NEW STRATEGY OF MARKETING MIX MODEL TO ENHANCE HOTEL REVENUE

Ni Luh Yuni Widyasari[1], Ni Nyoman Triyuni[2], I Nyoman Rajin Aryana[3]
[1,2,3]Tourism Business Management, Politeknik Negeri Bali, Indonesia
Correspondonding Author: [1]yuniwidyasari2303@gmail.com, [2]triyuni@pnb.ac.id,
[3]nyomanrajinaryana@pnb.ac.id

ABSTRACT

The purpose of this research is to determine the marketing strategy implementation and the most suitable marketing strategy that can be applied in increasing revenue at Wyndham Garden Kuta Beach Bali. The research data was collected through questionnaires, participation observation, interviews, and documentation and performed by qualitative descriptive analysis, Internal factors, External factors, IE matrix analysis, SWOT matrix, and QSPM. This research used a marketing mix of 12 Ps (internal-external). Wyndham Garden Kuta Beach Bali is in cell five of the Internal-External matrix with total weighting score of 2,92 on internal factors and a score of 2,96 on external factors. The position in cell five shows Wyndham Garden Kuta Beach Bali is in growth (concentration through horizontal integration) or stability (there is no change).

Keywords: marketing strategy, marketing mix, revenue.

INTRODUCTION

The tourism sector is increasing significantly every year, to support the tourism activity must be available some aspects and supporting facilities for tourism such as accommodation, restaurants, travel agents, money changers, transportations, infrastructures, and tourism destinations that offered to the guest (Evita et al., 2015). Accommodation is one of the necessary facilities that must be considered because it affects tourism activities sustainability. One of the accommodations that can support tourism is a hotel. Hotel is a company managed by its owner by providing food, beverage, and bedroom facilities for a traveler and paying a reasonable amount under the service received (Sulastiyono, 2011). Wyndham Garden Kuta Beach Bali has classified into a medium hotel with 155 rooms and a resort hotel because the hotel is located in the Kuta tourism area, where most guests stay for tourism activity. As a business, Wyndham Garden Kuta Beach Bali certainly makes the revenue as the company's primary goal that must be achieved.

Revenue is the primary purpose of the company establishment background; as a company which profit-oriented, revenue is the essential thing that should be considered. Revenue is important because revenue is the object of the company's activities (Liawan & Harling, 2019). Revenue is an increase in economic benefits during a particular accounting period in the form of an income or addition of assets or a liabilities depression that results in equity increasing, which does not come from investment contributions (Fitriana, 2015). Revenue or income is caused by the company's activities in utilizing its factors and resources. All company activities that generate revenue have two effects: positive effects or income and profits, and negative effects or expenses and losses

(Haryadi & Pamungkas, 2019). The diagram of the revenue target and realization of Wyndham Garden Kuta Beach Bali for the last three years can be seen in Figure 1, below:
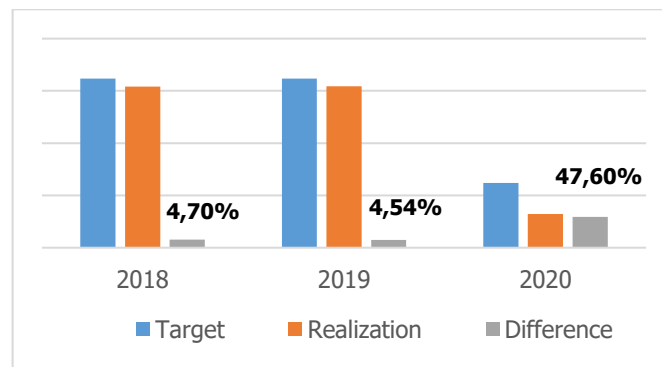
(Source: Wyndham Garden Kuta Beach Bali, 2021)
Figure 1. Diagram of The Hotel Revenue Target and Realization in 2018-2020 Period

Figure 1 above shows the decreased of hotel revenue realization, which cannot meet the revenue target in the last three years in 2018-2020. In 2018, hotel revenue did not match the target with a difference of 4,70 percent from the revenue target, and in 2019, the hotel revenue is decreased and cannot meet the target with the difference of 4,54 percent due to many hotel business competitors in Kuta area. In 2020, the hotel revenue significantly decreased and cannot meet the target with the difference of 47,60 percent from the revenue targeted due to the COVID-19 Pandemic, which influences the tourism activity around the world.

In maximizing the company's revenue, the management should maintain its marketing, because marketing is a tool to meet the customer's need, want, and satisfaction and meet the company's goals. Marketing also plays a big role in creating customer value and managing potential and profitable customer relationships. Marketing is a tool to satisfy the customer's need and desire (Kotler, et al., 2015). Marketing is an activity aimed to fulfill consumer's needs and desires through the exchange process (Ramadhanti, 2017). Marketing is an objective science obtained by using certain instruments to measure business activities' performance, informing, developing, directing the mutually beneficial exchanges in the long term between producers and consumers (Hasan, 2013). Even though marketing costs are the major expenses for organizations, the marketing process leads to improved business performance and benefit the company's economy (Királová & Malachovský, 2014). In the marketing activities, customers must get value in term of fulfilling their needs and desires through the products or services offered, and the company must get value in the form of revenue and profit from the customers as the user of products and services offered (Chumaidiyah, 2014). To maintain the marketing process that can run successfully, the company needs to determine the strategy of marketing.

Marketing strategy is very important for companies, where marketing strategy is a way to achieve the company's goals (Triyanto, 2015). Marketing strategy is a series of goals, targets, policies, and rules that provide direction for marketing efforts of the company from time to time, at every level, company's references and allocations, and especially as the company's responses and actions to the competitive condition and environment which constantly changes (Assauri, 2015). Marketing strategy aimed to adapt the company's capabilities to the market, meeting the needs of the enterprise through the development of future products, price sales, communication development strategies.

The management must consider it and improve its marketing strategy to increase enterprises' marketing activities (Komiljon, 2020). Research conducted by (Dinçer et al., 2016) gave a set of strategies that can be developed to attract its market target through location advantage, brand awareness, efficiency information and technology utilization, right price-quality balance, customer satisfaction and customer loyalty, competitiveness, human source quality, and internet utilization. Those strategies formulated by determining the strengths, weaknesses, opportunities, and threats of the company used SWOT analysis. The company can use the marketing strategies to adjust the market needs and desire by considering the marketing mix elements to analyze the company's internal and external factors.

The marketing mix is a set of controllable marketing instruments used by the company to respond to the market desires in the targeted market (Khan, 2014). Marketing mix management's effectiveness, enables marketers to create a elements combination to allow the company in managing its budget to achieve the desired objectives (Išoraitė, 2016). The marketing mix consists of some elements that should be attention and consideration in the company's marketing process. Initially, there are four (4 Ps) marketing mix elements consists of product, price, place, and promotion (Riaz & Tanveer, 2012). Additional elements from the previous elements consist of personnel, process, and physical evidence, that built 7 Ps of marketing mix consists of product, price, place, promotion, personnel, process, and physical evidence (Muala & Qurneh, 2012). Even, 10 Ps framework assumes a business orientation to integrate the fragmented solution in the business environment to satisfy the customers better and some stakeholder's needs, and demands; the 10 Ps consists of product, price, place, promotion, people, process, physical evidence, packaging, partnership, and policy (Lim, 2020). The new marketing mix is a new formulation of the marketing mix by adding a new layer of depth to the previous traditional marketing mix model (Salman et al., 2017). This new model of the marketing mix is consists 12 Ps for the company's internal and external environment, where there is 3 Ps located on both of internal and external factors. Those new model marketing mix consists of 9 Ps for the internal environment and 6 Ps for the external environment. The internal factors consist of 9 Ps: Programming, Physical Evidence, Policy, Process, People, Promotion, Place, Price, and Product. The external factors consist of 6 Ps: Pure String, Partnership, Policy, People, Perception, and Promotion. The research conducted by Salman et al. (2017) showed a new marketing mix model proposed, would help the Egyptian hotel properties provide a framework to maintain its competitiveness during the crisis period and avoid undesirable situations for the corporate income. Salman et al. (2017) researched the similarities research in using the 12 Ps marketing mix, but the analysis method used Factor Analysis to analyze the respondents' answers. It can be said company's internal and external factors analysis provides a framework strategy for the company marketing process.

By considering the strengths and weaknesses of the company's internal factors and the opportunities and threats of the company's external factors, Wyndham Garden Kuta Beach Bali can determine its position of the company's to formulate some alternative marketing strategies in increasing the marketing value and maximizing the hotel revenue. Based on the background explained above, the writer interested in researching the implementation of marketing mix new model strategy in enhancing the revenue of Wyndham Garden Kuta Beach Bali.

METHODS

This research was conducted at Wyndham Garden Kuta Beach Bali, located on Pantai Kuta Street 99X, Kuta, Badung, Bali. This research uses qualitative descriptive analysis to analyze the research data by combining the triangulation techniques are observation, interview, and documentation (Sugiyono, 2018). Qualitative descriptive analysis is used to describe and explain the result of the SWOT analysis, including weight, rating, IFAS score, EFAS score, IE matrix, SWOT matrix, and QSPM. SWOT analysis includes the internal and external company's environment, the variables contained in the SWOT analysis are strengths, weaknesses, opportunities, and threats (Gürel & Tat, 2017). A SWOT analysis can be useful in finding exploitable strategic advantages in a company's marketing strategy (Astiti, 2019). This research used the 12 Ps of marketing mix proposed by Salman (2017) for internal and external factors. The variable includes 9 Ps of internal factors are of product, price, place, promotion, people, process, policy, physical evidence, and programming. While for the external factors are of promotion, perception, people, policy, partnership, and purse string. This research used two types of data are qualitative and quantitative data, and the sources of data used are the primary data and secondary data. Data collection was carried out from 10 Wyndham Garden Kuta Beach Bali's head of departments through questionnaires and interviews that were also supported by doing participation observation, documentation, and literature study. The informants were determined by using purposive sampling with specific consideration (Sugiyono, 2018). Those informants are chosen because they are in the management level position who have a big responsibility for making the suitable strategy plan.

The research stages is started by doing the observation and general interviews about the marketing mix strategy implementation of Wyndham Garden Kuta Beach Bali. Then the internal and external questionnaire will be distributed to 10 respondents of hotel's head of department. The questionnaire result will show the weight score related to the priority scale for each indicator and rating score which presenting the company's current condition. This rating score will be a consideration to determine the company's strengths, weaknesses, opportunities, and threats. Those weight and rating scores will produce the IFAS and EFAS by multiplying the weight score with the rating score. The IFAS and EFAS score will be used to determine the company's position on the Internal-External Matrix. The next step is formulating several alternative strategies by combining the internal factor with external factors to produce Strength-Opportunity strategy (SO), Strength-Threat strategy (ST), Weakness-Opportunity strategy (WO), Weakness-Threat strategy (WT). Then, the QSPM matrix will be the last step of this analysis to determine the most suitable marketing strategy can be implemented by management to enhance the revenue.

RESULT AND DICUSSION

In determining the alternative marketing strategy that is very suitable for enhancing the revenue of Wyndham Garden Kuta Beach Bali, several steps must be taken. Before analyzing the research data, the first step must be done to do the interview and distribute the questionnaire related to the marketing mix strategy's internal and external factors. The result of the questionnaire distribution will determine the Internal Factors Analysis Summary (IFAS) that presented in Table 1 and the External Factors Analysis Summary (EFAS) that presented in Table 2 below, where those IFAS and EFAS consists of weighting score, rating score, and the multiplying of weight and rating score. The

IFAS and EFAS score will be used to determine the position of Wyndham Garden Kuta Beach Bali in the IE Matrix, which will be presented in following Figure 2.

The IFAS score is obtained from the multiplying of weight score with a rating score of each internal indicator. The internal factors involved the company's strengths and weaknesses, with the total score of 2,92, that came from the strengths score of 2,125 and the weaknesses score of 0,798, presented in Table 1 below.

Table 1. Internal Factors Analysis Summary (IFAS)

No.	Strengths	Weight	Rating	Score
1	Product and service available for the customer is in convenient location	0,11	3,50	0,397
2	The product and service to be sold with affordable prices	0,12	3,30	0,384
3	Qualified employees can give standard service which can influence the overall perception about hotel	0,11	3,30	0,355
4	Choosing media communication channels to promote product and service offered	0,11	3,20	0,363
5	Rules and procedures mechanism of activities of the services are delivered to the customers' suit to the standard procedure in the hotel industry	0,11	3,10	0,333
6	Internal rules and regulations support the company's Performance	0,10	2,80	0,293
	Total			2,125
No	Weaknesses	Weight	Rating	Score
1	The product (room, food and beverage, SPA, other facilities) is designed according to market needs and its quality control	0,12	2,40	0,279
2	The environment of the hotel can influence guest expectation and willingness to stay including those surrounding conditions, special layout, signs, and symbols	0,11	2,40	0,265
3	Products and services promoting technique, where customers can enjoy nonstop fantastic rewards provided by the 'Bonus Point' program.	0,11	2,30	0,254
	Total			0.798
	Subtotal (Weight x Rating) of Internal Factors			2,92

Sources: Primary Data, 2022

Based on the internal environment analysis result presented in Table 1 above, the calculation results of total weights and rating for the internal factor are 2,92. That total score of the internal factor is above the average of the hotel performance in enhancing the revenue. Wyndham Garden Kuta Bali has made an effort to utilize its strengths and cover its weaknesses. In the internal environment factor, Wyndham Garden Kuta Beach Bali has six strengths: place, promotion, price, people, process, and policy, with a total weight score of 2,125 and only has three weaknesses: product, physical evidence and programming indicator with a score of 0,798. Those total weighted scores mean that the strength score is above the weakness, so Wyndham Garden Kuta Beach Bali has a strong points and opportunity form its internal factors to enhance the hotel's revenue.

After analyzing internal factors, the next step will be continued by analyzing the external factors, including opportunities and threats. The EFAS score is a total score of the multiplying process between the weight and rating of each indicator in the external factors. The EFAS score is 2.964, which came from 2,184 of opportunities score and 0,799 of threats score, which can be seen in the following Table 2.
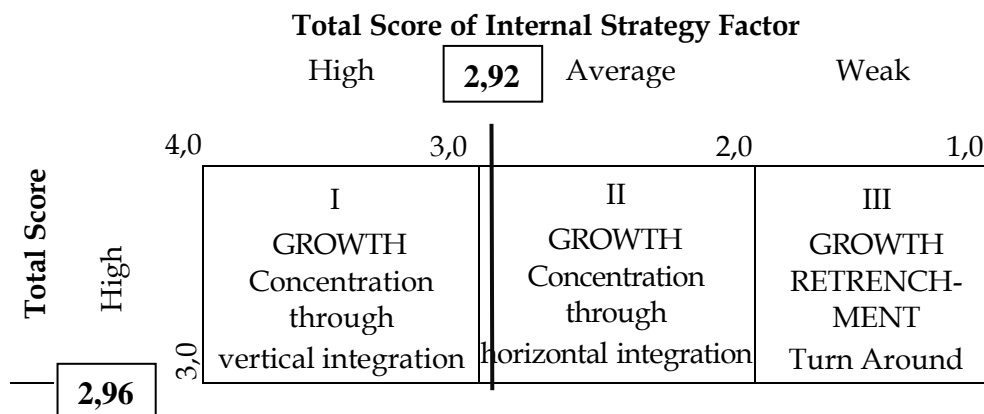
Table 2. External Factors Analysis Summary (EFAS)

No.	Opportunity	Weight	Rating	Score
1	The use of media channel for promotion	0,18	3,50	0,615
2	Parties who help and support the company operation	0,17	3,40	0,565
3	The support of stakeholder, customer, and people for the company	0,17	3,30	0,567
4	The support of external rules and regulations of the government for the company	0,16	2,70	0,438
	Total			2,184
No.	Threats	Weight	Rating	Score
1	The guest interpretations during the stay	0,17	2,50	0,417
2	Funding source can provide any service for hotel capital	0,16	2,30	0,363
	Total			0,779
	Subtotal (Weight x Rating) of External Factors			2,96

Sources: Primary Data, 2022

The results of external factors analysis, as presented in Table 2 show the result multiplication of total weights and rating for the internal factor are 2,96. That total score of the external factor shows Wyndham Garden Kuta Beach Bali's position is above the average in enhancing the revenue. Wyndham Garden Kuta Bali needs to improve and develop their business by maximizing the existing opportunities and avoiding the losses by minimizing the threats. In the external environment factor, Wyndham Garden Kuta Beach Bali has four opportunities: promotion, partnership, people and policy with a total weighted score of 2,184 and has two threats: perception and purse string with a score of 0,779. Those total weight scores mean that the opportunity is above the threat, so to reach the goals in increasing the revenue Wyndham Garden Kuta Beach Bali needs to utilize their opportunities to faces and fight the existing threats.

The Internal Factor Analysis Summary (IFAS) score of 2,92 and External Factor Analysis Summary (EFAS) score of 2,96. Based on those IFAS and EFAS matrix scores, the Internal-External Matrix in the next stage can be arranged. Internal-External Matrix will show Wyndham Garden Kuta Beach Bali's position by seeing each indicator's score of internal and external factors based on the IFAS and EFAS matrix scores. The point where the vertical and horizontal lines meet is the current business position. The position of Wyndham Garden Kuta Beach Bali in on Internal-External (IE) matrix is located on the Cell V (Growth and Stability Strategy), which presented in Figure 2 below.

Total Score of Internal Strategy Factor

	High	**2,92**	Average		Weak
	4,0	3,0		2,0	1,0

		I GROWTH Concentration through vertical integration	II GROWTH Concentration through horizontal integration	III GROWTH RETRENCH-MENT Turn Around

Total Score — High — 3,0 — **2,96**

IV STABILITY Caution	V GROWTH Concentration through horizontal integration STABIL-ITY There is no change in profit strategy	VI RETRENCH-MENT Captive Company or Divestment
VII GROWTH Diversification Concentric	VIII GROWTH Diversification Conglomerate	IX LIQUIDITY Bankrupt or Liquidation

Figure 2. The Position of Wyndham Garden Kuta Beach Bali Internal-External (IE) Matrix

Based on Figure 2, Wyndham Garden Kuta Beach Bali's current business position is in Cell V, namely growth and stability, which is included in the category of growth and concentration strategies through horizontal integration to avoid losing sales and losing profits. The strategy that can be implemented based on the current business condition is a development such as; improving products and services offered by developing new products and its quality, facilities, market expansion, and technology utilization. Wyndham Garden Kuta Beach Bali can make any efforts by improving the quality of the products and services offered, making improvements to the condition of existing buildings and facilities, completing the facilities, making additional room types, or making improvements to the interior and exterior of the rooms by replacing the damaged facilities. Besides that, to maintain the quality of human resources and services provided by Wyndham Garden Kuta Beach Bali, it is necessary to improve the employee training programs for skills and knowledge according to up-to-date technological developments in hospitality. Wyndham Garden Kuta Beach Bali also needs to expand the market target. Currently, guests staying at Wyndham Garden Kuta Beach Bali are more dominated by Middle Eastern (Arabian), Asia (Chinesen, Indian) and Australian guests because the prices offered by Wyndham Garden Kuta Beach Bali are pretty affordable, the hotel location is very strategic and accessible in the Kuta area. Newmarket expansion can be done by collaborating with travel agents that manage the European market. To succeed in these efforts, the hotel needs to do improvisation products that can meet new market needs, such as build a pool bar and add a typical European countries food and beverage menu and improve the utilization of the technology use to reach the wider market.

The position of Wyndham Garden Kuta Beach Bali in cell V, it can be used to determine some alternative strategy in the SWOT matrix. Six alternative strategies can be formulated through the internal and external environment of Wyndham Garden Kuta Beach Bali including (1) SO (strength-opportunity), (2) ST (strength-threat), (3) WO (weakness-opportunity), and (4) WT (weakness-threat). The alternative strategies are formulated by combining the internal factors and the external factors, which can be seen in Table 3, as follows.

Table 3. SWOT Matrix

IFAS EFAS	STRENGTHS (S) S1, S2, S3, S4, S5, S6	WEAKNESSES (W) W1, W2, W3
OPPORTUNITIES (O) O1, O2, O3, O4	SO STRATEGY SO1 - Expanding the market target. SO2 – Maintaining the quality of service	WO STRATEGY WO1 – Maximizing bonus point program promotion
THREATS (T) T1, T2	ST STRATEGY ST1 - Maintaining a positive image of the hotel.	WT STRATEGY WT1 - Doing Property renovation and maintenance. WT2 - Adding new guest facilities.

Table 3 shows the four groups of strategies that can be applied, including (1) SO (Strength-Opportunity) strategies, by utilizing strengths and opportunities, (2) ST (Strength-Threat) strategy to maximize the strengths owned and avoid existing threats, (3) WO (Weakness-Opportunity) strategies by considering and minimizing existing weaknesses to utilize the existing opportunities, and (4) WT (weakness-threat) strategy by trying to improve weaknesses and reduce existing threats. There are two alternative strategies can be recommended in SO strategy based on Wyndham Garden Kuta Beach Bali's strengths and opportunities, first, they are expanding the target market can be an opportunity to increase product sales and hotel revenue. It is done by collaborating with travel agents who handle tourists from Europe because most of the guests who stay are dominant from Asia and Australia. To develop the new market target, Wyndham Garden Kuta Beach Bali must also need to improve its products to fulfill European guests' expectations and desires. Improving the product can be done by adding a typical food and beverage menu from European countries, building a side pool bar, and add other facilities to support the guest activities. To support this strategy, Wyndham Garden Kuta Beach Bali needs to improve media channel utilization to promote the hotel's product

Second, employees are the key to the service itself, so that maintain the quality of service is need. Qualified people can provide service quality. Employees who work at Wyndham Garden Kuta Beach Bali have met the qualifications required by management because employees who work have been certified according to their respective fields and already have expertise and experience in their fields. This makes employees able to provide satisfying service by helping guests to fulfill their need during the stay with friendly service. However, to maintain the service quality, management must consider several things related to employees, such as providing training both by hotel management and Wyndham Hotel central company and conducting employee performance assessments. The assessment is also carried out to determine the development of employee performance and employee achievement. Besides that, rewards in the form of bonuses and certificates for outstanding employees will increase employees' motivation.

There is one alternative strategy that can be recommended in ST strategy based on Wyndham Garden Kuta Beach Bali's strengths and threats is Maintaining a Positive

Image of the Hotel, in some online booking platforms, Wyndham Garden Kuta Beach Bali has the lowest guest review score compared to its strong competitors. The company's management must maintain the company's image to compete with many competitors along the Kuta area and gain the trust of customers. Customers will definitely prefer hotels with a positive image and hope they receive the best and satisfying service and product. The marketing strategy by maintaining the company's image can be applied by maintaining the quality of service according to hospitality standards by providing some extra services such as turndown service every afternoon, maintain and improve the products and its quality such as provide many kinds of attractive menu, provide guest facilities (loan item, stationary, minibar) and also physical evidence as promised such as fixing the broken building and facilities.

There is one alternative strategy that can be recommended in WO strategy based on Wyndham Garden Kuta Beach Bali's weaknesses and opportunities is maximizing the existence of a Bonus Point Program called the Wyndham Reward, which is provided by the central company of the Wyndham Hotel Group, this program can be used to attract guests to choose Wyndham Garden Kuta Beach Bali as an option to stay in the Kuta Beach area. However, there are still many guests who do not know about the existence of this bonus point program; this is due to the lack of efforts to broadly socialize and promote Wyndham Rewards as one of the benefits that guests can enjoy while staying at Wyndham Hotels, including Wyndham Garden Kuta Beach Bali. Management can consider maximizing the use of social media due to the high use of social media by the community; it can also be done by using the hotel website, namely www.wyndhamgardenkutabali.com, to promote the Wyndham Reward program.

Two alternative strategies can be recommended in WT strategy based on Wyndham Garden Kuta Beach Bali's weaknesses and threats, they are first, wyndham Garden Kuta Beach Bali needs to do renovation to fix the hotel's building and facilities condition. The location already gives a strong point for hotel existence, but the old building condition made guest unsatisfaction, then the management needs to fix it, by fixing the broken part of the building, recoloring all the building wall to give a new atmosphere, and also fixing and changing the broken facilities. Besides that, maintenance also needed to make sure all hotel facilities and properties can be used for the long term, and it will reduce hotel expenses. Besides that, the cleanliness should also be improved to build customer trust and satisfaction in using the hotel room and facilities.

Second, adding new guest facilities, the guest facilities provided by Wyndham Garden Kuta Beach Bali are three swimming pools, rooftop SPA, bar, restaurant, meeting room and coffee shop. To attract guests to stay and win the strong competition in Kuta, Wyndham Garden Kuta Beach Bali needs to add some facilities to support guest activities during the stay, such as the Fitness center, Kids club, and Business Center. That is needed because this hotel's target market is family, so Kids club is needed to support children's activities. Besides that, there are also many guests staying for business. Wyndham Garden Kuta Beach Bali can also provide a business center which is completed some computers, books, printers, and some tables and chairs for work as additional guest facilities. The existence of a fitness center will also be an additional point to support guest activity during the stay. Guest will expect to get the best service and complete facilities to fulfill their needs and wants; guests can have some activity options during the stay by those new facilities.

After determining alternative strategies through the SWOT matrix, the final step in this study is to assess the six alternative strategies. This assessment aims to find the

most suitable alternative strategy to be applied as a new model marketing mix strategy in increasing revenue at Wyndham Garden Kuta Beach Bali by using QSPM (Quantitative Strategic Planning Matrix) analysis. This QSPM matrix assessment uses rating averages and averages Attractive score (AS), and both of them will produce Total Attractiveness Score (TAS). The TAS value on the QSPM matrix shows the relative attractiveness of each strategy by considering indicators of internal and external factors at Wyndham Garden Kuta Beach Bali. The strategy with the largest TAS score will be the main choice of priority strategy, while the strategy with the smallest TAS score is the last option. The QSPM, which has been sorted from the alternative strategy that has the highest to lowest TAS score, can be shown in Table 4, as follows:

Table 4. Alternative Strategies

No.	Code	Alternative Strategy	TAS Score
1	ST 1	Maintaining a positive image of the hotel	141,40
2	WT 2	Adding new guest facilities	137,84
3	SO 1	Expanding the market target	135.04
4	WO 1	Maximizing bonus point program promotion	131,51
5	WT 1	Doing property renovation and maintenance	120,33
6	SO 2	Maintaining the quality of service	115,21

Sources: Primary Data, 2022

Based on Table 4, it can be seen there are six alternative strategies that can be implemented at Wyndham Garden Kuta Beach Bali, but there are three alternative strategies which has the biggest TAS that will be prioritized to be implemented in enhancing the revenue of Wyndham Garden Kuta Beach Bali. The most prioritized strategy is ST1 (maintaining a positive image of the hotel), with a total TAS score of 141,40. The second prioritized strategy is WT2 (Adding new guest facilities), with a total TAS score of 137,84. The third prioritized SO1 (Expanding the market target) with a total TAS score of 135,04. Where the most suitable marketing mix strategy can be implemented by hotel's management is maintaining a positive image of the hotel to gain the customer trust and competition with competitors to enhance the revenue. A good company image or brand is a competitive advantage that affects the level of satisfaction from a positive angle. The formation of a brand image and brand equity is when consumers have a pleasant experience with a product. If the company has a positive image in the eyes of customers, it will create customers who are loyal to use the company's products and services which influence the product sales and revenue (Widiaswara & Sutopo, 2017). The positive consumer image of a brand allows consumers to make a purchase and increase brand loyalty. Where brand loyalty is often measured by how many repeat purchases are made or from brand sensitivity (Firmansyah, 2019).

CONCLUSION

Based on the discussion, it can be concluded that there are six strengths and three weaknesses of the marketing mix strategy from the internal factors. While there are four opportunities and two threats from the external factors which influence the marketing process in enhancing the revenue of Wyndham Garden Kuta Beach Bali. The internal and external factors can analyze and show the position of Wyndham Garden Kuta Beach Bali in the fifth cell with the total weight score for internal factor is 2,92 and the external

factor with the score of 2,96. Where the Fifth cell means the position of Wyndham Garden Kuta Beach Bali is in the growth (concentration through horizontal integration) or stability (there is no change), where based on the hotel's business position the development can be done by by improving products and services offered by developing new products and its quality, facilities, market expansion, and technology utilization.

The SWOT matrix process can be formulated into six strategies: SO: (1). Expanding the target market; (2). Maintaining the quality of service sustainability); ST (Maintaining a positive image of the hotel); WO (Maximizing bonus point program); WT: (1). Doing property renovation and maintenance; (2). Adding new guest facilities). The QSPM analysis shows the most suitable strategies that should be prioritized are maintaining a positive image with a total TAS of 141,40. This suitable strategy can be implemented is gains and maintains the customer's trust to increase the hotel's product and services sales volume and revenue by maintaining a positive image of hotel, because the image is important and will influence the repurchase of the product offered.

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