INFLUENCE ANALYSIS OF MARKETING MIX TO LOYALTY OF VISITOR
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Abstract

Lampung today there are many tourist attractions of the game, one of which is the Green Valley Travel Park. Tourism Park is located in Green Valley, Village Sukadanaham, Western District of Tanjung Karang, Bandar Lampung, has now become a mainstay for tourists who visit to Lampung. Fresh and Natural object is the motto of Taman Wisata Lembah Hijau Bandar Lampung

This study discusses whether there is influence visitor loyalty marketing mix to Taman Wisata Lembah Hijau Bandar Lampung. The hypothesis in this study is the marketing mix factors significantly influence visitor loyalty Taman Wisata Lembah Hijau Bandar Lampung

After analysis using multiple linear regression result that the hypothesis that the marketing mix positive effect on visitor loyalty Taman Wisata Lembah Hijau Bandar Lampung in Bandar Lampung acceptable. It is based on the F test significance value of 0.01.

The biggest influence contained in the variable that is equal to 31.7% and the effect of other variables as follows: the effect of the product by 27.5%, the price effect of 31.4%, 21.0% influence of place, the promotional effect of 28.7% , the influence of the physical appearance of 26.6%, and 10.7% of the influence. The results of the calculation of descriptive states Visitors Taman Wisata Lembah Hijau Bandar Lampung as a whole are satisfied. The mean score for each variable by 4.

Suggestions on this research is Taman Wisata Lembah Hijau Bandar Lampung should retain the services have been performed by the employee. The things that need to be preserved is the friendliness of the employees, good personal communication, willingness to help. The variables that need to be improved is the process variable. The management of Taman Wisata Lembah Hijau Bandar Lampung needs to improve employees' ability to speed up the process of getting a ticket visitors and visitors enter the vehicle accelerate the game.

Keywords: product, price, distribution, promotion, process, people, physical evidence and Loyalty