
MARKETING MIX ANALYSIS FOR MEETING PACKAGE SALES AT FOUR
POINTS BY SHERATON BALI, KUTA

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ABSTRACT

Purpose: This research is to analyse the marketing mix used at The Four Points by Sheraton Bali, Kuta in an effort to escalate the meeting packages sales

Methodology: The data techniques used in this research are observation, interview, and documentation study. The data analysis technique used is descriptive qualitative using 7P marketing mix analysis with theory by relevant experts.

Findings: This research consists of the 7P marketing mix; product, price, place, promotion, process, people, and physical evidence.

Limitation: This research only used in one product of the hotel.

Contribution: Management at Four Points by Sheraton Bali, Kuta will evaluate the marketing mix to increase the meeting package sales.

Keyword: Marketing Mix, Meeting Package

1. Introduction

The emerge of various organizations doing MICE activities in various forms has shaped the MICE industry to progress quite rapidly (Lumanauw, 2019: 56). The rapid development of the MICE industry must be supported by the existence of the MICE activity venue itself. Bali as one of the destinations for MICE activities has several advantages such as culture, nature, service (hospitality), and there are supporting facilities for MICE activities such as international airports, ports, good accessibility, and hotels that provide meeting room facilities.

Four Points by Sheraton Bali, Kuta Hotel is a four-star hotel located in the Kuta area that provides accommodation services and MICE support facilities. The management of Four Points by Sheraton Bali, Kuta, in the competition for MICE sales, offers meeting packages to attract the MICE market. The meeting packages offered by Four Points by Sheraton Bali, Kuta are the Half Day Meeting and Full Day Meeting package. The price for the meeting package at Four Points by Sheraton Bali, Kuta has not changed from 2017 to 2019. Requests for meeting packages continued to decline every year, as well as the number that was realized and cancelled.

Abubakar (2015) states that sustainable competitive advantage is achieved through the 7P marketing mix. Prapannetivuth's (2015) research shows that the seven marketing mixes (product, price, place, promotion, people, physical evidence and process) commonly used by hotels, people, price and physical evidence are considered the most important by the owner. Bangre (2015) shows that the people involved in providing services and service prices are also important, according to an interview with an account executive that sales calls cannot be carried out effectively due to limited human resources and the many duties and responsibilities that account executives have. In terms of promotion, Four Points by Sheraton Bali, Kuta is not doing enough advertising related to the implementation of MICE. Another thing that has affected the decline in meeting package sales is the lack of contribution from offline travel agents in collaboration with Four Points by Sheraton Bali, Kuta, which only focuses on room sales, as well as online booking platforms such as Cvent and Hotel Planner, which give less contribution to meeting package sales even though they have followed up by the sales administration. Based on this, research related to the analysis of the marketing mix conducted by Four Points by Sheraton Bali, Kuta is necessary to increase sales of meeting packages.

2. Literature Review

2.1 Marketing Mix

According to Kotler and Armstrong (in Saleh and Said, 2019: 138) marketing mix is a set of marketing variables used by companies to pursue the desired sales targets. Meanwhile, according to Saleh and Said (2019: 138) the marketing mix is a product, promotion, and pricing strategy that is unique and designed to produce mutually beneficial exchanges with the target market.. But now this is increasingly developing not only in terms of product, promotion, and price but also regarding place, people, process, and physical evidence. Based on the theoretical explanation above, it can be concluded that the marketing mix is marketing variables that can be used by a company to generate profits with the target market. The elements of the marketing mix are:

a. Product

According to Saleh and Said (2019: 140) products are all forms that are offered to the market for use or consumption so that they can meet market needs and desires. Product Mix According to Hertzson (in Aditya, 2015) there are several things that need to be considered in the product mix, including location, size, and physical condition.

b. Price

According to Tjiptono (2015: 289) price is the only element of the marketing mix that brings income or revenue for the company. Price is an element of the marketing mix that is flexible, which means it can be changed quickly. According to Assauri (in Aditya 2015) pricing methods can be divided into cost-based pricing, namely cost-plus pricing, break-even analysis and target profit pricing. And the form of pricing according to Strauss and Frost (in Aditya: 2015), there are two forms of pricing, including fixed prices and dynamic prices.

c. Place

According to Kotler (in Saleh and Said, 2019: 267) distribution channels are a group of companies or individuals who have ownership rights to products or help transfer ownership rights to products or services when they are transferred from producers to consumers. According to Yoeti (in Aditya, 2015) in the hotel industry there are two

types of distribution channels that connect hotels with tourists, namely direct distribution channels and indirect distribution channels.

d. Promotion

According to Saleh and Said (2019: 187) promotion is the most important activity, which plays an active role in introducing, notifying and reminding the benefits of a product in order to encourage consumers to buy the product being promoted. According to Tiptono (2015: 399) the promotion mix can be divided into five, namely advertising, sales promotion, personal selling, direct marketing, and public relations.

e. Process

According to Saleh and Said (2019: 207) the process is an organizational approach to transforming resources into goods and services. According to Timpe (in Andiwalapa, 2018: 37) classify the process into three indicators, namely flow of activities, schedules, and routines.

f. People

According to Tjiptono (2015: 272) personnel who deliver services are a key element in providing positive and memorable experiences for customers. According to Zeithaml and Binner (in Andiwalapa, 2018: 33) the ability of employees is divided into two, namely indicators of people including service people and customers.

g. Physical evidence

According to Saleh and Said (2019: 197) physical evidence is something that affects consumer satisfaction in buying and using the goods or services offered. According to Assauri (in Hasan, 2019: 28) states physical evidence indicators, namely environment, layout, and additional facilities.

2.2 Meeting Package

Hotels that provide and facilitate meeting activities will have several meeting packages offered to increase their sales. Meeting is a meeting or trial held by a group of people who are members of an association, association, or association with the aim of developing professionalism, increasing human resources, fostering cooperation between members and administrators, delivering the latest information, publications, social relations (Luturlean in Kesrul, 2019: 197).

According to Kotler (2012: 21) packaging is an activity of designing and making a container or packaging as a product. So according to some of the above definitions, it can be concluded that the meeting package is a combination design of several products into one unit to support the needs of leisure and business guests combined in a package. With the meeting package, prospective consumers can easily determine what products they want and need.

3. Research Methodology

This research uses a qualitative descriptive technique. According to Moleong (2010: 248) qualitative data analysis techniques are efforts made by working with data, organizing data, sorting them into manageable units, searching and finding patterns, finding what is important and what is learned, and deciding what can be told to others. This research is used to present, explain, and describe the data obtained systematically regarding the marketing mix to increase sales of meeting packages at Four Points by Sheraton Bali, Kuta.

4. Results

Four Points by Sheraton Bali, Kuta has 185 rooms, supporting facilities for meeting activities such as restaurants and meeting rooms that have a capacity for 120 people, with a strategic location close to tourism objects. The price offered by Four Points by Sheraton Bali, Kuta uses the going rate pricing method for meeting package prices and segmented prices for room rates. The distribution channels at Four Points by Sheraton Bali, Kuta, direct distribution channels such as websites and online booking platforms. Indirect distribution channels are with travel agents, global sales officers, and Jakarta sales officers. Promotional advertising are personal selling, direct marketing, sales promotion, and public relations. In terms of people, Four Points by Sheraton Bali, Kuta regularly provides training to employees to maintain service quality. In terms the process, Kuta provides easy MICE reservation services, check in and check out services, and dedicated personnel in charge during meetings. For the physical evidence, the hotel is located in a strategic location, has supporting facilities that provide comfort for guests, and exterior and interior design with a modern balinese theme. Four Points by Sheraton Bali, Kuta offers 2 venues that can be used for meeting activities; Darshana and Boardroom. Darsahana is a meeting venue which is located on the 5th floor with 216 sqm and can be divided into 3 rooms, namely Darshana 1, Dharsana 2, and the Pre-function Area. The boardroom is a meeting venue which is located on the 3rd floor which has an area of 56 sqm.

To support meeting sales, Four Points by Sheraton Bali, Kuta provides a meeting package. The price of the meeting package at Four Points by Sheraton Bali, Kuta does not include tax and services. Inclusion meetings provided by the hotel for the implementation of meetings at Four Points by Sheraton Bali, Kuta, are coffee break, lunch or dinner, mineral water and candy, LCD Projector, 2 microphones and standard audio visual equipment, white board, flip chart, notepad , & pencil.

5. Discussion

a. Product

Four Points by Sheraton Bali, Kuta located in a strategic location and close to entertainment centers, this is often used as an added value by the sales and marketing department in marketing meeting package packages.

Hotel size is also important for customers in choosing a venue to hold meetings. The size of the hotel includes the size of the room, the size of the restaurant, and also the size of the available meeting rooms. The room size of the Four Points by Sheraton Bali, Kuta is 28 sqm for the deluxe room and 45 sqm for the suite room. For the meeting room owned by Four Points by Sheraton Bali, Kuta has a ceiling height of 2.5 meters and can accommodate up to 120 people. Sales of meeting packages not only focus on room and meeting room products, the size of the restaurant is also important because it is related to food and beverage service in the implementation of meetings. The restaurant at Four Points by Sheraton Bali, Kuta can accommodate up to 190 for banquets and 310 for standing parties. The size of the restaurant that is owned is able to support the activities of meeting participants such as breakfast, lunch and dinner and can serve external guests. The appearance of the Four Points by Sheraton Bali, Kuta hotel in terms of exterior uses a modern Balinese theme, guests who stay and hold meetings feel a modern Balinese atmosphere.

b. Price

Four Points by Sheraton Bali, Kuta applies going rate pricing in the pricing method. The price for the meeting package offered by Four Points by Sheraton Bali, Kuta is based on data obtained from the sales and marketing department in accordance with the average meeting rates sold by its competitors. According to an interview with an account executive, the meeting price offered by Four Points by Sheraton Bali, Kuta is already competitive when compared to its competitors. Meanwhile, the room rates offered by Four Points by Sheraton Bali, Kuta use segmented pricing for MICE. The room rates offered are in accordance with the prevailing season, so in this case the role of the sales and marketing department is important in providing special prices to customers according to their budget.

c. Place

The distribution channels used by Four Points by Sheraton Bali, Kuta for sales of meeting packages are direct distribution channels and indirect distribution channels. Direct distribution channels are through telephone, fax and the internet. Inquiry ordering services related to package meetings via telephone and fax will be handled directly by sales and marketing department employees so that services related to inquiry are faster. Meanwhile, for booking inquiries via the internet through the hotel website, namely www.mariott.com/dpskf and through online booking platforms such as Cvent and Hotel Planner. The indirect distribution is by working with offline travel agents and GSO (global sales officer) and JSO (Jakarta sales officer). Offline travel agents in collaboration with destinations of the world, leisure holidays, STS, WITA, and Pacto Bali. According to interviews with account executives, offline travel agents do not contribute less in sales of meeting packages but make a big contribution to room sales. The existence of the GSO and JSO contributed greatly to the sales of meeting packages because the GSO and JSO distributed products and services by participating in table tops, exhibitons and expo events.

d. Promotion

The promotional mix used by Four Points by Sheraton Bali, Kuta is advertising, sales promotion, personal selling, direct marketing, and public relations. Advertising carried out by Four Points by Sheraton Bali, Kuta is in print media by printing brochures about hotels and MICE. The brochure owned by Four Points by Sheraton Bali, Kuta has content that promotes hotel and MICE products with complete information needed by clients. advertising with electronic media is carried out using social media. However, the content published on the Four Points by Sheraton Bali, Kuta social media such as Instagram and Facebook focuses more on room products, restaurants and lifestyle. Very rarely there is content regarding the implementation of the meeting.

Sales promotion by giving special offers to travel agents or personal in charge groups. The special offer is by giving a special rate and free 1 room per night for every 20 confirmed rooms. Sales promotion activities must obtain approval from the director of sales and marketing and the director of revenue. It is hoped that this special offer will create a repeater client that has the potential to bring business into the future.

Personal Selling are the sales call and site inspection. According to interviews with account executives, sales calls are usually by visiting several governments, corporations, and associations to get new businesses. This sales call activity is usually done by account managers and account executives. Presentation will be made to

prospective customers regarding the products and services offered. However, sales calls made at Four Points by Sheraton Bali, Kuta are not effective every week due to time constraints and the number of tasks that account managers and account executives have. Apart from sales calls, personal selling activities carried out at Four Points by Sheraton are site inspection.

Direct marketing activities are by telemarketing to government, association, and corporate. Telemarketing activities are carried out to get direct responses regarding plans or activities to be carried out so that they are expected to generate long-term business.

According to an interview with an account executive, the public relations activities carried out by Four Points by Sheraton Bali, Kuta are by sponsoring a major event on Kuta Beach which is held every year. In being a sponsorship, Four Points by Sheraton Bali, Kuta was carried out with Four Points Around The World, but in this event it focused on promoting room and food and beverage products so that it had less impact on meeting package sales.

e. Process

The process at Four Points by Sheraton includes activity flows, schedules and tasks, and routines. The flow of activities in the sales of meeting packages begins with the acceptance of reservations which are handled directly by the sales and marketing department. According to observations that have been made, the process of receiving inquiry meetings begins with reservation services that can be made via telephone, email and online booking platforms, followed by sending proposals to prospective customers regarding information and price quotes provided by Four Points by Sheraton Bali, Kuta.

Prior to the meeting, the sales coordinator will carry out a group resume, this is done to provide information to other departments related to the implementation of the meeting so that there is no miscommunication. Four Points by Sheraton Bali, Kuta also provides special check-in and check-out counter services for group guests, according to an interview with an account executive providing this service to give group guests a sense of comfort when checking in, because group guests generally come together so they provide services specifically can minimize guest mistakes and complaints. Another service provided by Four Points by Sheraton Bali, Kuta in conducting meetings is providing dedicated conference personnel services during meetings, with this service to facilitate customer service and needs during meetings. Routines are thoughts and planning that are included in a pattern of activities. A thought and planning carried out by Four Points by Sheraton Bali, Kuta is carried out by holding a sales report meeting every week with the head of the department and all sales and marketing department employees. In this meeting, we will discuss the plans that Four Points by Sheraton Bali, Kuta will carry out in selling its products and services.

f. People

People at Four Points by Sheraton Bali, Kuta can be divided into two; service people and customer. Four Points by Sheraton Bali, Kuta regularly provides training on providing good service to Sales and Marketing Department employees. This training is conducted through webinars, to provide equal opportunities for all employees to be able to carry out training. There have never been any complaints related to meeting

implementation services provided by customers. By providing good service it will provide satisfaction to customers. Customers provide ratings related to the quality of hotel products and meeting services provided on social media such as Tripadvisor. The positive assessment that Four Points by Sheraton Bali, Kuta has regarding hotel products and the implementation of meetings has a positive impact on the image of Four Points by Sheraton Bali, Kuta. The assessment provided can be a reference for potential customers in choosing to use the services and products of Four Points by Sheraton Bali, Kuta.

g. Physical Evidence

Physical evidence at Four Points by Sheraton Bali, Kuta consists of the environment, layout and additional facilities. The external environment that is owned by Four Points by Sheraton Bali, Kuta is in a strategic tourism area. Along the road to the Four Points by Sheraton Bali, Kuta, there are many businesses such as places to eat, money changers, spas, and homestays. While the external environment that is owned by Four Points by Sheraton Bali, Kuta has an instagramable design with a blend of modern Balinese culture, with an attractive design, many guests are interested in capturing their moments at Four Points by Sheraton Bali, Kuta. The layout of the Boardroom and Darshana is close to stair and lift access, as well as hotel facilities such as a restaurant and lobby. This arrangement is made to make it easier for guests in enjoying and using hotel facilities during meetings. As well as meeting facilities provided by Four Points by Sheraton Bali, Kuta, regular checks are held regularly to provide safety and comfort for customers during meetings.

6. Conclusion

Four Points by Sheraton Bali, Kuta has used the entire 7P marketing mix in selling meeting packages. This can be seen from the **product** from Four Points by Sheraton Bali, Kuta using a strategic hotel location and complete facilities as an added value product in offering meeting package sales. Four Points by Sheraton Bali, Kuta uses going rate **pricing** for meeting package prices and segmented pricing for room rates. In terms of **place** Four Points by Sheraton Bali, Kuta distributes meeting package products through direct distribution via telephone, fax, email, hotel websites, and online booking platforms and indirect distribution channels in collaboration with offline travel agents, global sales officers, and Jakarta sales officer. For the **promotion**, Four Points by Sheraton Bali, Kuta uses five components of the marketing mix, which are advertising, sales promotion, personal selling, direct marketing and public relations. For **people**, Four Points by Sheraton Bali, Kuta provides good service training to its employees so that it can lead to positive assessments of the services provided. In terms of **process**, Four Points by Sheraton Bali, Kuta provides easy reservation services, provides special check-in and check-out counter services for group guests. Apart from that, in planning a strategy the Sales and marketing department routinely conducts sales report meetings every week. In terms of **physical evidence**, Four Points by Sheraton makes use of the external and internal environment as an attraction in selling meeting packages.

Based on the above conclusions, there are several suggestions that can be put forward for consideration by the management of Four Points by Sheraton Bali, Kuta, especially to the

Sales & Marketing Departemen, adding inclusion in the meeting package such as free local transportation (komotra) because the location of Four Points by Sheraton Bali, Kuta, which cannot be passed by buses. Evaluations related to pricing strategies in line with market developments, expanding cooperation with offline travel agents who handle MICE so that they can contribute to MICE sales, making regular content related to MICE on the official social media of Four Points by Sheraton Bali, Kuta, providing training in other foreign language training for sales and marketing department employees, maintaining the ease of service process provided to customers, and check meeting facilities regularly to ensure that the facilities must be renovated and repaired.

Limitation and study forward

New technology and ways of communication is need to be consider in order to improve marketing mix

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