Consumer decision making is an integration process that combines knowledge to evaluate two or more alternative behaviors, and choose one of them (Setiadi, 2003: 415). According Tjiptono (2005: 43), consumer decision process can be classified in outline into three main stages, namely pre-purchase, consumption, and after-sales evaluation. According to Hasan (2008: 139), the purchasing process ends in the post-sales behavior stage where the consumer feels that the level of satisfaction or dissatisfaction will affect the next behavior. Many people think that satisfied buyers are the best ads for the product.

2.5.2 Factors Affecting Customer Decisions

Factors that influence consumers in making purchasing decisions by Freddy Rangkuti (2009: 97) there are two factors that affect the purchase decision,

namely internal factors and external factors. Internal factor is a marketing mix consisting of product, price, promotion, and place. While external factors are cultural factors, social factors, personality factors, and psychological factors.

1. Cultural Factors:

- a. Cultural branch
- b. Social class

2. Social Factors:

- a. Family
- b. Roles and status

3. Personal Factors:

- a. Work and economic environment.
- c. Lifestyle.
- d. Personality and self-concept

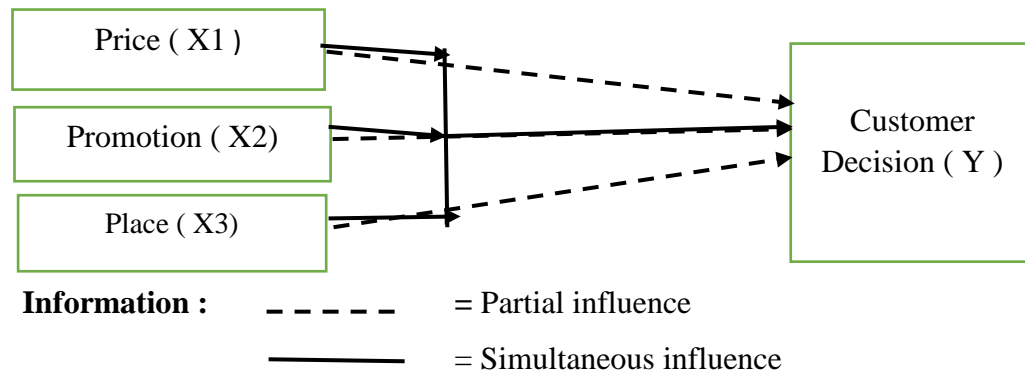
4. Psychological factors:

- a. Perception
- b. Learning involves changing the behavior of a person arising from experience
- c. Confidence and attitude

2.6 Conceptual Framework

The results of the literature review provide an overview of the Influence of Price, Promotion, and Location Against Customer Decisions Staying at Bossotel Chiangmai. Based on that, researchers can propose a conceptual framework for guidance and reflect the logic in this study.

Figures 2.1
Research Design



2.7 Summary

Research variable is attribute or nature of people, objects or activities that have certain variations set by researchers to study and draw conclusions (Sugiyono, 2009). The definition of these two variables. Dependent variable or dependent variable is variable value influenced by independent. The dependent variable is often called the response variable denoted by the letter Y. While the independent variable is the variable that causes the influence of the dependent variable (the dependent variable). Independent variables are often called predictors that are denoted X.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Definition Operation, Identification Variable and Indikator Variable

The operational definition is the limitation of the definition used as a guide to perform an activity or activity. Therefore the definition of operational variables is an explanation of the variables studied clearly (Widjoyo, 2007: 152).

1. Price (X1)

Price According to Kotler and Keller (2009) states that price is an element in the marketing mix that not only determines profitability but also as a signal to communicate the proportion of the value of a product.

Price indicator by Kotler (2008: 345):

- a. Affordability pricing that can be reached by consumers.
- b. Compliance price with product quality, the price offered in accordance with the quality of the product in the can.
- c. Price competitiveness, the price offered is quite competitive with the price of similar products from other companies
- d. Price compliance with benefits.

2. Promotion (X2)

Promotion is an effort to introduce products to consumers. Promotional activities not only serve as a communication tool between companies and consumers but also as a tool to influence consumers in the

purchase or use of services in accordance with the wishes and needs.

Promotion indicators are:

- a. Advertisement.
- b. Private sales
- c. Sales promotion
- d. Publicity
- e. Direct Marketing

3. Locations (X3)

Location is an important task for marketers, because wrong decisions can lead to failure before the business begins. Site selection has a strategic function because it can participate in determining the achievement of the goals of the business entity. Choosing a trading location is an important decision for a business that must persuade consumers to come to the business place in meeting their needs. Location indicators are:

- a. Visibility of location can be seen clearly.
- b. Spacious and secure parking area.
- c. Expansion is available in a large enough area for future expansion.
- d. The surrounding environment is supportive

4. Customer Decision (Y)

According to Kotler (2009: 184) defines the consumer purchase decision is the final consumer decision of purchasing individuals and households who purchase goods and services for personal consumption.

Indicators of consumer decisions are:

- a. Problem Introduction
- b. Search Information
- c. Alternative Evaluation
- d. Buying decision
- e. Post Purchase Behavior

3.2 Population and Sample

3.2.1 Populasi

Population is a general region of an object that has certain qualities and characteristics in accordance with the conditions that have been established (Sugiyono, 2012). The population in this study were 143 Bossotel Chiangmai customers.

3.2.2 Sampel

The sample is part of the population that has certain characteristics (Sugiyono, 2012). While the sampling technique used is simple random sampling method. The Simple random sampling method is a simple random sampling method in which each member or unit of the population has equal opportunity to be selected as a sample. According to Umar (2008) to calculate the number of samples required through the questionnaire, then used the formula:

$$n = N / (1 + Ne ^ 2)$$

Where:

n: sample size

N: population size

e: leniency inaccuracy due to errors sampling. which can be tolerated, for example 5%.

Sample size is determined with the percentage level of 5% so using the formula in get the number of samples as follows:

$$n = N / (1 + Ne^2)$$

$$n = 143 / (1 + 143 [(0,05)]^2)$$

$$n = 143 / 1.358$$

$$n = 105$$

Based on the above calculation obtained the number of samples of 105 respondents. Thus the selected number of the 143 populations in this study were 105 respondents.

3.3 Types and Data Sources

According to Arikunto (2006: 265) data source is the subject from which the data is obtained. Which according to the type there are two kinds, namely this data obtained directly from the respondent, by asking respondents to provide their assessment on the list of statements (questionnaire). Secondary data is obtained indirectly through documents and reports obtained from Bossotel Chiangmai Thailand.

3.4 Data Collection Techniques

The questionnaire in this study has a choice of answers that have been determined by using criteria likert scale. The Likert scale is a scale technique to measure a person's attitude, opinion, or perception about himself or his group or a group of people related to a thing (Silalahi, 2009: 295).

1. Strongly agree = given score of 5
2. Agree = given score 4
3. Hesitant / Neutral = scored 3
4. Disagree = score given 2
5. Strongly disagree = score given 1

3.5 Analysis Technique

Before performing the data analysis, the collected data is processed first for ready analysis. Stages of data processing used in this study is the entry of data or enter data by collecting information obtained into the media, which later information can be manipulated and read. Furthermore, after data entry in the data analysis phase can be done as follows:

1. Data processing

Before performing further data analysis then the data is processed first by using frequency tables and descriptive statistics to classify each data and know the characteristics of data.

2. Test Data Validity

In this study the validity test used is to calculate the correlation between the score of each item and the total score. This is done thus, will be seen from the closeness of the relationship between the question scores with the number of observed variable scores. Where the provisions applied are that the questionnaire item is declared valid if the value of r has a significance level of less than 5% (Sunyoto, 2009: 73).

3. Test of Realible

Realible is a tool to measure the questionnaire which is an indicator of a variable. The question items are said to be reliable or reliable when a person's response to a statement is consistent (Sunyoto, 2009: 67). The reliability test will be performed using the alpha cronbach (α) statistical test provided that the variables studied are reliable if the value of cronbach's alpha (α) is above 0.6 (Sunyoto, 2009: 72).

4. Test the classical assumption

5. Normality

Normality test using normal plot graph. In the normal flow chart, assuming (Santoso, 2010: 173): 1) The data spreads around the diagonal line and follows the direction of the diagonal line or the hitogram graph

shows the normal distribution pattern. 2) Data spreads far from diagonal lines and / or does not follow diagonal line direction or histogram graph does not show normal distribution pattern.

6. Linearity

Linearity test is very important in research, with the aim to see whether the model is true or not. Is the function to be an empirical study to be linear, squared, or whether to use cubic. Is the new variable relevant or not if included in the empirical model in this study. Thus, two in one information are obtained which is useful for knowing the shape of the empirical model and testing the relevant variables to be included in the empirical model (Santoso, 2010: 173-174). In other words, by linearity test, specification error or mis-specification can be avoided. In this research linearity test using linearity test with significance level 0,05. Two variables are said to have a linear relationship when the significance (Linearity) is less than 0.05

7. Multicollinearity

To detect the presence or absence of multicollinearity in the regression model is as follows

(Santoso, 2010: 174): 1) Have the above tolerance ($>$) 0.1; 2) Has a VIF value below ($<$) 10.

8. Heteroscedasticity

Basic decision making (Santoso, 2010: 174): 1) If there is a certain pattern, such as dots form a certain pattern that is regular (widened, wavy, and then narrowed), it can be said heteroscedasticity has occurred.

1) If there is a clear pattern, and the pattern spreads above and below the number 0 on the Y axis, there is no heteroscedasticity.

9. Autocorrelation

Autocorrelation test is an assumption test commonly used to detect the presence or absence of autocorrelation. The autocorrelation test was performed using Durbin Watson Test method (Santoso, 2010: 175) said that the Durbin-Watson value is used to determine the autocorrelation test provided that if the Durbin-Watson value is below 5 then there is no autocorrelation.

3.5.1 Data Analysis

Data analysis used in this research is multiple linear regression coefficient. Technique of multiple regression analysis aim to know how big influence of independent variable to dependent variable. Model of regression equation in this research is as follows (Nugroho, 2007: 98):

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Information:

Y: Customer Decision

a : Konstanta

X1: Price

X2: Promotion

X3: Location

β_1 : Coefisien Regression

e : fault

The value of the regression coefficient is very important as the basis of the analysis. Can be known if the positive coefficient b (+) then it can be said that the effect is in line between the independent variable with the dependent variable. While the value of negative b value coefficient (-) it means there is a negative influence that increase the value of independent variables will cause the decrease in the value of the dependent variable.

3.6 Hypothesis Testing

Hypothesis is the answer to the problem of temporary research problem before doing research (Sugiyono: 2009). The formulation of the problem in this study has been expressed in the form of questions. The hypothesis is formulated using a basic frame of mind which is a temporary answer to the problem formulated in a study. The following describes the hypothesis in this study:

3.6.1 Testing F

According Ghozali (2006) Test F in this study is to determine the significant effect between the variables to the dependent variable simultaneously. The steps in the F test are:

1. Determine the price of F_{count} with the provisions of that level significance (α) should be below 0.05.
2. Making Decision
 - a. If the significance level of the result is less than 0.05, then H_0 is rejected and H_1 is accepted.
 - b. If the value of the significance ratio of the result is greater than 0.05, then H_0 is accepted and H_1 is rejected.

3.6.2 Testing t

According to Ghozali (2006: 96) t test (test of individual parameter significance) used in the study to determine the significant effect given by independent variables to partially tied variables. The steps are:

- a) Determine the number of t counts with the level of significance (α) to be below 0.05.
- b) Make a decision.

If the value of significance level is less than 0.05, then H_0 is rejected and H_1 is accepted. That is, there is some influence of independent variables on the dependent variable.

If the value of significance level is greater than 0.05, then H_0 is accepted and H_1 is rejected. That is, there is no partial influence of the independent variable on the dependent variable.

3.7 Summary

Chapter 3 discusses the research methodology used in the current study. Multiple regression research for variable analysis. The study design has been discussed and confidentially the participants with the hypothesis and size of the proposed population. Compatibility of sample size is given and analysis method. The following chapters will provide results for these studies and analyzes.

CHAPTER IV

RESULT RESEACRH

4.1 Overview of the Research Object

Bossotel Chiangmai is one of the 3 Star Hotels located in Chiangmai. Bossotel Chiangmai started its foundation 10 years ago. Bossotel has several units one of which is Bossotel Bangkok and The Elements Krabi which is a family business. Bossotel Chiangmai becomes one of the company's choice, tour agent and family if they go on holiday to Chiangmai. Bossotel Chiangmai has many facilities such as hotels in general, namely swimming pool, free bike, restaurant, and multipurpose building. Bossotel Chiangmai also has a very unique look. Bossotel Chiangmai has an old train theme in Chiangmai. Bossotel Chiangmai also has a library area. Bossotel Chiangmai has many workers among them there are more than 20 workers working here. Not only Thai people work here, there are also Myanmar and Indonesia.

4.2 Result Analysis Data

4.2.1 Description of Respondents

Respondents in this study can be classified by sex, age, and status. The following classification of respondents in research:

a. Respondents' Clarification by Sex

The classification of respondents by sex in this study can be shown in the table as follows:

Table 4.1
Classification of Respondents by Gender
Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	55	52.4	52.4	52.4
Valid Female	50	47.6	47.6	100.0
Total	105	100.0	100.0	

Resource : *output SPSS result*

Based on the results of the calculations shown in the table above, it is known that the respondents male sex as many as 55 people or 52.4%, while the respondents female sex as many as 50 people or 47.6%. Thus it can be seen that the majority of respondents in this study were men of 52.4%.

b. Classification of respondents by age in this study can be shown in the table as follows:

Table 4.2
Classification of Respondents by Age

	Frequency	Percent	Valid Percent	Cumulative Percent
< 20 year	9	8.6	8.6	8.6
20 - 30 year	47	44.8	44.8	53.3
> 30 year	49	46.7	46.7	100.0
Total	105	100.0	100.0	

Resource: *output SPSS result*

From the table above can be identified that the respondents in this study are Bossotel Chiangmai customers with age less than 20 years as many as 9 people or 8.6%, respondents age 20 to 30 years as many as 47 people or 44.8%, while respondents aged at over 30 years as many as 49 people or 46.7%. Thus it can be seen that most of the respondents in this study aged over 30 years.

c. Classification of Respondents by Status

The classification of respondents by status in this study can be shown in the table as follows:

Table 4.3
Classification of Respondents by Status
Status

	Frequency	Percent	Valid Percent	Cumulative Percent
No married	27	25.7	25.7	25.7
Valid Married	78	74.3	74.3	100.0
Total	105	100.0	100.0	

Resource : *Output SPSS result*

From the table above is known that the respondents in this study are unmarried status as many as 27 people or 25.7% while the respondents who have married as many as 78 people or 74.3%. Thus it can be seen that most of the respondents in this study are already married.

4.2.2 Description Research Variable

a. Variable Price (X_1)

Based on the data that have been obtained in the field through the spreading of questionnaires on 105 respondents, obtained a description of the tendency of respondents' perceptions of each item question. Respondents' perceptions of the question items can be illustrated in the following tables:

Table 4.4
Perceptions of Respondents Against Item Statement of Price Affordability
Indicator At Price Variable (X1)

X1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Neutral	7	6.7	6.7	6.7
Agree	50	47.6	47.6	54.3
Very Agree	48	45.7	45.7	100.0
Total	105	100.0	100.0	

Resource : *Output SPSS result*

Based on the results of the calculations shown in the table above, obtained information that the respondents who give neutral answers amounted to 7 people, the respondents who gave the answer agreed amounted to 50 people, and respondents who gave answers strongly agree amounted to 48 people. Thus it can be seen that most respondents provide answers agree to the point of price affordability statement.

Table 4.5
Perception of Respondents Against Item Statement of Price Compliance Indicator
At Price Variable (X1)

X1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Neutral	13	12.4	12.4	12.4
Agree	64	61.0	61.0	73.3
Very Agree	28	26.7	26.7	100.0
Total	105	100.0	100.0	

Resource : *Output SPSS result*

Based on the results of the calculations shown in the above table, obtained information that the respondents who gave neutral answers amounted to 13 people, respondents who gave answers agreed amounted to 64 people, and respondents who answered very agree amounted to 28 people. Thus it can be seen that most respondents provide answers agree to the point of compliance statement price.

Table 4.6
Perceptions of Respondents Against Item Statement of Price Competition
Indicator At Price Variable (X1)

X1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Neutral	30	28.6	28.6	28.6
Agree	54	51.4	51.4	80.0
Very Agree	21	20.0	20.0	100.0
Total	105	100.0	100.0	

Resource : *Output SPSS result*

Based on the results of the calculations shown in the table above, obtained information that the respondents who gave neutral answers amounted to 30 people, respondents who gave answers agreed amounted to 54 people, and respondents who answered very agree amounted to 21 people. Thus it can be seen that most respondents provide answers agree to the point of price competitiveness stat

Table 4.7
Perception of Respondents Against Item Statement of Price Compliance Indicator
At Price Variable (X1)

X1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Neutral	44	41.9	41.9	41.9
Agree	46	43.8	43.8	85.7
Very Agree	15	14.3	14.3	100.0
Total	105	100.0	100.0	

Resource : *output SPSS result*

Based on the results of the calculations shown in the above table, obtained information that the respondents who gave neutral answers amounted to 44 people, the respondents who gave the answer agreed amounted to 46 people, and respondents who answered very agree amounted to 15 people. Thus it can be seen that most respondents provide answers agree to the point of compliance statement price with benefits.

b. Variable Promotion (X2)

Table 4.8
Perceptions of Respondents Against Item Statement of Ad Indicators On
Promotion Variables (X2)

X2.1

	Frequency	Percent	Valid Percent	Cumulative Percent

	Agree	26	24.8	24.8	24.8
Valid	Very Agree	79	75.2	75.2	100.0
	Total	105	100.0	100.0	

Resource : *output SPSS result*

Based on the results of the calculations shown in the table above, obtained information that the respondents who gave answers agree amounted to 26 people, and respondents who gave answers strongly agree amounted to 79 people. Thus it can be seen that most of the respondents gave the answer strongly agreed to the ad statement statement Bossotel Chiangmai.

Table 4.9
Perception of Respondents Against Item Statement of Private Sales Indicator In
Promotion Variable (X2)

X2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	30	28.6	28.6	28.6
Valid Very Agree	75	71.4	71.4	100.0
Total	105	100.0	100.0	

Resource: *output SPSS result*

Based on the results of the calculations shown in the table above, obtained information that the respondents who gave answers agree amounted to 30 people, and respondents who gave answers strongly agree amounted to 75 people. Thus it can be seen

that most respondents gave the answer strongly agreed to the point of personal sales statement Bossotel Chiangmai.

Table 4.10
Perception of Respondents Against Item Statement of Sales Promotion Indicator
On Promotion Variable (X2)

X2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	39	37.1	37.1	37.1
Valid Very Agree	66	62.9	62.9	100.0
Total	105	100.0	100.0	

Resource : *output SPSS result*

Based on the results of the calculations shown in the table above, obtained information that the respondents who gave answers agree amounted to 39 people, and respondents who gave answers strongly agree amounted to 66 people. Thus it can be seen that most respondents gave the answer strongly agree to the point of sale promotion statement Bossotel Chiangmai.

Table 4.11
Perceptions of Respondents Against Item Statement of Publicity Indicator At
Promotion Variable (X2)

X2.4

	Frequency	Percent	Valid Percent	Cumulative Percent

	Agree	68	64.8	64.8	64.8
Valid	Very Agree	37	35.2	35.2	100.0
	Total	105	100.0	100.0	

Resource : *output SPSS result*

Based on the results of the calculations shown in the table above, obtained information that the respondents who gave answers agree amounted to 68 people, and respondents who gave answers strongly agree amounted to 37 people. Thus it can be seen that most respondents gave the answer agreed to the point of publicity statement Bossotel Chiangmai.

Table 4.12
Perceptions of Respondents Against Item of Direct Marketing Indicator Statement
On Promotion Variable (X2)

X2.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Neutral	1	1.0	1.0	1.0
Agree	84	80.0	80.0	81.0
Very Agree	20	19.0	19.0	100.0
Total	105	100.0	100.0	

Resource : *output SPSS result*

Based on the results of the calculations shown in the above table, obtained information that the respondents who give the answer neutral amounted to 1 person, the respondents who gave

the answer agreed amounted to 84 people, and respondents who answered very agree amounted to 20 people. Thus it can be seen that most respondents gave the answer agreed to the point of direct marketing statement Bossotel Chiangmai.

c. Variable Location (X₃)

Table 4.13
Perception of Respondents Against Item Statement Location Visibility Indicator
At Location Variable (X₃)

X3.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Neutral	5	4.8	4.8	4.8
Agree	60	57.1	57.1	61.9
Very Agree	40	38.1	38.1	100.0
Total	105	100.0	100.0	

Resource : *output SPSS result*

Based on the results of the calculations shown in the table above, obtained information that the respondents who give neutral answers amounted to 5 people, respondents who gave answers agreed amounted to 60 people, and respondents who gave answers strongly agree amounted to 40 people. Thus it can be seen that most respondents provide answers agree to the location visibility statement statement.

Table 4.14
Perceptions of Respondents Against Item Statement of Parking Area Indicators At
Location Variables (X3)

X3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Neutral	33	31.4	31.4	31.4
Agree	49	46.7	46.7	78.1
Very Agree	23	21.9	21.9	100.0
Total	105	100.0	100.0	

Resource: *output SPSS result*

Based on the results of the calculations shown in the above table, obtained information that the respondents who gave neutral answers amounted to 33 people, the respondents who gave answers agreed amounted to 49 people, and respondents who gave answers strongly agree amounted to 23 people. Thus it can be seen that most respondents provide answers agree to the statement of the parking lot area Bossotel Chiangmai.

Table 4.15
Perception of Respondents Against Item of Expansion Indicator Statement In The
Future At Location Variable (X3)

X3.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Neutral	42	40.0	40.0	40.0
Agree	40	38.1	38.1	78.1
Very Agree	23	21.9	21.9	100.0
Total	105	100.0	100.0	

Resource : *output SPSS result*

Based on the results of the calculations shown in the table above, obtained information that the respondents who gave neutral answers amounted to 42 people, respondents who gave answers agreed amounted to 40 people, and respondents who gave answers strongly agree amounted to 23 people. Thus it can be seen that most of the respondents gave neutral answers to the expansion statement point in the future Bossotel Chiangmai.

Table 4.16
Perception of Respondents Against Item Statement Environmental Indicator
Supports At Location Variable (X3)

X3.4

	Frequency	Percent	Valid Percent	Cumulative Percent

	No Agree	3	2.9	2.9	2.9
	Neutral	46	43.8	43.8	46.7
Valid	Agree	43	41.0	41.0	87.6
	Very Agree	13	12.4	12.4	100.0
	Total	105	100.0	100.0	

Resource : *output SPSS result*

Based on the results of the calculations shown in the table above, obtained information that the respondents who gave the answer disagree amounted to 3 people, the respondents who gave the answer neutral amounted to 46 people, respondents who gave answers agreed amounted to 43 people, and respondents who gave answers strongly agree amounted to 13 person. Thus it can be seen that most of the respondents gave neutral answers to the supporting environment statement in Bossotel Chiangmai.

d. Variabel Customer Decision (Y)

Table 4.17
Perceptions of Respondents Against Item Statement Indicator Introduction
Problem On Variable Customer Decision (Y)
Y1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	31	29.5	29.5	29.5
Valid Very Agree	74	70.5	70.5	100.0
Total	105	100.0	100.0	

Resource : *output SPSS result*

Based on the results of the calculations shown in the table above, obtained information that the respondents who gave answers agree amounted to 31 people, and respondents who gave answers strongly agree amounted to 74 people. Thus it can be seen that most respondents gave the answer strongly agreed to the point of introduction statement Bossotel Chiangmai problem.

Table 4.18
Perceptions of Respondents Against Item Statement of Information Search
Indicators On Customer Decision Variables (Y)

Y1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Neutral	5	4.8	4.8	4.8
Agree	60	57.1	57.1	61.9
Very Agree	40	38.1	38.1	100.0
Total	105	100.0	100.0	

Resource : *resut Output SPSS*

Based on the results of the calculations shown in the table above, obtained information that the respondents who gave neutral amounted to 5 people, respondents who gave answers agreed amounted to 60 people, and respondents who gave answers strongly agree amounted to 40 people. Thus it can be seen that

most respondents provide answers agree to the point of information seeking statement Bossotel Chiangmai.

Table 4.19
Perceptions of Respondents Against Item Statement Indicators Evaluation
Alternatives On Variables Customer Decision (Y)
Y1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Neutral	37	35.2	35.2	35.2
Agree	46	43.8	43.8	79.0
Very Agree	22	21.0	21.0	100.0
Total	105	100.0	100.0	

Resource : *output SPSS result*

Based on the results of the calculations shown in the table above, obtained information that the respondents who gave 37 people neutral, respondents who gave answers agreed amounted to 46 people, and respondents who answered very agree 22 people. Thus it can be seen that most respondents gave the answer agreed to the point of alternative evaluation statement Bossotel Chiangmai.

Table 4.20
Perceptions of Respondents Against Item Statement of Decision Purchase On
Variable Customer Decision (Y)

Y1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Neutral	46	43.8	43.8	43.8
Agree	40	38.1	38.1	81.9
Very Agree	19	18.1	18.1	100.0
Total	105	100.0	100.0	

Resource : *output SPSS result*

Based on the results of the calculations shown in the table above, obtained information that the respondents who gave neutral amounted to 46 people, the respondents who gave answers agreed amounted to 40 people, and respondents who gave answers strongly agree amounted to 19 people. Thus it can be seen that most respondents provide neutral answers to the statement of purchase declaration.

Table 4.21
Perceptions of Respondents Against Item Statement of Post Purchase Behavior
Indicator On Customer Decision Variables (Y)

Y1.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Neutral	55	52.4	52.4	52.4
Agree	42	40.0	40.0	92.4
Valid Very Agree	8	7.6	7.6	100.0
Total	105	100.0	100.0	

Resource : *output SPSS result*

Based on the results of the calculations shown in the table above, obtained information that the respondents who gave neutral amounted to 55 people, the respondents who gave answers agreed amounted to 42 people, and respondents who answered very agree amounted to 8 people. Thus it can be seen that most respondents provide neutral answers to the item post purchase behavior statement on Bossotel Chiangmai.

4.3 Test Validity and Reability

a. Test Validity

Validity test used in a study aims to measure whether or not a valid data obtained (questionnaire). A questionnaire item in the study can be declared valid if the value of r has a significance level of less than 5% (Sunyoto, 2012: 73). The test results of validity in this study are as follows:

Table 4.22
Test Validity Result

Item	Variable	Pearson Correlation	Significant	Information
X1.1	Price	0,703	0,000	Valid
X1.2		0,865	0,000	Valid
X1.3		0,914	0,000	Valid
X1.4		0,889	0,000	Valid
X2.1	Promotion	0,780	0,000	Valid
X2.2		0,766	0,000	Valid
X2.3		0,736	0,000	Valid
X2.4		0,647	0,000	Valid
X2.5		0,600	0,000	Valid
X3.1	Location	0,827	0,000	Valid
X3.2		0,850	0,000	Valid
X3.3		0,908	0,000	Valid
X3.4		0,865	0,000	Valid
Y1.1	Customer Decision	0,567	0,000	Valid
Y1.2		0,784	0,000	Valid
Y1.3		0,839	0,000	Valid
Y1.4		0,915	0,000	Valid
Y1.5		0,739	0,000	Valid

Resource : result SPSS output is processed

From the above table it is known that the overall items of revelation in this study with a sample of 105 respondents, which obtained significance value <0.05 . Thus it can be interpreted as a whole valid statement item and can be used for further testing.

b. Test of Reability

Reliability is a tool used to measure a questionnaire that is an indicator of a variable or construct. The provision of this test is that each research questionnaire variables declared reliable if the value of cronbach's alpha (α) more than 0.6 (Sunyoto, 2012).

The results of test reliability in this study are as follows:

Table 4.23
Result Test Reability

Item	Variabel	<i>Cronbach Alpha</i>	Keterangan
X1.1	Price	0,884	Realible
X1.2			
X1.3			
X1.4			
X2.1	Promotion	0,748	Realible
X2.2			
X2.3			
X2.4			
X2.5			

X3.1	Location	0,883	Realible
X3.2			
X3.3			
X3.4			
Y1.1	Customer Decision	0,835	Realible
Y1.2			
Y1.3			
Y1.4			
Y1.5			

Resource : *output SPSS result*

From the table above can be seen that the value of cronbach Alpha on each variable > 0.6. Thus it can be concluded that the overall variable is reliable or consistent and can be used for further examination.

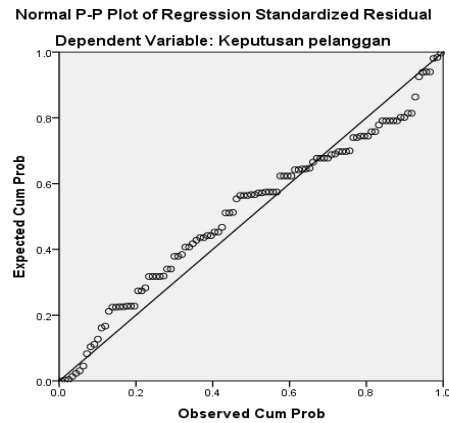
4.4 Test Asumtion Classic

a. Normality

The normality test in quantitative research aims to find out whether the data in the study is distributed or follows or approximates the normal distribution. In the normality test using a normal plot graph.

The results of data normality uji in this study are as follows:

Table 4.24



Resource : *output SPSS result*

In the picture above, it can be seen that the data follows the direction of the diagonal line, then the regression model in this study meets the assumption of normality.

b. Test Linierity

Linearity test is very important in the research, with the aim to see whether the model is correct or not. In this research linieritas test using Test for Linearity with at significance level 0,05. Any independent variable associated with the dependent or dependent variable is said to have a linear relationship if the value of the significance level (Linearity) is less than 0.05.

The linearity test results in this study are as follows:

Table 4.25

Test Linierity Result

Variabel	<i>Liniearity</i>	Keterangan
Price (X_1)	0,000	Linier
Promotion (X_2)	0,000	Linier
Location (X_3)	0,000	Linier

Resource : result SPSS output is processed

From the calculation with the SPSS program like the table above, it can be identified that the value of significance level (Linearity) is less than 0.05. Thus it can be concluded every independent variable has a linear relationship to the dependent variable.

c. Test Multikolinierity

The multicollinearity assumption test aims to know whether there is any deviation between independent variables and the dependent variable in the regression model in the study. Classical assumptions of multicolliniarity in the study have the following criteria (Santoso, 2010): 1) Has a tolerance number above or greater than ($>$) 0.1; 2) Has a VIF value below or less than ($<$) 10.

The multicollinearity test results in this study are as follows:

Tablel 4.26
Test Multikolinierity
Coefficients^a

Model	Correlations			Collinearity Statistics	
	Zero-order	Partial	Part	Tolerance	VIF
(Constant)					
1 Price	.820	.400	.155	.375	2.663
Promotion	.379	.219	.080	.888	1.126
Location	.918	.757	.412	.357	2.805

a. Dependent Variable: Customer Decision

Resource : *ouput SPSS result*

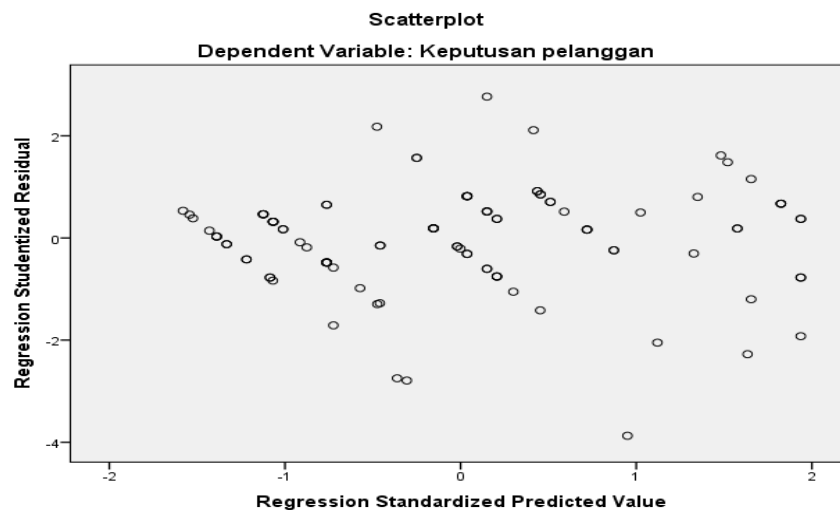
Based on the results of the calculation with the SPSS program above, it is found that the VIF value of all variables is less than 10, and the tolerance value is more than 0.10. Thus the regression model in this study is free from symptoms of multicollinearity.

d. Test Heterokedastisity

In quantitative research, heteroscedasticity assumption test is aimed at the existence of unequal variant of residual in all observations made on the regression model. The decision making (Santoso, 2010): 1) it is said that heteroscedasticity occurs when the regression results form a regular pattern such as, wavy or even

narrowed). 2) it is said there is no heteroscedasticity if the pattern of the regression test spreads above or below the axis of number 0 on the Y axis.

Table 4.27



Resource : test heterokedastisity result

From the image above the scatter plot seen spots are randomly dispersed and there is no tendency to form a particular pattern, hence no symptoms of heteroscedasticity.

e. Test Autocorelation

Autocorrelation test is an assumption test commonly used to detect the presence or absence of autocorrelation. The autocorrelation test was performed using the Durbin Watson Test (Santoso 2010) method that the Durbin-Watson value is used to determine the autocorrelation test with the provision that if the Durbin-Watson value is below 5 then there is no autocorrelation.

Tabel 4.28

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.935 ^a	.873	.870	.89456	.873	232.169	3	101	.000	2.226

Resource : *output SPSS result*

a. Predictors: (Constant), Location, Promotion, price

b. Dependent Variable: Customer Decision

In the test results show that the DW value of 2.226. So the

DW value is still below 5.

4.5 Multiple Linear Regression Analysis

In order to test the influence of independent variables on dependent variable, then used multiple linear regression analysis. The results of multiple linier regression analysis test in this study are:

Tabel 4.29

Coefficients ^a										
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	2.028	1.275		1.590	.115				
	Harga	.351	.080	.253	4.381	.000	.820	.400	.155	.375
	Promosi	.131	.058	.085	2.251	.027	.379	.219	.080	.888
	Lokasi	.705	.061	.690	11.635	.000	.918	.757	.412	.357

a. Dependent Variable: Keputusan pelanggan

Resource : *output SPSS result*

In the table on the results of SPSS processing, it can be made multiple regression equation as follows:

$$Y = 2.028 + 0.351 X_1 + 0.131 X_2 + 0.705 X_3$$

From the results of the above equation, it can be interpreted that:

1. Constant value of 2.028. This means that without the influence of the independent variables of price, promotion, and location value of the dependent variable ie customer decisions remain constant at 2.028.
2. The coefficient value of the price variable of 0.351, where each increase of one unit in the price variable, will result in an increase of 0.351 units on the dependent variable that is the customer's decision with the assumption that other variables are constant or constant.
3. The coefficient value of the promotional variable of 0.131, where each increase of one unit in the promotion variable, will result in an increase of 0.131 units on the dependent variable that is the customer's decision with the assumption that other variables are constant or constant.
4. Coefficient value of the location variable of 0.705, where each increase of one unit in the location variable, will result in an increase of 0.705 units on the dependent variable that is the customer's decision with the assumption that other variables are constant or constant.

4.6 Test Hipotesis

a. Test F

Simultaneous test aims to measure the level of influence of significance simultaneously between independent variables that include, trust and commitment to consumer loyalty. The test of F test is as follows:

Table 4.30
ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	557.367	3	185.789	232.169	.000 ^b
	Residual	80.824	101	.800		
	Total	638.190	104			

Resource : *output SPSS* test F result (test Simultant)

a. Dependent Variable: customer decision

b. Predictors: (Constant), Location, Promotion, Price

Based on the above table, we get the value of Fhitung with a significance level of 0.000. This shows that simultaneously or together there is a significant influence between price, promotion, and location on the decision of Bossotel Chiangmai customers.

b. Test t (test Parsial)

This test to determine whether the independent variable has its own influence or partially to the dependent variable. It can be said to

have an effect if the significance level is less than 0.05. The following t test results in this study:

Table 4.31

Coefficients ^a										
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	2.028	1.275		1.590	.115					
Harga	.351	.080	.253	4.381	.000	.820	.400	.155	.375	2.663
Promosi	.131	.058	.085	2.251	.027	.379	.219	.080	.888	1.126
Lokasi	.705	.061	.690	11.635	.000	.918	.757	.412	.357	2.805

a. Dependent Variable: Keputusan pelanggan

Resource : *output SPSS result*

From result of t test (partial) in table above can be explained as follows:

1. Price variables

From the results of the calculations shown in the table above, it is known that thitung of the price variable has a significant level of 0.000. This suggests that prices have a significant influence on the decision of Hossotel Chiangmai's customers.

2. Promotion

From the results of the calculations shown in the table above, it is known that thitung of promotional variables have a significant level of 0.027. This shows that promotion has a significant influence on the decision of Hossotel Chiangmai customers.

3. Location

From the calculation results shown in the above table, it is known that the t count of the promotion variable has a significant level of 0.000. This indicates that the location has a significant influence on the decision of Hossotel Chiangmai customers.

CHAPTER V

Conclusion and Recommendation

5.1 Conclusion

From the results of testing and discussion in the previous chapters, in this study obtained the following conclusions.

1. Simultaneously there is a significant influence between price, promotion and location to customer decision to sneak at Bossotel Chiangmai, and then partially there is a significant influence between price, promotion and location to customer decision to sneak at Bossotel Chiangmai and among price, promotion and location, location has dominant effect to customer decision to sneak at Bossotel Chiangmai.
2. The Influence of Price, Promotion, and Location Against Customer Decision Bossotel Chiangmai.

In this study customer keputusan namely keputusan consumer purchasing decision is the final consumer decision of purchasing individuals and households who buy goods and services for personal consumption. Decision-making has significance for organizational progress, especially since the future of the organization is largely determined by the current decision-making. The importance of decision making is viewed

in terms of the power to make decisions, ie whether to follow the pattern of centralization or decentralization.

From the results of data processing obtained information that prices, promotions and locations have a significant effect on customer decisions to stay at Bossotel Chiangmai. Affordable prices, strategic location and good promotion can be an effort to create customer decisions to stay. In harmony with the opinion of Freddy Rangkuti (2009: 97), where internal factors that can affect consumers in decision-making are price, promotion and place.

1. Price Influence On Customer Decision

The price in this study is interpreted as an element in the marketing mix that not only determines profitability but also as a signal to communicate the proportion of the value of a product. In addition, the price is also a tool that will be used as a process of exchange of goods or services by consumers. The product or service that is marketed is a very important factor. Price is very decisive or affect the market.

From the results of data processing obtained the result that the price has a significant effect on customer decisions Bossotel Chiangmai. Affordable rates with facilities that suit the expected will give customers the flexibility to stay at Bossotel Chiangmai. In harmony with Monroe (2005), where prices become one important

factor consumers in making decisions to make transactions or not. Price is said to be expensive, cheap or mediocre of each individual is not necessarily the same, because it depends on individual perceptions that are motivated by the environment and individual conditions.

3. Effect of Promotion on Customer Decision

Promotion in this research is interpreted as an effort to introduce product to consumer. Promotional activities not only serve as a communication tool between companies and consumers but also as a tool to influence consumers in the purchase or use of services in accordance with the wishes and needs. promotion is the initial form of communication between companies and consumers as well as one of the media to introduce products to consumers to know the existence of the company's products.

Based on the results of data processing obtained information that the promotion of significant influence on customer decisions to stay at Bossotel Chiangmai. Promotions made on a scale and manarik will be the consideration of customers to make decisions. In harmony with Basu Swastha's opinion (2009: 237), the idea of promotion is seen as a flow of information or one-way persuasion that is made to direct a person or organization into action that creates an exchange in marketing.

4. The Influence of Location On Customer Decision

The location in this research is interpreted as a business location can also be called the company's distribution channel because the location is also directly related to the buyer or consumer or in other words the location is also a place of producers to channel their products to the consumer .. Site selection has a strategic function because it can participate in determining achievement purpose of the business entity. Choosing a trading location is an important decision for a business that must persuade consumers to come to the business place in meeting their needs.

From the results of data processing obtained the result that location significant effect on customer decisions to stay at Bossotel Chiangmai. A strategic location would be a consideration for a stay at Bossotel Chiangmai. In harmony with Ujang Suwarman (2004: 280), where location is a business place that can affect consumer desire to come. Reinforced by Buchari Alma's opinion (2003: 105), where location becomes the determinant of success and failure of business in the future.

5. Dominant Influence Between Price, Promotion and Location Against Customer Decisions

From the results of data processing obtained the result that the location has a dominant influence on customer decisions Bossotel Chiangmai. Strategic location will be the main attraction of customers

to take the decision to sneak at Bossotel Chiangmai. In harmony with Sumarwan (2004), where location plays an important role in business.

5.2 Recommendation

From the results of discussion and evaluation, obtained recommendation that can be given researchers, including:

1. For the Bossotel Chiangmai should pay attention to issues relating to price, promotion and location. Based on the results of research all three have a significant influence on customer decisions to stay at Bossotel Chiangmai.
2. Researchers who will come as well as doing research development by adding other variables or other places, because there are many factors or reasons that can affect customer decisions.

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BOSSOTEL INN CHIANGMAI

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LICENSE

Following up the proposal of the implementation of Research activities in Bossotel Inn Chiangmai dated May 15th, 2018, with this letter has granted permission to:

Name : Siti Zainab
Student ID : 116010514029-8
Faculty : Business Administration
Major : International Business Administration
Place of Birth : Surabaya
Date of Birth : January 23th, 1995

To carry out research related to the final task being done with the title **"The Influence Of Price, Promotion, Location Toward Customer Decision To Stay At Bossotel Chiangmai"**. Implementation of these activities, is expected to be used for instructional media, especially for company.

Thus this permit is made infact to be used properly.

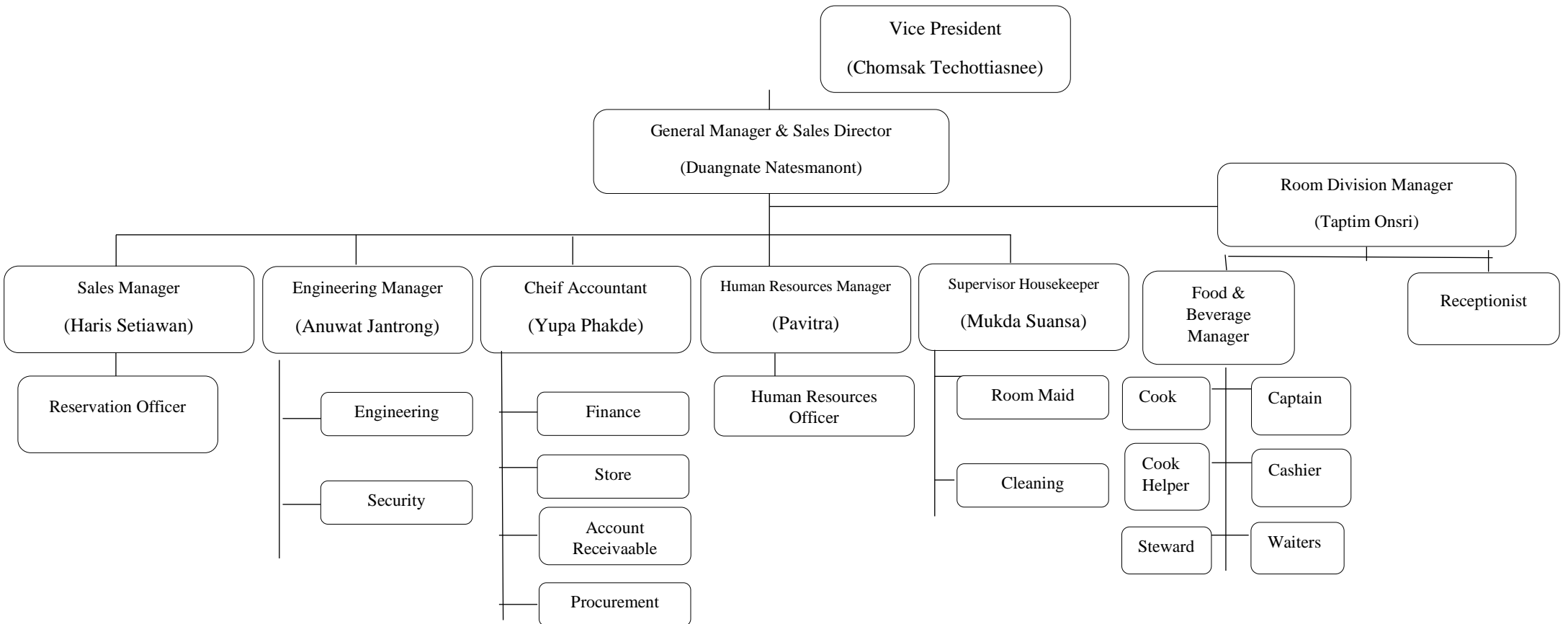
Chiangmai, May 15th, 2018



(Taptim Onsri)
Room Division Manager



Bossotel Chiangmai Organization Chart



No:

To respected respondents,

I am Siti Zainab, requesting your willingness to spend a little time in filling out this questionnaire with regard to research on the Influence of Price, Promotion and Location toward Customer Decision Stay at Bossotel Chiangmai Thailand. Thank you for your willingness.

Identity of the respondent

Gender :

Age :

Status :

Charging instructions

1. Read carefully, then put a sign ($\sqrt{}$) for one answer that you find most appropriate :
 - a. Strongly Agree, with a value of 5
 - b. Agreed, with a value of 4
 - c. Neutral, with value 3
 - d. Disagree, with value 2
 - e. Strongly Disagree, with value 1.
2. Your answer is nothing wrong, so choose the answer that matches what you want

No	Question	1	2	3	4	5
Price (X_1)						
1	The price of stay at Bossotel Chiangmai is very affordable.					
2	Rates stay at Bossotel Chiangmai in accordance with the facilities provided.					
3	The price of stay at Bossotel Chiangmai is very competitive.					
4	Price changes are always followed by changes in the facilities provided					
Promotion (X_2)						

No	Question	1	2	3	4	5
5	Bossotel Chiangmai advertisment is very interesting.					
6	Bossotel Chiangmai can be booked through social media.					
7	Bossotel Chiangmai has an attractive price promotion.					
8	Bossotel Chiang Mai is well known amongst the surrounding community.					
9	Bossotel Chiangmai can be easily booked.					
Location (X ₃)						
10	Bossotel Chiangmai has a great location.					
11	Bossotel Chiangmai has a large parking area.					
12	Bossotel Chiangmai has a location that can be developed for the future.					
13	Bossotel Chiangmai is in a supportive environment.					
Customer Decision (Y)						
14	Bossotel Chiangmai is one of the alternative lodging.					
15	Information on Bossotel Chiangmai is very accurate.					
16	taying at Bossotel Chiang Mai gives a pleasant impression.					
17	I always stay at Bossotel Chiangmai.					
18	I always recommend Bossotel Chiangmai to friends.					

THANK YOU

ผู้ตอบแบบสอบถามที่เคารพนับถือ

ฉันคือ **Siti Zainab** ขอความกรุณาของคุณที่จะใช้เวลาในการกรอกแบบสอบถามนี้เพื่อหาข้อมูลเกี่ยวกับอิทธิพลของราคาการส่งเสริมการขายและสถานที่ที่มีต่อการตัดสินใจของลูกค้าที่ **Bossotel Chiangmai Thailand** ขอขอบคุณสำหรับความตั้งใจของคุณ

อัตลักษณ์ของผู้ถูกร้อง

เพลง:

อายุ:

สถานะ:

คำแนะนำในการชาร์จ

1. อ่านอย่างระมัดระวังแล้วใส่เครื่องหมาย (V) สำหรับคำตอบหนึ่งคำที่คุณเห็นว่าเหมาะสมที่สุด:

เห็นด้วยอย่างยิ่งมีมูลค่าเท่ากับ 5

ข เห็นด้วยกับมูลค่าของ 4

ค เป็นกลางพร้อมค่า 3

d ไม่เห็นด้วยกับค่า 2

อี ไม่เห็นด้วยอย่างยิ่งมีมูลค่า **1**

2. คำตอบของคุณคืออะไรผิดดั่งนั้นเลือกคำตอบที่ตรงกับที่คุณต้องการ

No	คำถาม	1	2	3	4	5
ราคา (X_1)						
1	ราคาที่พักที่ Bossotel Chiangmai ราคาไม่แพงมาก.					
2	อัตราเข้าพักที่โรงแรมบอสโซเทลเชียงใหม่ตามความต้องการ.					
3	ราคาที่พักที่ Bossotel Chiangmai มีการแข่งขันสูงมาก.					
4	การเปลี่ยนแปลงของราคาจะเปลี่ยนแปลงไปตามการเปลี่ยนแปลงในสิ่งอำนวยความสะดวกทั้งหมดที่มีให้					
Promotion (X_2)						
5	โปรโมชั่นบอสโซเทลเชียงใหม่น่าสนใจมาก					
6	โรงแรมบอสโซเทลเชียงใหม่สามารถจองผ่านโซเชียลมีเดีย					
7	บอสโซเทลเชียงใหม่มีโปรโมชั่นราคาสุดพิเศษ.					
8	บอสโซเทลเชียงใหม่เป็นที่รู้จักกันดีในหมู่มุขมนตรีโดยรอบ.					
9	โรงแรมบอสโซเทลเชียงใหม่สามารถจองได้อย่างง่ายดาย					
ที่ตั้ง (X_3)						
10	โรงแรมบอสโซเทลเชียงใหม่ตั้งอยู่ในทำเลเยี่ยม.					
11	Bossotel Chiangmai มีพื้นที่จอดรถกว้างขวาง.					
12	โรงแรมบอสโซเทลเชียงใหม่มีสถานที่ตั้งที่สามารถพัฒนาได้ในอนาคต.					
13	บอสโซเทลเชียงใหม่อยู่ในสภาพแวดล้อมที่ดี.					
การตัดสินใจของลูกค้า (Y)						

No	คำถาม	1	2	3	4	5
14	บอสโซเทลเชียงใหม่เป็นหนึ่งในที่พักแบบอื่น.					
15	ข้อมูลเกี่ยวกับ Bossotel Chiangmai มีความถูกต้องแม่นยำมาก.					
16	การเข้าพักที่โรงแรมบอสโซเทลเชียงใหม่ทำให้ประทับใจ.					
17	ฉันอยู่ที่บอสโซเทลเชียงใหม่เสมอ.					
18	ผมขอแนะนำ Bossotel Chiangmai ให้เพื่อนเสมอ.					

ขอขอบคุณ

Data Recapitulation Angket Respondent

No	JK	Age	Status	X1				Total	X2				Total
				X1.1	X1.2	X1.3	X1.4		X2.1	X2.2	X2.3	X2.4	
1	1	3	1	5	5	4	4	13	4	4	4	4	16
2	2	2	2	5	4	4	4	12	5	5	5	4	19
3	1	2	2	4	3	3	3	9	4	4	4	4	16
4	1	2	1	4	4	3	3	10	4	4	3	3	14
5	2	2	2	4	4	4	4	12	4	4	4	4	16
6	1	3	2	5	5	5	4	14	4	4	4	4	16
7	1	3	2	5	4	4	4	12	5	4	4	4	17
8	1	2	1	5	5	5	5	15	5	5	5	4	19
9	2	3	2	4	4	4	3	11	4	4	4	3	15
10	1	1	2	4	4	4	4	12	3	3	3	3	12
11	1	2	2	4	4	4	3	11	4	4	3	3	14
13	1	3	1	5	5	4	4	13	5	4	4	4	17
13	1	3	1	4	4	4	3	11	5	3	5	3	16
14	2	3	1	5	4	4	4	12	5	5	4	4	18
15	2	3	2	5	5	5	4	14	5	5	5	3	18
16	2	2	2	5	4	4	3	11	4	4	4	3	15
17	1	2	2	4	4	4	4	12	5	3	4	4	16
18	1	2	2	4	4	4	4	12	4	3	3	3	13
19	1	3	2	4	4	4	3	11	4	4	3	3	14
20	2	3	1	4	4	4	4	12	4	4	4	4	16
21	1	3	2	5	5	4	4	13	5	4	4	4	17
22	1	3	2	3	3	3	3	9	4	3	3	3	13
23	1	3	2	4	4	3	3	10	4	4	3	3	14
24	2	2	2	5	4	4	4	12	4	4	4	4	16
25	2	3	2	4	4	4	4	12	5	3	4	4	16
26	2	2	1	5	5	5	5	15	5	5	5	5	20
27	2	1	2	5	4	4	4	12	4	4	3	3	14
28	2	3	2	4	4	3	3	10	4	3	3	3	13
29	2	1	1	4	4	3	3	10	4	3	3	3	13
30	1	2	2	4	5	4	3	12	4	4	4	3	15
31	2	3	1	5	5	5	5	15	5	5	5	5	20
32	1	2	2	5	5	5	5	15	5	5	5	5	20
33	1	2	2	5	4	4	4	12	4	4	4	4	16
34	2	2	2	4	4	3	3	10	4	4	3	3	14
35	1	2	2	4	4	3	3	10	4	3	3	3	13
36	1	2	2	4	3	3	4	10	4	4	3	4	15
37	1	3	2	4	4	3	3	10	4	3	3	3	13
38	2	3	2	5	5	5	5	15	5	5	5	5	20
39	2	3	2	5	5	5	5	15	5	5	5	5	20

40	2	3	2	5	4	4	4	12	4	4	4	4	16
41	1	3	1	4	4	5	3	12	4	4	3	4	15
42	1	2	2	5	4	4	4	12	5	4	4	4	17
43	1	2	2	5	5	5	5	15	5	5	5	5	20
44	2	2	2	5	4	4	3	11	4	3	3	3	13
45	1	3	2	4	4	4	4	12	3	3	3	2	11
46	1	3	1	4	4	4	4	12	4	4	4	4	16
47	2	2	2	5	4	4	4	12	4	4	4	4	16
48	1	2	2	4	3	3	3	9	4	3	3	2	12
49	1	2	1	4	4	3	3	10	4	4	3	3	14
50	1	2	2	4	4	4	4	12	4	4	4	4	16
51	1	1	2	5	5	5	5	15	4	4	3	4	15
52	1	3	2	5	4	4	4	12	5	4	4	4	17
53	1	2	1	5	5	5	5	15	5	5	5	4	19
54	2	3	2	3	3	3	3	9	4	3	3	3	13
55	2	1	2	4	4	4	3	11	3	3	3	3	12
56	1	2	2	3	3	3	3	9	4	3	3	3	13
57	1	3	1	5	5	4	4	13	5	4	4	4	17
58	2	3	1	4	4	5	3	12	5	3	5	3	16
59	2	1	1	5	4	4	4	12	5	5	4	4	18
60	2	2	2	5	5	5	5	15	5	5	5	3	18
61	2	2	2	5	4	4	3	11	4	4	4	3	15
62	2	2	2	4	4	4	4	12	5	3	4	4	16
63	1	2	2	4	4	3	3	10	4	3	3	3	13
64	2	3	2	4	4	3	3	10	4	4	3	3	14
65	1	3	1	4	4	4	4	12	4	4	4	4	16
66	2	3	2	5	5	4	4	13	5	4	4	4	17
67	1	3	2	3	3	3	3	9	4	3	3	3	13
68	2	3	2	4	4	3	3	10	4	4	3	3	14
69	2	2	2	5	4	4	4	12	4	4	4	4	16
70	1	3	2	4	4	4	4	12	5	3	4	4	16
71	1	1	1	5	5	5	5	15	5	5	5	5	20
72	1	1	2	5	3	3	3	9	4	4	3	3	14
73	2	3	2	4	4	3	3	10	4	3	3	3	13
74	1	2	1	4	4	3	3	10	4	3	3	3	13
75	2	2	2	4	5	4	3	12	4	4	4	3	15
76	1	3	1	5	5	5	5	15	5	5	5	5	20
77	2	2	2	4	4	4	4	12	5	5	5	5	20
78	1	2	2	5	4	4	4	12	4	4	4	4	16
79	1	2	2	4	4	3	3	10	4	4	3	3	14
80	2	2	2	4	4	3	3	10	4	3	3	3	13
81	1	2	2	4	3	3	4	10	4	4	3	4	15
82	2	3	2	4	4	3	3	10	4	3	3	3	13
83	2	1	2	5	5	5	5	15	5	5	5	5	20
84	2	3	2	5	5	5	5	15	5	5	5	5	20

85	2	3	2	5	4	4	4	12	4	4	4	4	16
86	1	3	1	4	4	5	3	12	4	4	3	4	15
87	2	2	2	5	4	4	4	12	5	4	4	4	17
88	2	2	2	5	5	4	4	13	5	5	5	5	20
89	2	2	2	5	4	4	3	11	4	3	3	3	13
90	2	2	2	4	4	4	4	12	3	3	3	2	11
91	2	2	1	5	5	5	5	15	5	5	5	4	19
92	1	3	2	3	3	3	3	9	4	3	3	3	13
93	1	3	2	4	3	3	3	9	3	3	3	3	12
94	2	2	2	3	3	3	3	9	4	3	3	3	13
95	1	3	1	5	5	4	4	13	5	4	4	4	17
96	1	3	1	4	4	5	3	12	5	3	5	3	16
97	2	3	1	5	4	4	4	12	5	5	4	4	18
98	2	3	2	5	5	4	4	13	5	5	5	3	18
99	2	2	2	5	4	4	3	11	4	4	4	3	15
100	1	2	2	4	4	4	4	12	5	3	4	4	16
101	2	2	2	4	4	3	3	10	4	3	3	3	13
102	1	3	2	4	4	4	4	12	4	4	3	3	14
103	2	3	1	4	4	4	4	12	4	4	4	4	16
104	1	3	2	5	5	4	4	13	5	5	5	5	20
105	1	3	2	3	3	3	3	9	4	4	4	4	16

No	JK	Usia	Status	X3					Total	Y					Total
				X3.1	X3.2	X3.3	X3.4	X3.5		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	
1	1	3	1	5	5	5	5	5	25	5	5	5	4	4	23
2	2	2	2	5	5	5	5	4	24	5	4	4	4	4	21
3	1	2	2	4	5	5	4	4	22	4	4	3	3	3	17
4	1	2	1	5	5	5	4	4	23	4	4	4	3	4	19
5	2	2	2	5	5	4	5	4	23	5	5	5	4	4	23
6	1	3	2	5	5	5	4	4	23	5	4	4	3	4	20
7	1	3	2	5	5	4	5	4	23	5	5	4	4	4	22
8	1	2	1	4	4	4	4	4	20	5	5	5	5	4	24
9	2	3	2	5	5	5	4	4	23	4	4	3	3	3	17
10	1	1	2	5	5	4	5	4	23	5	3	3	3	3	17
11	1	2	2	4	5	4	4	4	21	4	4	3	3	3	17
13	1	3	1	4	4	4	4	4	20	5	5	4	4	4	22
13	1	3	1	5	5	5	4	4	23	5	5	3	4	3	20
14	2	3	1	5	5	5	5	5	25	5	5	5	4	3	22
15	2	3	2	5	4	4	4	4	21	4	4	4	4	3	19
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18	1	2	2	5	5	5	4	4	23	5	4	3	3	3	18
19	1	3	2	4	4	5	4	4	21	4	4	4	3	3	18
20	2	3	1	5	4	4	4	4	21	5	4	4	4	4	21
21	1	3	2	4	4	4	4	4	20	5	5	4	4	4	22

22	1	3	2	4	4	4	4	4	20	4	4	3	3	3	17
23	1	3	2	5	5	5	4	4	23	4	4	4	3	3	18
24	2	2	2	4	4	4	4	4	20	4	4	4	4	4	20
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29	2	1	1	5	5	5	4	4	23	5	4	3	3	3	18
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40	2	3	2	5	4	4	4	4	21	4	4	4	4	4	20
41	1	3	1	5	5	5	4	4	23	5	4	4	3	4	20
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43	1	2	2	5	4	4	5	5	23	5	5	5	5	5	25
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45	1	3	2	5	5	5	4	3	22	5	3	3	3	3	17
46	1	3	1	5	4	5	5	5	24	5	4	4	4	4	21
47	2	2	2	5	5	5	5	4	24	5	4	4	4	4	21
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53	1	2	1	5	5	5	5	4	24	5	5	5	5	4	24
54	2	3	2	5	5	5	4	4	23	4	4	3	3	3	17
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60	2	2	2	5	5	5	5	5	25	5	5	5	5	3	23
61	2	2	2	5	5	5	5	4	24	5	4	4	4	4	21
62	2	2	2	5	5	5	5	4	24	5	5	3	4	3	20
63	1	2	2	5	5	5	4	4	23	5	4	3	3	3	18
64	2	3	2	4	4	5	4	4	21	4	4	4	3	3	18
65	1	3	1	5	4	4	4	4	21	5	4	4	4	4	21
66	2	3	2	5	5	5	5	5	25	5	5	4	4	4	22
67	1	3	2	4	4	4	4	4	20	4	4	3	3	3	17
68	2	3	2	5	5	5	4	4	23	4	4	4	3	3	18
69	2	2	2	4	4	4	4	4	20	4	4	4	4	4	20
70	1	3	2	5	5	5	4	4	23	5	5	3	4	3	20
71	1	1	1	5	5	5	5	5	25	5	5	5	5	4	24
72	1	1	2	5	5	5	4	4	23	4	4	4	3	3	18
73	2	3	2	5	5	4	4	4	22	5	4	3	3	3	18
74	1	2	1	5	5	5	4	4	23	5	4	3	3	3	18

75	2	2	2	5	5	5	4	4	23	5	4	4	4	3	20
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77	2	2	2	5	5	5	5	5	25	5	5	5	5	5	25
78	1	2	2	4	4	4	5	4	21	5	4	4	4	4	21
79	1	2	2	5	5	5	4	4	23	4	4	4	3	3	18
80	2	2	2	5	5	5	5	4	24	5	4	3	3	3	18
81	1	2	2	5	5	5	4	4	23	4	4	4	3	4	19
82	2	3	2	5	5	4	4	4	22	5	4	3	3	3	18
83	2	1	2	5	5	5	5	5	25	5	5	5	5	3	23
84	2	3	2	5	5	5	4	4	23	5	5	5	5	5	25
85	2	3	2	5	4	4	4	4	21	4	4	4	4	4	20
86	1	3	1	5	5	5	4	4	23	5	4	4	3	4	20
87	2	2	2	5	5	5	4	5	24	5	5	4	4	4	22
88	2	2	2	5	4	4	5	5	23	5	5	5	5	5	25
89	2	2	2	4	4	4	4	4	20	4	4	3	3	3	17
90	2	2	2	4	4	4	4	4	20	5	3	3	3	3	17
91	2	2	1	5	5	5	5	4	24	5	5	5	5	4	24
92	1	3	2	5	5	5	4	4	23	4	4	3	3	3	17
93	1	3	2	5	5	4	5	4	23	5	3	3	3	3	17
94	2	2	2	4	5	4	4	4	21	4	4	3	3	3	17
95	1	3	1	5	5	5	5	5	25	5	5	4	4	4	22
96	1	3	1	5	5	5	4	4	23	5	5	3	5	3	21
97	2	3	1	4	4	4	4	4	20	5	5	5	4	3	22
98	2	3	2	5	5	5	5	5	25	5	5	5	5	3	23
99	2	2	2	5	5	5	5	4	24	5	4	4	4	4	21
100	1	2	2	5	5	5	5	4	24	5	5	3	4	3	20
101	2	2	2	5	5	5	4	4	23	5	4	3	3	3	18
102	1	3	2	4	4	5	4	4	21	4	4	4	3	3	18
103	2	3	1	5	4	4	4	4	21	5	4	4	4	4	21
104	1	3	2	5	5	5	5	5	25	5	5	4	4	4	22
105	1	3	2	4	4	4	4	4	20	4	4	3	3	4	18

Output SPSS Result

Clasification Respondent

Notes		
Output Created		19-MAY-2018 13:00:51
Comments		
Input	Data	D:\Sjob\Zainab\Untitled2.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	105
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=VAR00001 Usia Status /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

Frequency Table

GENDER				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	55	52.4	52.4
	Female	50	47.6	100.0
	Total	105	100.0	

AGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 20 YEARS	9	8.6	8.6	8.6
	20 - 30 YEARS	47	44.8	44.8	53.3
	> 30 YEARS	49	46.7	46.7	100.0
	Total	105	100.0	100.0	

Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NO MARRIED	27	25.7	25.7	25.7
	MARRIED	78	74.3	74.3	100.0
	Total	105	100.0	100.0	

Frequency Variable Price

Notes

Output Created		19-MAY-2018 13:23:54
Comments		
	Data	D:\Sjob\Zainab\Untitled2.sav
	Active Dataset	DataSet1
Input	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	105
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=X1.1 X1.2 X1.3 X1.4 /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02

Frequency Table

X1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Neutral	7	6.7	6.7	6.7
Agree	50	47.6	47.6	54.3
Very agree	48	45.7	45.7	100.0
Total	105	100.0	100.0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	13	12.4	12.4	12.4
	Agree	64	61.0	61.0	73.3
	Very Agree	28	26.7	26.7	100.0
	Total	105	100.0	100.0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	30	28.6	28.6	28.6
	Agree	54	51.4	51.4	80.0
	Very Agree	21	20.0	20.0	100.0
	Total	105	100.0	100.0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	44	41.9	41.9	41.9
	Agree	46	43.8	43.8	85.7
	Very Agree	15	14.3	14.3	100.0
	Total	105	100.0	100.0	

Frequency Variable Promotion

Notes

Output Created		30-MAY-2018 18:53:55
Comments		
Input	Data	D:\Sjob\Zainab\Untitled2.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	105
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES
		VARIABLES=X2.1 X2.2 X2.3
		X2.4 X2.5
		/STATISTICS=MEAN MEDIAN
		MODE
		/ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.01

Frequency Table

X2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Setuju	26	24.8	24.8
	Sangat setuju	79	75.2	100.0
	Total	105	100.0	

X2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
--	-----------	---------	---------------	--------------------

	Agree	30	28.6	28.6	28.6
Valid	Very Agree	75	71.4	71.4	100.0
	Total	105	100.0	100.0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
	Agree	39	37.1	37.1	37.1
Valid	Very Agree	66	62.9	62.9	100.0
	Total	105	100.0	100.0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
	Agree	68	64.8	64.8	64.8
Valid	Very Agree	37	35.2	35.2	100.0
	Total	105	100.0	100.0	

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
	Neutral	1	1.0	1.0	1.0
Valid	Agree	84	80.0	80.0	81.0
	Very Agree	20	19.0	19.0	100.0
	Total	105	100.0	100.0	

Frequency Variable Location

Notes		
Output Created		30-MAY-2018 18:54:16
Comments		
Input	Data	D:\Sjob\Zainab\Untitled2.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	105
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES
		VARIABLES=X3.1 X3.2 X3.3
		X3.4
		/STATISTICS=MEAN MEDIAN
		MODE
		/ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02

Frequency Table

X3.1					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Netral	5	4.8	4.8	4.8
	Setuju	60	57.1	57.1	61.9
	Sangat setuju	40	38.1	38.1	100.0
	Total	105	100.0	100.0	

X3.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	33	31.4	31.4	31.4
	Agree	49	46.7	46.7	78.1
	Very Agree	23	21.9	21.9	100.0
	Total	105	100.0	100.0	

X3.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	42	40.0	40.0	40.0
	Agree	40	38.1	38.1	78.1
	Very Agree	23	21.9	21.9	100.0
	Total	105	100.0	100.0	

X3.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Agree	3	2.9	2.9	2.9
	Neutral	46	43.8	43.8	46.7
	Agree	43	41.0	41.0	87.6
	Very Agree	13	12.4	12.4	100.0
	Total	105	100.0	100.0	

Frequency Variable Customer Decision

Notes

Output Created		19-MAY-2018 20:21:37
Comments		
	Data	D:\Sjob\Zainab\Untitled2.sav
	Active Dataset	DataSet1
Input	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	105
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
Syntax		FREQUENCIES VARIABLES=Y1.1 Y1.2 Y1.3 Y1.4 Y1.5 /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

Frequency Table

Y1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Agree	31	29.5	29.5	29.5
Very Agree	74	70.5	70.5	100.0
Total	105	100.0	100.0	

Y1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	5	4.8	4.8	4.8
	Agree	60	57.1	57.1	61.9
	Very Agree	40	38.1	38.1	100.0
	Total	105	100.0	100.0	

Y1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	37	35.2	35.2	35.2
	Agree	46	43.8	43.8	79.0
	Very Agree	22	21.0	21.0	100.0
	Total	105	100.0	100.0	

Y1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	46	43.8	43.8	43.8
	Agree	40	38.1	38.1	81.9
	Very Agree	19	18.1	18.1	100.0
	Total	105	100.0	100.0	

Y1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	55	52.4	52.4	52.4
	Agree	42	40.0	40.0	92.4
	Very Agree	8	7.6	7.6	100.0
	Total	105	100.0	100.0	

Validity Test

		Correlations				
		X1.1	X1.2	X1.3	X1.4	Harga
X1.1	Pearson Correlation	1	.672**	.599**	.613**	.703**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	105	105	105	105	105
X1.2	Pearson Correlation	.672**	1	.708**	.632**	.865**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	105	105	105	105	105
X1.3	Pearson Correlation	.599**	.708**	1	.722**	.914**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	105	105	105	105	105
X1.4	Pearson Correlation	.613**	.632**	.722**	1	.889**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	105	105	105	105	105
Harga	Pearson Correlation	.703**	.865**	.914**	.889**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	105	105	105	105	105

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	Promosi
X2.1	Pearson Correlation	1	.663**	.518**	.331**	.254**	.780**
	Sig. (2-tailed)		.000	.000	.001	.009	.000
	N	105	105	105	105	105	105
X2.2	Pearson Correlation	.663**	1	.648**	.246*	.125	.766**
	Sig. (2-tailed)	.000		.000	.011	.203	.000
	N	105	105	105	105	105	105
X2.3	Pearson Correlation	.518**	.648**	1	.154	.244*	.736**
	Sig. (2-tailed)	.000	.000		.116	.012	.000
	N	105	105	105	105	105	105
X2.4	Pearson Correlation	.331**	.246*	.154	1	.551**	.647**
	Sig. (2-tailed)	.001	.011	.116		.000	.000
	N	105	105	105	105	105	105
X2.5	Pearson Correlation	.254**	.125	.244*	.551**	1	.600**
	Sig. (2-tailed)	.009	.203	.012	.000		.000
	N	105	105	105	105	105	105
Promosi	Pearson Correlation	.780**	.766**	.736**	.647**	.600**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	105	105	105	105	105	105

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Correlations

		X3.1	X3.2	X3.3	X3.4	Lokasi
X3.1	Pearson Correlation	1	.545**	.758**	.622**	.827**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	105	105	105	105	105
X3.2	Pearson Correlation	.545**	1	.690**	.668**	.850**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	105	105	105	105	105
X3.3	Pearson Correlation	.758**	.690**	1	.677**	.908**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	105	105	105	105	105
X3.4	Pearson Correlation	.622**	.668**	.677**	1	.865**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	105	105	105	105	105
Lokasi	Pearson Correlation	.827**	.850**	.908**	.865**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	105	105	105	105	105

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Keputusan pelanggan
Y1.1	Pearson	1	.383**	.243*	.506**	.268**	.567**
	Correlation						
	Sig. (2-tailed)		.000	.012	.000	.006	.000
	N	105	105	105	105	105	105
Y1.2	Pearson	.383**	1	.551**	.750**	.365**	.784**
	Correlation						
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	105	105	105	105	105	105
Y1.3	Pearson	.243*	.551**	1	.699**	.620**	.839**
	Correlation						
	Sig. (2-tailed)	.012	.000		.000	.000	.000
	N	105	105	105	105	105	105
Y1.4	Pearson	.506**	.750**	.699**	1	.545**	.915**
	Correlation						
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	105	105	105	105	105	105
Y1.5	Pearson	.268**	.365**	.620**	.545**	1	.739**
	Correlation						
	Sig. (2-tailed)	.006	.000	.000	.000		.000
	N	105	105	105	105	105	105
Keputusan pelanggan	Pearson	.567**	.784**	.839**	.915**	.739**	1
	Correlation						
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	105	105	105	105	105	105

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Test Reability Variable Price

Reliability Statistics

Cronbach's Alpha	N of Items
.884	4

Test Reability Variable Promotion

Reliability Statistics

Cronbach's Alpha	N of Items
.748	5

Test Reability Variable Location

Reliability Statistics

Cronbach's Alpha	N of Items
.884	4

Test Reability Customer Decision

Reliability Statistics

Cronbach's Alpha	N of Items
.748	5

Test Linierity

Notes

Output Created		30-MAY-2018 19:17:12
Comments		
Input	Data	D:\Sjob\Zainab\Untitled2.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	105
Missing Value Handling	Definition of Missing	For each dependent variable in a table, user-defined missing values for the dependent and all grouping variables are treated as missing.
	Cases Used	Cases used for each table have no missing values in any independent variable, and not all dependent variables have missing values.
		MEANS TABLES=Y BY X1 X2 X3
Syntax		/CELLS MEAN COUNT STDDEV /STATISTICS LINEARITY.
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.03

Customer Decision * Price

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Customer decision * price	(Combined)		463.648	6	77.275	43.387	.000
	Between Groups	Linearity	429.014	1	429.014	240.878	.000
		Deviation from Linearity	34.634	5	6.927	3.889	.003
	Within Groups		174.542	98	1.781		
	Total		638.190	104			

Customer Decision * Promotion

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Customer deision * Promotion	(Combined)		208.622	5	41.724	9.616	.000
	Between Groups	Linearity	91.815	1	91.815	21.160	.000
		Deviation from Linearity	116.808	4	29.202	6.730	.000
	Within Groups		429.568	99	4.339		
	Total		638.190	104			

Customer Decision * Location

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Customer decision * location	(Combined)		550.493	9	61.166	66.259	.000
	Between	Linearity	538.227	1	538.227	583.046	.000
	Groups	Deviation from Linearity	12.267	8	1.533	1.661	.118
	Within Groups		87.697	95	.923		
	Total		638.190	104			

Regression

Notes		
Output Created		30-MAY-2018 01:12:05
Comments		
Input	Data	D:\Sjob\Zainab\Untitled2.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	105
	Definition of Missing	User-defined missing values are treated as missing.
Missing Value Handling		Statistics are based on cases with no missing values for any variable used.
	Cases Used	REGRESSION /DESCRIPTIVES MEAN STDDEV CORR SIG N /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA COLLIN TOL CHANGE ZPP /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Y /METHOD=ENTER X1 X2 X3 /SCATTERPLOT=(*SRESID ,*ZPRED) /RESIDUALS DURBIN NORMPROB(ZRESID).
Syntax		
	Processor Time	00:00:01.98
	Elapsed Time	00:00:01.61
Resources	Memory Required	2380 bytes
	Additional Memory Required for Residual Plots	552 bytes

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.935 ^a	.873	.870	.89456	.873	232.169	3	101	.000	2.226

a. Predictors: (Constant), Location,promotion,price

b. Dependent Variable: customer decision

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	557.367	3	185.789	232.169	.000 ^b
	Residual	80.824	101	.800		
	Total	638.190	104			

a. Dependent Variable: Customer decision

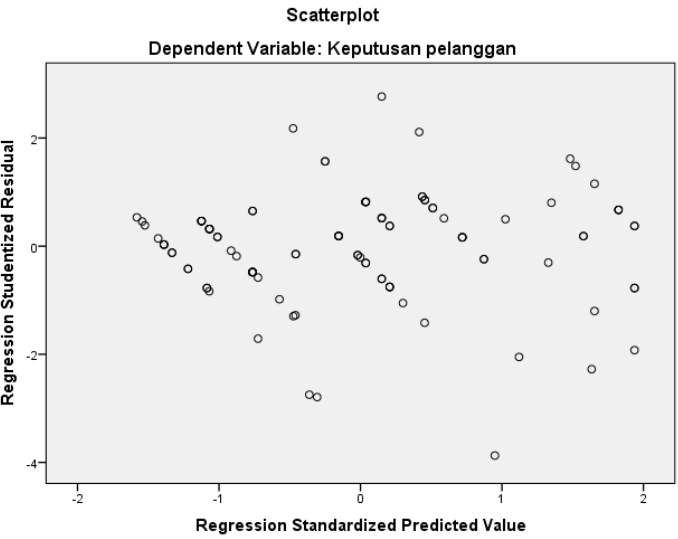
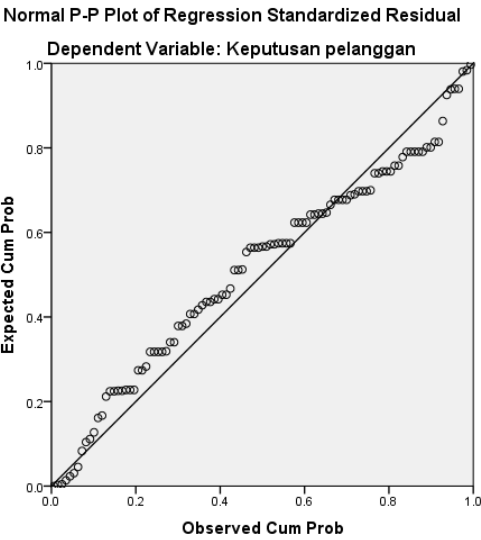
b. Predictors: (Constant), Location,promotion,price

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero - order	Partial	Part	Tolerance	VIF
(Constant)	2.028	1.275		1.590	.115					
1	Harga	.351	.080	.253	4.381	.000	.820	.400	.155	2.663
	Promosi	.131	.058	.085	2.251	.027	.379	.219	.080	1.126
	Lokasi	.705	.061	.690	11.635	.000	.918	.757	.412	2.805

a. Dependent Variable: customer decision

Charts



BIOGRAPHY



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