

The Mediating Role of Consumer Trust in the Influence of Marketing Mix on Consumer Decisions to Stay at Bebek Cottage Sanur

Putu Ayu Nadya Pradnyagita ^{1*}

^{1*} Master of Applied Tourism Development Planning Study Program, Institut Pariwisata dan Bisnis Internasional, Indonesia.

Email: nadyapradnyagita@gmail.com ^{1*}

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Abstract

This study aims to analyze the role of consumer trust as a mediating variable in the relationship between marketing mix and consumer decisions to stay at Bebek Cottage Sanur, Bali. The background of this study is based on the significant impact of the COVID-19 pandemic on the hospitality industry, especially in Bali, which forced many hospitality businesses to close their operations. As a newcomer established amidst this instability, Bebek Cottage Sanur implemented a marketing mix strategy consisting of product, price, place, promotion, people, process, and physical evidence to attract consumers. A quantitative approach was used in this study, using path analysis techniques to test the direct and indirect effects of the marketing mix on consumer decisions through consumer trust. Data were obtained through questionnaires distributed to 136 respondents who stayed at Bebek Cottage Sanur during the high season. The results showed that marketing mix positively and significantly affects consumer decisions, both directly and indirectly, through consumer trust. Consumer trust is proven to be a significant mediator, where increasing consumer trust in Bebek Cottage Sanur can strengthen the effect of the marketing mix on consumer decisions to stay. This study makes an essential contribution to the marketing literature by confirming that consumer trust is a critical element in maximizing the effectiveness of the marketing mix. The practical implications of these findings emphasize the importance of hotel management focusing on developing marketing mix strategies and managing and strengthening consumer trust to achieve long-term loyalty and future business success.

Keywords:

Marketing Mix; Consumer Trust; Consumer Decision; Marketing Strategy; Hospitality Industry.

1. INTRODUCTION

The COVID-19 pandemic that began to spread in Indonesia in early 2020 has had an impact on various sectors, one of which is the tourism sector. The direct effect on the tourism sector is that the number of foreign tourists coming to Indonesia has dropped drastically, along with the reduction in international flights. In addition to foreign tourists, there has also been a decline in the number of domestic tourist visits, which has decreased drastically since the pandemic and has worsened with the implementation of social distancing, physical distancing, and the Implementation of Community Activity Restrictions (PPKM) policies. The impact of the Covid-19 pandemic has dramatically affected the sustainability of tourism on the island of Bali. Based on data from the Central Statistics Agency, in the first quarter of 2020, the number of foreign tourists entering Bali decreased by 42.3% (y-o-y) from 1,819,664 foreign tourists in the first quarter of 2019 to 1,050,024 foreign tourists in the first quarter of 2020. One of the industries most affected by the Covid-19 pandemic is the tourism accommodation or hotel sector. During the pandemic, many tourism accommodation or hotel industries finally decided to close their businesses because they could not finance operational costs.

However, there are still tourism accommodation industry owners who choose to survive by taking various measures to continue to be able to pay operational expenses. From 2020 to mid-2022, the central and regional governments have implemented policies to deal with the Covid-19 pandemic. They are starting from policies related to health, economy, and social, to tourism recovery. Several policies related to tourism recovery in Bali include the Work from Bali program, which was introduced in mid-2021. This policy is expected to be the starting point for reviving the tourism and creative economy sectors, especially in Bali, with the implementation of strict and disciplined health protocols. The revival of tourism in Bali can be marked by the holding of the peak of the G20 Summit, which will take place in Nusa Dua in November 2022. This condition will undoubtedly provide foreign and domestic tourists with a new perception that tourism in Bali is starting to revive. This certainly brings a breath of fresh air for tourism accommodation industry owners and a new challenge to prepare the accommodation they have to provide maximum service in terms of accommodation readiness, facilities, human resources, promotion, marketing, and price. Given the large number of tourism accommodation providers in Bali, a particular strategy is needed so that their accommodation becomes an option for tourists. Of course, tourists have various considerations before finally choosing an accommodation as a place to stay while traveling in Bali.

In running a business, the hospitality industry must always observe changes in consumer behavior to anticipate these changes and then use them as a study to improve marketing strategies. Consumer decisions in the hospitality business are a person's decision to stay at the hotel. Consumers' decisions: Consumers' choice of hotel is critical to the sustainability of a hotel's cycle because consumers are important assets. The decision tourists take is, in principle, the consumer's decision to choose a hotel as a place to stay (Sulistiono, 2010). Consumer decisions about purchases are the process of an individual choosing, organizing, and interpreting information inputs to create a meaningful picture of the world (Kotler, 2009). Consumers Many users are considering staying at one of the tourist accommodations. Therefore, hospitality industry players must observe what factors must be considered to attract consumers, especially if they are new to competing in the hospitality industry. Bebek Cottage Sanur is one of the newly established hotel industries that started operating at the end of 2021. Bebek Cottage Sanur is one of the hotel industries in Bali that decided to start its business amidst the unstable tourism conditions due to the COVID-19 pandemic. Bebek Cottage Sanur is located in Denpasar City, in Sanur Kauh Village. Bebek Cottage Sanur takes the theme of heritage and culture into account in every piece of architecture in its buildings. Of course, it is difficult for Bebek Cottage Sanur to start its business, especially to achieve the occupancy target to finance business operations. A unique strategy is needed to inform potential consumers and ultimately decide to stay at Bebek Cottage Sanur. Based on the results of interviews with the management of Bebek Cottage Sanur, one of the focuses of activities carried out since the company was founded is to maximize the marketing process. The marketing process is done by maximizing the marketing mix with exceptional staff, focusing on product introduction, location, price, and promotion.

Marketing activities that focus on maximizing the marketing mix concept are one alternative that new companies can use to enter the world of business competition. As a newcomer to the hotel industry, Bebek Cottage Sanur still needs to have a strong reputation or brand image based on the tourists' perception. This condition is a weakness of Bebek Cottage Sanur compared to other accommodation service providers operating for a long time. Bebek Cottage Sanur management must be able to develop a good marketing program to attract the attention of customers or consumers so that they are willing to use the products and services they offer. Zeithaml and Bitner (Hurriyati, 2015) stated that the marketing mix concept consists of 4Ps: product, price, place, and promotion. Therefore, marketing activities have a vital role in informing the products offered so that they can influence the decisions of potential consumers. Maximum marketing activities will only necessarily result in purchasing decisions if consumers have a good perception of trust in the products or the people marketing them. Marketing activities are internal factors that the company can maximize, while consumer trust is the perception that arises from consumers regarding information that has been known about a product. According to Mowen and Minor in Donni (2017), trust is all the knowledge consumers have and all the conclusions they make about an object, its attributes, and its benefits. When associated with marketing, trust is an expectation an individual or group holds when words, promises, or oral or written statements from other individuals or groups are realized. Trust that has grown in the perception of potential consumers can support buying or choosing a product. Many studies have been conducted on the influence of marketing on consumer decisions, and more research results related to this topic are still needed. The natural phenomenon faced by Bebek Cottage Sanur as a newcomer to the hospitality industry during the Covid-19 pandemic prompted researchers to conduct research by testing the role of consumer trust in mediating the influence of the marketing mix on consumer decisions to stay at Bebek Cottage Sanur. This study also intends to understand consumer trust in the hospitality industry just established amid the Covid-19 pandemic.

Various previous researchers have widely researched consumer decisions, and several previous studies are related to this study. For example, Pura (2020) studied the influence of brand image and trust on the decision to stay at the Arion Swissbell Hotel Bandung. The results showed that brand image and trust positively affected the decision to stay. Sari and Ratno (2021) also studied the influence of marketing mix on customer savings decisions with religiosity as a moderating variable, finding that all marketing mix factors

simultaneously and partially influenced savings decisions, and religiosity strengthened this influence. Another study by Caroline et al. (2021) examined the influence of marketing mix and consumer behavior on purchasing decisions for healthy food bar products in Malang, which showed that these variables significantly affected purchasing decisions. Furthermore, Simarmata et al. (2021) studied the mediating role of consumer trust in the relationship between product quality and risk perception on purchasing decisions in the marketplace, with the results that product quality had a positive effect, while risk perception hurt purchasing decisions, and trust was able to mediate the relationship. In their study, Nasir and Syahnur (2022) found that the marketing mix of services and consumer trust positively affects travel decisions during the new normal. Recent research by Kholifah et al. (2023) discusses the effect of the marketing mix on online purchasing decisions after the COVID-19 pandemic, with customer trust as a mediating variable. They found that product and price did not affect purchasing decisions. However, location and promotion had a significant effect, and customer trust mediated the effect of location and promotion on purchasing decisions. Kurniawan et al. (2024) examined the effect of the marketing mix on purchasing decisions for Wingko Babat with purchase intention as a mediating variable, finding that the marketing mix had a direct effect through purchase intention on purchasing decisions. Based on the study of the Theory of Planned Behavior (TPB), which was developed from the Theory of Reasoned Action (TRA), humans tend to behave rationally and consider the impact of actions before behaving. TPB includes beliefs about behavioral outcomes (behavioral beliefs), expected norms (normative beliefs), and beliefs about factors that support or hinder behavior (control beliefs). TPB is often used in marketing studies, especially those related to the influence of intention on consumer behavior, so it is relevant for the theoretical basis of this study. Consumer decisions in this context are closely related to purchasing decisions. According to Kotler and Keller (2009), purchasing decisions are the process by which consumers determine and choose products or services to meet needs and achieve satisfaction. Factors that influence purchasing decisions include personal, social, and psychological factors. The marketing mix, which consists of seven elements (7P), namely product, price, place, promotion, people, process, and physical evidence, is an essential tool in marketing strategies to influence consumer decisions. Consumer trust is also an essential element that influences purchasing decisions. According to Robbins (2006), trust is a positive expectation of the words, actions, or decisions of other parties who are considered trustworthy. Consumer trust in a product or service can be formed through the information they have, and honesty, virtue, and competence are critical factors in building this trust.

A conceptual framework is a logical relationship structure based on relevant theoretical foundations and empirical studies. This framework describes the influence between variables in the study and helps explain how these variables are interrelated. This study examines the effect of marketing mix implementation on consumer decisions to stay at Bebek Cottage Sanur. In addition, this study also uses consumer trust as a mediating variable between the influence of marketing mix and consumer decisions. Marketing mix is one of the leading marketing activities that determines the success of a business. The variables in the marketing mix include product, price, location, and promotion. Before making a purchasing decision, consumers will generally consider various information they receive, including information obtained from marketing strategies that contain marketing mix elements. Based on the Theory of Planned Behavior, humans behave rationally by considering the impact of their actions before acting. If the marketing mix is implemented correctly and on target, it will significantly affect consumer decisions. Previous research by Karnelis (2017), Awinasi and Rastini (2018), Sari and Ratno (2021), and Caroline et al. (2021) showed that the marketing mix has a positive and significant influence on consumer decisions. According to Robbins (2006), trust is a positive expectation that allows individuals to rely on other parties who can influence their well-being. In the business world, trust is essential for transactions because high trust will influence purchasing decisions. Based on the Theory of Planned Behavior, consumer trust plays a vital role in forming the intention to act, including purchasing decisions. Previous research by Putra (2020), Simarmata et al. (2021), Nasir and Syahnur (2022), and Kholifah et al. (2023) showed that consumer trust has a positive and significant influence on consumer decisions. According to Kotler (2009), consumer satisfaction compares perceived product performance and consumer expectations. Mowen and Minor (2002) explain that consumer trust is formed from consumer knowledge about a product, including information obtained from marketing through the marketing mix. When the marketing mix is implemented effectively, consumer trust in the product will increase. Research by Nurbani (2019), Isiati and Akbar (2019), and Kholifah et al. (2023) showed that the marketing mix has a positive and significant effect on consumer trust. According to Moorman Zaltman (1993), trust is an individual's willingness to rely on other parties involved in exchanging information. In a business context, the marketing department plays a vital role in conveying information through the marketing mix, ultimately forming consumer trust. As a new industry, Bebek Cottage Sanur needs to maximize the marketing mix to create a good perception of consumer trust, which ultimately influences consumers' decisions to stay. If consumer trust is well formed, this will mediate the influence of the marketing mix on consumer decisions.

2. RESEARCH METHOD

This study uses a quantitative approach because the symptoms of the observation results are converted into numbers, and then analyzed using statistics. According to Creswell (2012), quantitative research requires researchers to explain how variables affect other variables. This research is a type of experimental research. According to Sugiyono (2017), research with an experimental approach aims to find the effect of certain variables on other variables under strictly controlled conditions. This research design can be seen more clearly in the Figure below.

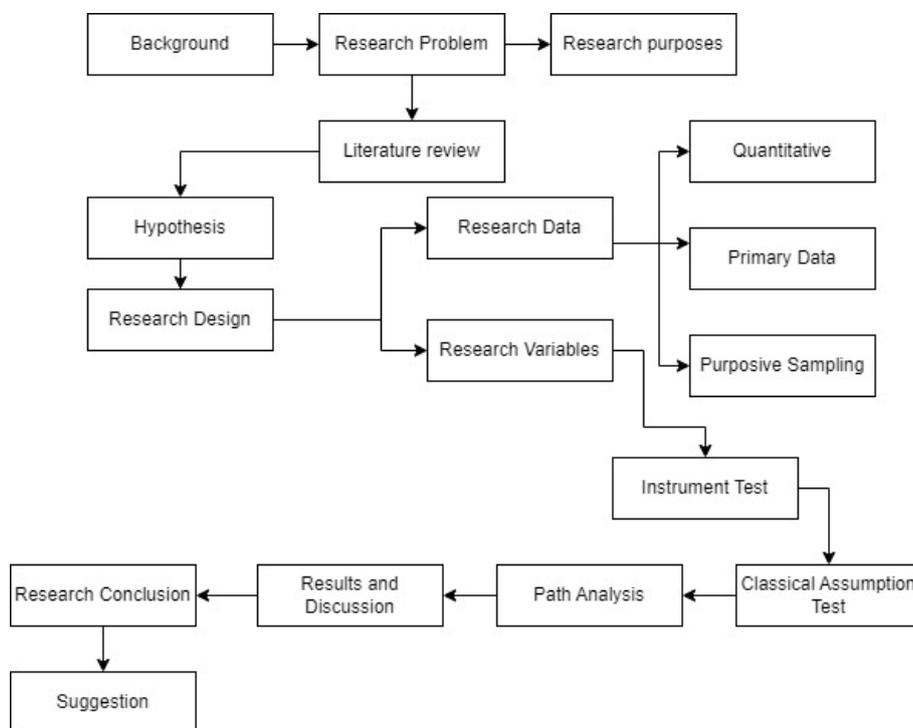


Figure 1. Research Design

Population is a generalization area consisting of objects or subjects with specific qualities and characteristics determined by researchers to be studied and conclusions drawn (Sugiyono, 2017). In this study, the population used was all consumers who stayed at Bebek Cottage Sanur. The sample is part of the number and characteristics possessed by the population (Sugiyono, 2017). This study used a nonprobability sampling technique with a purposive sampling method for sample selection, where the sample criteria were visitors who made reservations through the Bebek Cottage Sanur website or online travel agents during the high season in Bali. The research variables are divided into three main groups. First is the dependent variable, namely consumer decisions, which are influenced by the independent variables. Second, the independent variable, namely the marketing mix, causes changes in the dependent variable. Third, the mediating variable, consumer trust, mediates the relationship between the marketing mix and consumer decisions. These variables are used to understand how the marketing mix influences consumer decisions with consumer trust as an intermediary. The operational definition of the variables in this study is explained as follows. As a dependent variable, consumer decision refers to how consumers determine and choose products or services to meet needs and achieve satisfaction (Kotler & Keller, 2009). As an independent variable, the marketing mix comprises seven elements: product, price, place, promotion, people, physical evidence, and process (Kotler & Armstrong, 2008). As a mediating variable, consumer trust includes positive expectations of honesty, benevolence, and competence from the service provider (Robbins, 2006; Flavian & Giunaliu, 2007). The measurement of variables in this study used a Likert scale of 1-5, where respondents gave their opinions ranging from strongly disagree to agree strongly. Data were collected using a questionnaire distributed to visitors to Bebek Cottage Sanur during the check-out process for one month during the high season. Qualitative data were in company profiles and verbal information from managers, while quantitative data came from respondents' answers in the questionnaire. Primary data were collected directly from the research object through a questionnaire, while secondary data were obtained from additional sources such as documents. The data collection method was conducted through a survey with a questionnaire instrument that included questions about the marketing mix, consumer trust, and consumer decisions. This instrument was tested with a validity test to ensure that the measuring instrument can measure the intended variables and a reliability test to ensure measurement consistency. Data analysis techniques involve classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests. The normality test is conducted to

check whether the residuals in the regression model are normally distributed. The multicollinearity test aims to ensure no strong correlation between independent variables. In contrast, the heteroscedasticity test is conducted to check whether there is a difference in residual variance from one observation to another. The results of this test will ensure that the model used is appropriate for the analysis of the data produced.

The object of research in this thesis is Bebek Cottages Sanur, one of the cottages located in Bali. Bebek Cottages Sanur is a newly established hotel industry that started operating at the end of 2021. It is located at Jl. Pengembak No.9, Sanur Kauh, South Denpasar, Denpasar City, Bali; this cottage carries a vintage theme that is reflected in the architecture of the building and the surrounding atmosphere. Bebek Cottages Sanur is in the middle of a beautiful authentic garden, surrounded by a large swimming pool, several small ponds, and various flowers, trees, and plants that create a natural, colorful, and unique atmosphere—made Wijaya, a renowned architect and landscape architect, designed the garden. The location is strategic, located on a quiet road with minimal traffic.



Figure 2. Bebek Cottages Sanur

Bebek Cottages Sanur offers various types of rooms that can be adjusted to the needs of tourists, such as Classic Suite, Premier Suite, One Bedroom Cottage, Two Bedroom Cottage, One Bedroom Bungalow, and King Suite. The price per night is relatively affordable, with a range of under 10 million rupiah, depending on the type of room chosen.

3. RESULTS AND DISCUSSION

3.1. Respondent Overview

Respondent characteristic data is data collected to determine the profile of research respondents. Based on the research results conducted on Imani Suites employees, respondent characteristics include gender, age, and last education, which are explained in Table 1.

Table 1. Respondent Characteristics

No	Variables	Classification	Number of people)	Percentage (%)
1	Gender	Man	82	60,29%
		Woman	54	39,71%
	Amount		136	100%
2	Usia	15-25 Year	20	14,71%
		26-35 Year	24	17,65%
		36-45 Year	37	27,21%
		46-55 Year	33	24,26%
		> 56 Year	22	16,18%
Amount		136	100%	

3	Country of origin	Amerika	19	13,97%
		Asia	29	21,32%
		Australia	27	19,85%
		Afrika	0	0,00%
		Eropa	61	44,85%
	Amount		136	100%
4	Ordering Media	Agoda	9	6,62%
		Booking.com	109	80,15%
		Tiket.com	2	1,47%
		Traveloka	6	4,41%
		Website	10	7,35%
	Amount		136	100%

Source: Processed data, 2024

Based on Table 1. it can be seen that the number of visitors to Bebek Cottage Sanur who were sampled was 136 people. When viewed from gender, men dominated this study with 60.29 percent. Based on age, respondents aged 36-45 years dominated with a percentage of 27.21 percent. When viewed from the country of origin, respondents from the European continent dominated with a percentage of 44.85 percent. In addition, when viewed from the booking media, respondents who booked rooms through the booking.com site dominated with a percentage of 80.15 percent.

3.2. Description of Research Variables

The description of the research variables in this study is presented to provide information on the characteristics of the research variables, such as mean and standard deviation. Mean measurement is the most common method used to measure the central value of a data distribution. At the same time, standard deviation shows how much the difference in the data values studied is from the average. The results of descriptive statistics were processed using SPSS 26.00 for Windows software, which can be seen in Table 2.

Table 2. Variable Description

	N	Minimum	Maximum	Mean	Std. Deviation
Marketing Mix (X)	136	2,00	5,00	3,7896	0,59282
Consumer Trust (Z)	136	2,00	5,00	3,8565	0,59219
Consumer Decisions (Y)	136	2,00	5,00	3,8438	0,66898
Valid N (listwise)	136				

Source: Processed data, 2024

Based on the data results above, it can be concluded as follows: first, the descriptive statistical results for the Marketing Mix variable show the number of respondents (N) as many as 136, with a minimum value of 2, a maximum value of 5, an average of 3.78, and a standard deviation of 0.592. The standard deviation value, smaller than the average, indicates that the distribution of respondents' answers regarding the Marketing Mix is even. Second, the descriptive statistical results for the Consumer Trust variable show the number of respondents (N) as many as 136, with a minimum value of 2, a maximum value of 5, an average of 3.85, and a standard deviation of 0.592. The standard deviation value, which is smaller than the average, also indicates that the respondents' answers regarding Consumer Trust are even. Third, the descriptive statistical results for the Consumer Decision variable show the number of respondents (N) as many as 136, with a minimum value of 2, a maximum value of 5, an average of 3.84, and a standard deviation of 0.668. A standard deviation value smaller than the average indicates that respondents' answers regarding Consumer Decisions are also evenly distributed.

3.3. Research Instrument Test

Instrument testing is done through validity and reliability tests. A research instrument is said to be valid if the questions in the questionnaire can reveal what the questionnaire is intended to measure. In contrast, a reliable instrument is an instrument that, when used several times to measure the same object, produces consistent data (Ghozali, 2016).

3.3.1. Validity Test

The determination of the critical number in this study (N = 30) with a significance level of 0.05 is 0.361. The validity test in this study uses the correlation coefficient between scores, where the correlation must be positive and have a value greater than 0.361 so that the indicator is considered valid. Based on the validity test results on the marketing mix, consumer trust, and consumer decision variables, a positive

correlation coefficient value was obtained that was more significant than 0.361, with a significance smaller than alpha 0.05. The results of the validity test in this study are shown in Table 3.

Table 3. Validity Test Results

No.	Variabel	Instrumen	Pearson Correlation	Information
1.	Marketing Mix (X)	X.1	0,547	Valid
		X.2	0,611	Valid
		X.3	0,827	Valid
		X.4	0,893	Valid
		X.5	0,533	Valid
		X.6	0,576	Valid
		X.7	0,733	Valid
2.	Consumer Confidence (Z)	Z.1	0,743	Valid
		Z.2	0,724	Valid
		Z.3	0,612	Valid
		Z.4	0,683	Valid
		Z.5	0,631	Valid
		Z.6	0,612	Valid
3.	Consumer Decision (Y)	Y.1	0,856	Valid
		Y.2	0,872	Valid
		Y.3	0,807	Valid
		Y.4	0,677	Valid
		Y.5	0,544	Valid
		Y.6	0,574	Valid
		Y.7	0,677	Valid
		Y.8	0,482	Valid

Source: Processed data, 2024

Table 3 shows that all research variable instruments, namely Marketing Mix, Consumer Trust, and Consumer Decisions, have met the validity test requirements. The total Pearson Correlation score value of each instrument is above 0.361 and has a significance value of less than 5% (0.05). Hence, the instrument is suitable for use as a measuring tool for these variables.

3.3.2. Reliability Test

A questionnaire is reliable if a person's answers to statements are consistent or stable over time. The reliability test in this study uses Cronbach's Alpha value to measure the degree of reliability of each variable. A variable is reliable if it has a Cronbach's Alpha value > 0.7 (Ghozali, 2016). The results of the reliability test of this study are presented in Table 4.

Table 4. Reliability Test Results

No.	Variabel	Cronbach's Alpha	Information
1.	Marketing Mix (X)	0,869	Reliable
2.	Consumer Confidence (Z)	0,752	Reliabel
3.	Consumer Decision (Y)	0,799	Reliabel

Source: Processed data, 2024

Based on the results of the reliability test, the Cronbach Alpha value for the Marketing Mix variable is $0.869 > 0.7$; Consumer Trust is $0.752 > 0.7$; and Consumer Decision is $0.799 > 0.7$. So it can be stated that the instrument used in this study is reliable.

3.4. Research Instrument Test

This study uses the non-parametric Kolmogorov-Smirnov (K-S) statistical test to test the residuals' normality by comparing the observation results' relative cumulative distribution with the theoretical relative cumulative distribution. Data is said to have a normal distribution if the significance value is Asymp. Sig (2-tailed) value is more significant than 0.05 (Ghozali, 2016). The results of the Kolmogorov-Smirnov test analysis can be seen in Table 5.

Table 5. Normality Test Results

Regression Equation	Asymp. Sig (2-tailed)
$Y = \beta_1 X + \beta_2 Z + e$	0,200
$Z = \beta_3 X + e$	0.080

Source: Processed data, 2024

Based on Table 5, it is known that the Asymp. Sig (2-tailed) value in both regression equation models is greater than 0.05. Thus, it can be concluded that the regression equation model has met the assumption of data normality.

3.4.1. Multicollinearity Test

The multicollinearity test aims to test whether there is a correlation between independent variables in the regression model. A good regression model is one in which there is no correlation between independent variables. Multicollinearity occurs if the Tolerance value ≤ 0.10 or the VIF value ≥ 10 (Ghozali, 2016). The results of the Multicollinearity test are presented in Table 6.

Table 6. Multicollinearity Test Results

Variables	Equation 1		Equation 2	
	Tolerance	VIF	Tolerance	VIF
Marketing Mix (X)	0,581	1,722	-	-
Consumer Confidence (Z)	0,581	1,722	-	-

Source: Processed data, 2024

Based on Table 6, it shows that the tolerance value is not smaller than 0.10, meaning there is no correlation between independent variables whose values are smaller than 95 percent. The VIF value is much smaller than 10, meaning there is no correlation between independent variables with more than 95 percent values. It can be concluded that there is no multicollinearity between independent variables in the regression model in this study.

3.4.2. Multicollinearity Test

The heteroscedasticity test aims to test whether there is inequality in the variance and residuals of one observation to another in the regression model (Ghozali, 2016). A good regression model is free from heteroscedasticity. The Glejser test will be used to detect symptoms of heteroscedasticity. This method is carried out by regressing the independent variable against the absolute residual value. The regression model does not contain heteroscedasticity if the significant value of the variable against the absolute residual statistical value is above $\alpha = 0.05$ (Ghozali, 2016). The results of the heteroscedasticity test are shown in Table 7.

Table 7. Heteroscedasticity Test Results

Variables	Equation 1	Equation 2
	Sig.	Sig.
Marketing Mix (X)	0,779	0,174
Consumer Confidence (Z)	0,469	-

Source: Processed data, 2024

Of the heteroscedasticity test in Table 7 shows that the showificance value of all independent variables is more significant than 0.05, so it can be explained that the data used in the regression equation is data that heteroscedasticity symptoms.

3.5. Research Instrument Test

This study uses path analysis techniques to examine the influence of causal relationships between exogenous variables, namely Marketing Mix, and endogenous variables, namely Consumer Trust and Consumer Decisions. This study also examines the role of mediating variables, namely Consumer Trust, in mediating the relationship between Marketing Mix variables and Consumer Decisions.

3.5.1. Structural Equation Analysis 1

This study's first structural equation analysis aims to test the influence of marketing mix and consumer trust on consumer decisions. The calculation was carried out using Statistical Product and Service Solution (SPSS) software. The results of the first structural equation test are presented in Table 8.

Table 8. Results of Structural Equation Test 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0,474	0,292		1,625	0,106
Marketing Mix (X)	0,543	0,090	0,481	6,040	0,000
Consumer Confidence (Z)	0,340	0,090	0,301	3,781	0,000

R²: 0,510
Sig. F : 0,000

Source: Processed data, 2024

Based on Table 8, it can be seen that the influence of marketing mix and consumer trust on consumer decisions is expressed in the following equation.

$$Y = 0,481X + 0,301Z + e_1 \dots \dots \dots (1)$$

Information:

Y = Consumer Decisions

X = Marketing Mix

M = Consumer Trust

e₁ = Error of term

The results of the first structural equation analysis show that the marketing mix variable has a standardized regression coefficient of β₁ = 0.481 (positive value), this means that the marketing mix has a positive influence on consumer decisions. This condition can be interpreted that if the marketing mix increases, consumer decisions will increase. The consumer trust variable has a standardized regression coefficient of β₂ = 0.301 (positive value), this means that consumer trust has a positive influence on consumer decisions. This condition can be interpreted that if consumer trust increases, consumer decisions will increase.

3.5.2. Research Hypothesis Testing

The second structural equation analysis in this study is to test the effect of marketing mix on consumer trust. Calculations are performed using Statistical Product and Service Solution (SPSS) software. The results of the first structural equation test are presented in Table 9.

Table 9. Results of Structural Equation Test 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,405	0,252		5,571	0,000
Marketing Mix (X)	0,647	0,066	0,648	9,839	0,000

R²: 0,419
Sig. F : 0,000

Source: Processed data, 2024

Based on Table 9, it can be seen that the influence of the marketing mix on consumer trust is expressed in the following equation.

$$Z = 0,647X + e_2 \dots \dots \dots (1)$$

Information.

Z = Consumer Trust

X = Marketing Mix

e₂ = Error of term

The results of the second structural equation analysis show that the marketing mix variable has a standardized regression coefficient of β₃ = 0.647 (positive value), this means that the marketing mix has a

positive influence on consumer trust. This condition can be interpreted that if the marketing mix increases, consumer trust will increase.

3.5.3. Calculating Path Coefficients Simultaneously (F Test)

To calculate the overall path coefficient, the F-test rule can be used. The F-test can also be used to test whether the model used in this study is feasible or not to be used as an analysis tool in testing the influence of independent variables on their dependent variables. Based on the results of the first structural equation test (Table 8) and the results of the second structural equation test (Table 9), it can be seen that the Sig. F value of both structural equations has the same value, which is 0.000, which is smaller than the value of $\alpha = 0.05$. This shows that both path coefficients have a significant simultaneous influence, and both structural equation models in this study are feasible to use.

3.5.4. Error Variable Analysis (e) and the Coefficient of Determination (R²)

The analysis begins by looking at the value of each determination coefficient for structural equation 1 and structural equation 2 and the value of each error variable in each structural equation. The following are the results of calculating the value of the error variable in each structural equation.

$$e_i = \sqrt{1 - R_i^2}$$

$$e_1 = \sqrt{1 - R_1^2} = \sqrt{1 - 0,510} = 0,490$$

$$e_2 = \sqrt{1 - R_2^2} = \sqrt{1 - 0,419} = 0,581$$

In the calculation of the influence of error (e), the results obtained for the influence of structural equation error 1 (e₁) are 0.490 and the influence of structural equation error 2 (e₂) is 0.581. Next, the total determination coefficient will be calculated as follows.

$$R_m^2 = 1 - (e_1)^2 - (e_2)^2$$

$$= 1 - (0,490)^2 - (0,581)^2$$

$$= 1 - (0,240) - (0,337)$$

$$= 1 - 0,081 = 0,919$$

In the calculation of the total determination coefficient value, the result is 0.919. So, the conclusion is that 91.9% of the consumer decision variables to stay at Bebek Cottage Sanur are influenced by the marketing mix and consumer trust, while the remaining 8.1% are influenced by other factors that are not included in the research model or outside the research model.

3.5.5. Research Hypothesis Testing

The research hypothesis test was conducted using a partial test (t-test) and a Sobel test (mediation test). For testing hypothesis 1, hypothesis 2, and hypothesis 3 using a partial test (t-test) while for testing hypothesis 4 using a Sobel test (mediation test). The research hypothesis test can be presented as follows.

- a. Hypothesis Testing 1, Based on the results of the first structural equation test in Table 8. the Marketing Mix variable has a Standardized Coefficients Beta value of 0.481 (positive) and a Sig. value of 0.000. Therefore, because the Sig. value is $0.000 < 0.05$ which means significant, it can be concluded that H1 is accepted. This result means that Marketing Mix has a positive and significant effect on Consumer Decisions. This condition indicates that if there is an increase in the marketing mix strategy applied, the consumer's decision to stay at Bebek Cottage Sanur will increase. So it can be stated that the first hypothesis in this study is accepted.
- b. Hypothesis Testing 2, Based on the results of the first structural equation test in Table 8. the Consumer Trust variable has a Standardized Coefficients Beta value of 0.301 (positive) and a Sig. value of 0.000. Therefore, because the Sig. value is $0.000 < 0.05$ which means significant, it can be concluded that H1 is accepted. This result means that Consumer Trust has a positive and significant effect on Consumer Decisions. This condition indicates that if there is an increase in consumer trust, the consumer's decision to stay at Bebek Cottage Sanur will increase. So it can be stated that the second hypothesis in this study is accepted.
- c. Hypothesis Testing 3, Based on the results of the second structural equation test in Table 9. the Marketing Mix variable has a Standardized Coefficients Beta value of 0.648 (positive) and a Sig. value of 0.000. Therefore, because the Sig. value is $0.000 < 0.05$ which means significant, it can be concluded that H1 is accepted. This result means that Marketing Mix has a positive and significant effect on Consumer Trust. This condition indicates that if there is an increase in the marketing mix strategy applied, the trust of

consumers staying at Bebek Cottage Sanur will increase. So it can be stated that the third hypothesis in this study is accepted.

- d. Hypothesis Testing 4, Because hypothesis 4 in this study tests the mediating role of a variable, it is necessary to conduct a Sobel test. The Sobel test is an analytical tool to test the significance of the indirect relationship between the independent variable and the dependent variable mediated by the mediator variable. The Sobel test is formulated with the following equation and can be calculated using the Microsoft Excel application. If the Z calculation value is greater than 1.96 (with a 95 percent confidence level), then the mediator variable is considered to significantly mediate the relationship between the dependent variable and the independent variable.

$$Z = \frac{ab}{\sqrt{a^2s_a^2 + b^2s_b^2 + s_a^2s_b^2}} \dots\dots\dots(1)$$

Information :

a = 0,648

S_a = 0,066

b = 0,301

S_b = 0,090

Sumber: Baron *and* Kenny (1986)

$$Z = \frac{0,648 \cdot 0,301}{\sqrt{(0,648^2 \cdot 0,066^2) + (0,301^2 \cdot 0,090^2) + (0,066^2 \cdot 0,090^2)}}$$

$$Z = \frac{0,195}{\sqrt{0,001 + 0,000 + 0,000}}$$

$$Z = \frac{0,195}{0,031}$$

$$Z = 6,290$$

Based on the results of the Sobel Test, it shows that the calculation results of Z = 6.290 > 1.96, it can be said that the mediator variable significantly mediates the relationship between the dependent variable and the independent variable. This result means that the marketing mix variable has a positive and significant effect on consumer decisions mediated by consumer trust. This condition shows that consumer trust is a mediating variable in the relationship between the influence of the marketing mix on consumer decisions to stay at Bebek Cottage Sanur. So it can be stated that the fourth hypothesis in this study is accepted.

3.5.6. Summarizing and Concluding

In this last step, the results of the value of the path coefficient calculation will be explained through the standardized coefficient beta value on the influence of each relationship between variables. The value of the path coefficient of each variable influence is presented in this figure as follows.

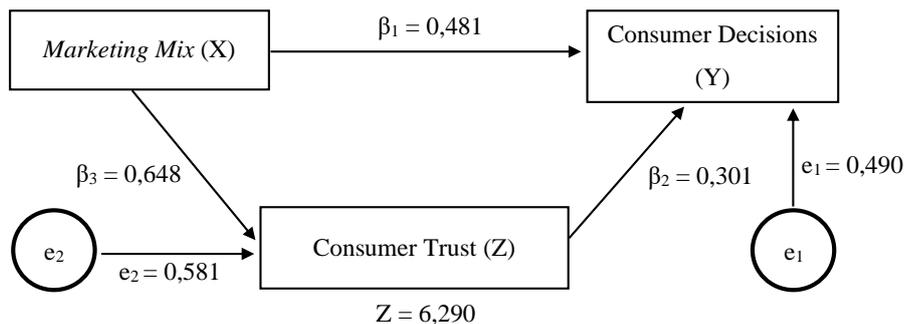


Figure 3. Causal Relationship Structure

Consumers on Consumer Decision variables, as well as the magnitude of the influence of Marketing Mix variables on Consumer Trust, each value of the magnitude of influence is obtained from the standardized coefficient beta and the magnitude of the value of each error variable from each structural equation. Based on the causal relationship structure in Figure 3, the calculation of direct influence, indirect influence and total influence of each structural equation can be summarized, which will be presented in Table 10.

Table 10. Direct Influence, Indirect Influence

Influence of Variables	Direct Influence	Indirect Influence Through Z	Total Influence
$X \rightarrow Z$	0,648		0,648
$Z \rightarrow Y$	0,301		0,301
$X \rightarrow Y$	0,481	0,195	0,676

Source: Processed data, 2024

This table presents a summary of the values of the direct and indirect influence paths between variables in each structural equation generated through path analysis techniques. The explanation of the meaning of the values presented in Table 6.10 is as follows.

- The Influence of Marketing Mix (X) on Consumer Trust (Z). In a study conducted at Bebek Cottage Sanur on the influence of Marketing Mix on Consumer Trust, the results showed that Marketing Mix has a direct influence on Consumer Trust with a percentage of 0.648 or 64.8%.
- The Influence of Consumer Trust (Z) on Consumer Decisions (Y). In a study conducted at Bebek Cottage Sanur on the influence of Consumer Trust on Consumer Decisions, the results showed that Consumer Trust has a direct influence on Consumer Decisions with a percentage of 0.301 or 30.1%.
- The Influence of Marketing Mix (X) on Consumer Decisions (Y). In a study conducted at Bebek Cottage Sanur on the influence of Marketing Mix on Consumer Decisions, the results showed that Marketing Mix has a direct influence on Consumer Decisions with a percentage of 0.481 or 48.1%.
- The Role of Consumer Trust (Z) in Mediating the Influence of Marketing Mix (X) on Consumer Decisions (Y). In a study conducted at Bebek Cottage Sanur on the role of Consumer Trust in mediating the influence of Marketing Mix on Consumer Decisions, the results showed that Marketing Mix has a direct and indirect influence through Consumer Trust on Consumer Decisions with coefficient values of 0.481 and 0.195 respectively. So that the total influence is 0.676 or 67.6%.

3.6. Discussion

The data testing results indicate that this study's fourth hypothesis can be accepted. Consumer trust mediates the positive influence of the marketing mix on consumer decisions. Marketing mix indirectly has a positive influence on consumer decisions through consumer trust. This result means that the better the implementation of the marketing mix that is applied, the more it will increase consumer trust in a product or service, which has an impact on the tendency to increase consumer decisions to stay at Bebek Cottage Sanur. In the business world, the marketing department communicates information to potential consumers. Companies must be able to maximize marketing mix elements to provide accurate information about the products offered and form consumer trust perceptions of the product, which are expected to be the basis for consumer decisions to buy or use services from a company. Consumer trust plays a vital mediator between marketing mix elements and consumer decisions. In line with the Theory of Planned Behavior, consumer trust connects the positive influence of the marketing mix with consumer decisions. Marketing mix elements consisting of product, price, place, promotion, people, process, and physical evidence can directly influence attitudes, subjective norms, and perceptions of consumer self-control to build consumer trust. Consumer trust in a brand or product is influenced by their perception of the brand's credibility, integrity, and reliability. If consumers believe that the brand or product can be relied on to provide the promised value and meet consumer expectations, then consumers will tend to make decisions that support the brand or product. The results of this study can help the results of previous research conducted by Kholifah et al. (2023), which found that several customer beliefs can mediate the influence of marketing mix elements on purchasing decisions. Through the formation of positive attitudes, subjective solid norms, and high perceptions of self-control, the marketing mix influences consumers to trust certain brands or products. This trust influences consumer decisions to choose or buy the product or service.

This study provides insight for a company about the importance of understanding and implementing the marketing mix in a product's marketing strategy. The influence of the marketing mix not only directly influences consumer decisions but can also be through consumer trust. The results of a study conducted at Bebek Cottage Sanur confirm that success in building consumer trust is the key to winning the hearts and loyalty of consumers. This condition confirms that the marketing process not only focuses on the marketing mix's direct aspects but also on how these elements can influence consumer perceptions of trust in a brand or product. This study also emphasizes the importance of effective brand image management in building consumer trust. In a competitive business environment, brands that build a solid reputation and win consumer trust will have a significant advantage. Therefore, hospitality companies must dare to invest in efforts to understand and strengthen consumer trust through practices such as transparent promotions, quality customer service, and effective brand management.

This study also provides insight into how the Theory of Planned Behavior can be applied in the hospitality industry. Individual attitudes, subjective norms, and perceived self-control are essential in shaping consumer behavior. In this study, consumer trust mediates between marketing mix elements and consumer decisions to stay at Bebek Cottage Sanur. These results suggest that to understand better and predict

consumer behavior, it is essential to consider consumer trust's role in the consumer decision-making process. This study contributes significantly to the academic literature on consumer behavior and marketing strategy. It has important practical implications for companies, especially in the hospitality business, such as Bebek Cottage Sanur. Understanding consumer trust is essential because it can mediate the marketing mix and consumer decisions. Companies can optimize their marketing strategies to increase customer loyalty, expand market share, and achieve long-term success.

This study is limited by the research design used, namely the research instrument in the form of a questionnaire. The questionnaire research instrument can potentially restrict the researcher's ability to explore respondents' answers, which may explain the relationship between variables in depth. In addition, the number of samples consisting of 136 respondents and the location of the study was only conducted at Bebek Cottage Sanur, which can also reduce the generalizability of the findings of this study. It is important to remember that marketing mix, consumer trust, and consumer decisions are complex and multidimensional concepts and can be influenced by various factors. The measurement indicators of the variables used in this study may only focus on specific aspects, namely the marketing mix variable, which is measured by the indicators of product, price, place, promotion, people, physical evidence, and process. Consumer trust variables with indicators of honesty, benevolence, and competence. As well as consumer decision variables with indicators of cultural, social, personal, and psychological factors. Therefore, it is essential to remember that many other factors can influence the measurement of marketing mix, consumer trust, and consumer decisions.

4. CONCLUSION

Based on the results of the research and discussion that have been conducted, several conclusions can be drawn. First, the marketing mix positively affects consumer decisions when choosing Bebek Cottage Sanur as a place to stay. This shows that the implementation of a good marketing mix strategy has been able to influence consumers' decision-making significantly. Second, consumer trust also positively influences consumer decisions to stay at Bebek Cottage Sanur, which indicates that the company has succeeded in building and maintaining consumer trust and has a more significant opportunity to attract and retain consumer loyalty. Third, the marketing mix also positively builds consumer trust because strategies that include products, prices, places, promotions, people, processes, and physical evidence have been implemented well. Fourth, consumer trust is proven to mediate the influence of the marketing mix on consumer decisions, which means that effective marketing mix implementation can increase consumer trust and impact the decision to stay.

Based on the conclusions, several suggestions can be given. For companies, especially in the hospitality sector, it is recommended to convey information related to prices, facilities, and booking policies clearly and transparently to build consumer trust. Active participation in social media, website updates, and obtaining positive reviews from platforms such as TripAdvisor or Booking.com are also meaningful. Offering attractive packages, such as room discounts or special promotions, can increase consumer appeal. For prospective consumers, it is recommended that they actively seek information about the accommodation to be selected through reviews, official websites, and booking policies and provide feedback after staying to help improve services in the future. Meanwhile, further researchers should examine other variables that may influence consumer decisions and use more varied measurement indicators. Using samples from several accommodations in various tourist locations can also expand the scope of the study so that the results can be more generalized.

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