

**MARKETING MIX STRATEGIES  
TO INCREASE REVENUE AT ASTON KUTA HOTEL & RESIDENCE**



**POLITEKNIK NEGERI BALI**

**DEWI ANDRIANI**

**NIM 2115854041**

**TOURISM BUSINESS MANAGEMENT STUDY PROGRAM  
TOURISM DEPARTMENT  
POLITEKNIK NEGERI BALI  
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2022**

**THESIS**  
**MARKETING MIX STRATEGIES**  
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The proposal of this research is proposed as one of the requirements to compile a thesis of the applied S1 Tourism Business Management Study Program



**POLITEKNIK NEGERI BALI**

Proposed by:  
**DEWI ANDRIANI**  
**NIM. 2115854041**

**TOURISM BUSINESS MANAGEMENT STUDY PROGRAM**  
**TOURISM DEPARTMENT**  
**POLITEKNIK NEGERI BALI**  
**BADUNG**  
**2022**

## STATEMENT OF ORIGINALITY

The undersigned below,

Name : Dewi Andriani  
NIM : 2115854041  
Study Program : Tourism Business Management  
Tourism Department, Politeknik Negeri Bali

I hereby declared that my thesis entitled:

MARKETING MIX STRATEGIES TO INCREASE REVENUE AT ASTON KUTA HOTEL &  
RESIDENCE

which content is my own work, thereby free from plagiarism. Being stated I am ready to bear the risk or any sanctions impose to me in accordance with regulation.

Badung, August 2022

Who made the statement,



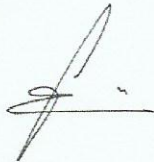
**Dewi Andriani**

## APPROVAL SHEET OF THESIS

This research has been approved by the Supervisor and Head of Tourism Department  
on 16 August 2022

**DEWI ANDRIANI**  
**NIM. 2115854041**

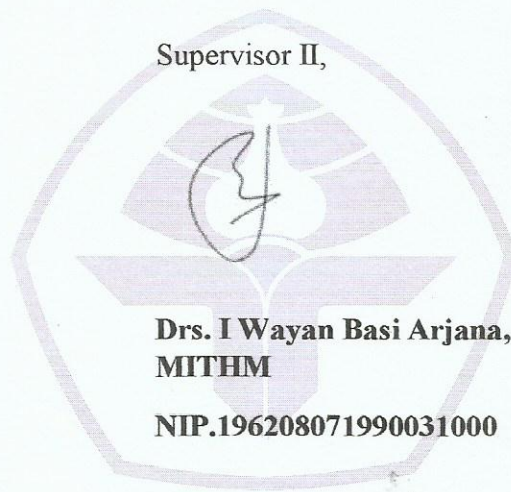
Supervisor I,



**Prof. Ni Made Ernawati,**  
**MATM., Ph.D**

**NIP.196312281990102001**

Supervisor II,



**Drs. I Wayan Basi Arjana,**  
**MITHM**

**NIP.196208071990031000**

Acknowledge by  
Head of Tourism Department,  
JURUSAN PARIWISATA  
POLITEKNIK NEGERI BALI



**Prof. Ni Made Ernawati, MATM., Ph.D**

**NIP.196312281990102001**



**THESIS**

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12 August 2022

**EXAMINERS**

**HEAD:**

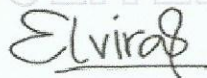


**Prof. Ni Made Ernawati, MATM**  
NIP.196312281990102001



**MEMBER:**

JURUSAN PARIWISATA  
POLITEKNIK NEGERI BALI



**1. Elvira Septevany, S.S.,M.Li**

NIP.198909262019032017

**2. Drs. Gede Ginaya, M.Si**

NIP. 196609191993031002

**CHAPTER I**  
**INTRODUCTION**

**1.1 Background**

Total revenue from 2015 – 2017 was below the target. We had to implementing the right Marketing Mix Strategy to achieve the budget. We had adjusted market segment Leisure into Business i.e Airline Crews and MICE. The following Table 1.2 below is the target and realization the Total Revenue, Aston Kuta Hotel and Residence.

**Table 1.1**  
**Total Revenue**

<b>Year</b>	<b>Target</b>	<b>Realization</b>	<b>Difference</b>	<b>Difference (%)</b>
2015	55.209.787.000	45.544.064.490	9.665.722.510	-17%
2016	50.827.216.000	41.761.226.911	9.065.989.089	-18%
2017	44.288.910.000	42.313.501.249	1.975.408.751	-4.4%
2018	46.253.758.482	48.641.194.440	2.357.435.958	+5.2%
2019	49.353.740.230	50.133.319.737	779.579.507	+1.5%

Source: Income Statement

Table 1.1 showed the fluctuated that occurred during 2015-2017, the total revenue was below the target. See the positive trend shown in 2017 while we started to implement marketing mix on the right way.

Refer to Horwath Hotel & Branded Residences Update in 2016, China was the 2<sup>nd</sup> fastest growth market by percentage and the largest by volumemeanwhilegrowth from India was 58% year-on-year and listed in Top 5 Foreign Markets and

Growth Markets YTD (Year to Date) Sep 2016 as shown in the following Table

1.2 and Table 1.3 :

**Table 1.2**  
**Top 5 Foreign Markets YTD Sep 2016 (% total)**

Australia	23%
China	20%
Japan	5%
UK	4,5%
India	4%

Source: BPS Statistics Indonesia

**Table 1.3**  
**Top 5 Growth Markets YTD Sep 2016 (total increase)**

China	298.393
Australia	151.387
India	68.222
UK	53.622
USA	36.582

Source: BPS Statistics Indonesia

Hotel's biggest market segment in 2015 – 2016 was Group Series Inbound and Adhoc, which came from India and China. The hotel was getting volume from both nations but with average price. There is no potential to increase hotel revenue because they commonly stay for 3 nights and have a full day trip. A 2016 survey by the Bank of Indonesia highlights that the typical Chinese tourist spends around one quarter of that spent by typical European or Australian tourist. The hotel

shifted the market segment by increasing the contract rates for Group Series Inbound and Adhoc, and increasing volume of MICE and Airlines with higher profits.

This hotel has been operating for 8 years by 2017. Hotel's competitor emerged offering their respective advantages, in particularly to gain the same market i.e Airline Crews and MICE. Concerning this, the hotel management had to identifying and arranging "**Marketing Mix Strategies Increasing Revenue at Aston Kuta Hotel and Residence**". Choosing the right strategies will help the hotel to effectively reach customers, makes sales, and grow businesses.

## **1.2 Problems of The Research**

1. How is the implementation of marketing mix strategies which currently applied at Aston Kuta Hotel and Residence?
2. What is the appropriate marketing mix strategies that can be applied to increase revenue at Aston Kuta Hotel and Residence?

## **1.3 Purpose of The Research**

The purpose of the writer to do this research are:

1. To analyze what kind of marketing mix strategies is applied at Aston Kuta Hotel and Residence.
2. To analyze the appropriate marketing mix strategies that can be applied to increase revenue at Aston Kuta Hotel and Residence.



#### **1.4 Benefits of The Research**

This research hopefully will bring some benefits both theoretically and practically. The benefits to be obtained in this research are:

##### **1. Theoretical Benefits**

Theoretically, this research is expected to provide additional information in supporting other research and can add the list of bibliography in the academic environment. This research is expected to be reference material for the next researcher and input for those who read. Moreover, the result of this research is expected to help and support marketing theories that is related to the marketing mix strategies to increase revenue.

##### **2. Practical Benefits**

Practically, the result of this research is expected to be useful inputs and guidelines to the company, to creating an innovation therefore the company able to compete with competitors in same area or same category which can increase revenue every month and the bottom line is increase the GOP.

## CHAPTER V

### CONCLUSION

Based on the results of research on marketing mix strategies to increase revenue at Aston Kuta Hotel & Residence. The following are some conclusions and suggestions, such as:

#### **5.1 Conclusion**

The results of the study explain the marketing mix strategy to increase revenue at Aston Kuta Hotel & Residence and alternative marketing strategies that should be applied by the *sales and marketing department*, the following are the conclusions obtained, such as:

1. Strengths and weaknesses of Aston Kuta Hotel & Residence to increase revenue, there are 7 indicators as strengths, and 4 indicators as weaknesses of the total 11 internal factor indicators analyzed. The strength with the highest value is having many product distribution channels, while the weakness with the lowest value is promotion activities carried out right on target.
2. Opportunities and threats owned by Aston Kuta Hotel & Residence to increase revenue, there are 8 indicators as opportunities, and 3 indicators as threats from the 11 external factor indicators analyzed. The opportunity with the highest value is the optimal use of technological advances, while the threat with the lowest value is similar prices offered by competitors of Aston Kuta Hotel & Residence in the same area.
3. The marketing strategy that can be applied *sales and marketing department* is ;

- Improve the marketing routine by actively looking at the technology or application for marketing activities namely *digital marketing*. Optimizing the use of digital platform such as rate shopping tool, to set competitive prices.
- Approach international Airlines for offering layover accommodations.
- Enhancing the creativity of the sales to take advantage of current technology optimally, encourage other employees to also re-post every promotion in social media, flexible in offering rates for MICE market to meet their budget.
- Implementing *a menu cycle* seen from the sales results from each outlet, conducting *sales calls* and establishing regular communication in the client database.
- Boost selling through online applications especially food & beverages.
- Adding facilities that support marketing activities such as stable *wi-fi*, paid applications to support the creation of marketing photos or videos. Paid promotion through social media.
- Increase food and beverages promotion packages such as Sunset BBQ, cocktails hour, Quarter promos, Sunset Ngabuburit and other package.
- Improve relations with the surrounding community to support the creation of a safe and comfortable environment for guests. Offers a calm atmosphere. Working together to provide facilities with beach access for example beach club.

- Creates various offers for example Wedding packages, Arisan and Birthday packages so that the target market have the option for using hotel facilities other than rooms or meeting rooms.

## **5.2 Suggestions**

Based on the results of research on the strength of Aston Kuta Hotel & Residence, suggestions that can be given are to maintain the strengths in particularly many distribution channels. For weaknesses, to improve the promotion activities adjusted to the shifting of market segment in order to increase the total revenue.

By knowing the strengths, weaknesses, opportunities, and threats, the management of Aston Kuta Hotel & Residence is advised to be able to implement alternative strategies that have been proposed to increase revenue through a marketing strategy.

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