

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh bauran pemasaran (*marketing mix*) terhadap loyalitas pelanggan pada Hotel Machudum Kota Padang. Bauran pemasaran yang diteliti mencakup tujuh elemen, yaitu produk, harga, tempat, promosi, orang, proses, dan bukti fisik (7P). Loyalitas pelanggan merupakan kunci dalam mempertahankan eksistensi bisnis, terutama di tengah persaingan ketat industri perhotelan di Kota Padang. Penelitian ini menggunakan pendekatan kuantitatif dengan metode deskriptif kausal. Sampel penelitian sebanyak 286 responden ditentukan melalui rumus Slovin dan dipilih menggunakan teknik purposive sampling, yaitu pelanggan yang telah menginap minimal dua kali dalam satu tahun terakhir di Hotel Machudum. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan metode *Partial Least Square-Structural Equation Modeling* (PLS-SEM) dengan bantuan software SmartPLS 4.0.9.1. Hasil penelitian menunjukkan bahwa seluruh elemen bauran pemasaran memiliki pengaruh positif dan signifikan terhadap loyalitas pelanggan, baik secara parsial maupun simultan. Temuan ini menegaskan pentingnya strategi bauran pemasaran yang terintegrasi dan berorientasi pada kepuasan konsumen untuk meningkatkan loyalitas pelanggan di sektor perhotelan.

Kata kunci: Bauran Pemasaran, Loyalitas Pelanggan, Hotel Machudum, 7P, PLS-SEM.

ABSTRACT

This study aims to determine the effect of the marketing mix on customer loyalty at the Machudum Hotel in Padang City. The marketing mix studied encompasses seven elements: product, price, place, promotion, people, process, and physical evidence (the 7Ps). Customer loyalty is key to maintaining a business's existence, especially amidst the intense competition in the Padang hotel industry. This study used a quantitative approach with a causal descriptive method. The study sample of 286 respondents was determined using the Slovin formula and selected using purposive sampling technique, namely customers who had stayed at the Machudum Hotel at least twice in the past year. Data were collected through questionnaires and analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with the help of SmartPLS 4.0.9.1 software. The results showed that all elements of the marketing mix had a positive and significant influence on customer loyalty, both partially and simultaneously. These findings emphasize the importance of an integrated marketing mix strategy oriented toward customer satisfaction to increase customer loyalty in the hotel sector.

Keywords: Marketing Mix, Customer Loyalty, Hotel Machudum, 7P, PLS-SEM.