

Services Marketing Mix Services Satisfaction Hotel in Luwuk

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Abstract. The existence of hotels in Luwuk as part of the development of tourism is expected to continue were able to make improvements in order to meet customer satisfaction. Competition is carried out for hotels is also a travel promotion for the region Banggai as part of improving the economy. The ability of the company or hotel to deserve their services for customer satisfaction with the services provided by the hotel management is essential for the realization of the purpose of moving company on the basis of this profit. The purpose of this study was to determine the marketing mix to the satisfaction of hotel services in Luwuk. The method used in this research is quantitative research methods and uses IBM SPSS Statistics 24 as a data processing tool validity, reliability, correlation and linear regression. The results showed that the marketing mix to the satisfaction of hotel services in Kota Luwuk spread evenly, where none of the hotels mastering seven aspects of customer satisfaction assessment (marketing mix)

Keywords: mix, marketing, service, hotels, satisfaction, customer

1. Introduction

The development of community life Banggai especially the City of Luwuk increased, starting from the level of the economy, accelerated development, territorial expansion, the velocity of the community's economy, population growth (migration), urbanization, industrial industries ranging from households to large industries are national and international scale enterprise, employment, tourism and many other developments. It is undeniable that the development of the economic situation had a positive impact for the city of Luwuk, but keep in mind also that the participation of all communities to sustain these positive features should be maintained. Luwuk that initially only a transit area was now transformed into a community destination area from the outside, and it is also indirectly require the parties concerned, namely government, investors, and communities to provide facilities to support these destinations. According to that situation, so that its have to prepare and provide living place such as home stays include accommodation, guesthouses, hotels, inns and others for local and foreign tourists in the city of Luwuk.

As it grows, is now beginning to emerge many hotels ranging from local to national grade class. The hotels include G Hotel, Hotel Kota Luwuk, Hotel Estrella, Hotel Santika, Swiss Bel Inn, and others. In order to meet customer satisfaction (customer), the hotels are vying to complete the facilities in the hotel, which would certainly have an impact on the increase in profit the hotel itself. As part of the marketing mix marketing management, especially with regard to hospitality management services, namely marketing continues to be pursued by the hotel management in order to meet customer satisfaction hotel. This study was conducted to determine how much customer satisfaction based on the marketing mix for hotels in Luwuk so it can become a factor in the decision to choose hotel. The formulation of the problem

of how marketing mix to the satisfaction of hotel services in Kota Luwuk and aims to analyze and find out the marketing mix to the satisfaction of hotel services in Kota Luwuk. The expected benefits of this research include add knowledge about marketing mix implemented by the Hotel Estrella, Hotel Santika and Swiss Bell Inn, to become a reference for other researchers to examine on another object, and increase knowledge for society as a customer (consumer) in studying the behavior of business owners related to customer satisfaction.

1.1 Marketing Mix

The marketing mix is a set of tools that can be used marketers to establish the characteristics of the services offered to customers [4]. It's a series of tactical marketing mix that can be controlled product, price, place and promotion are integrated by the company to produce the desired response of companies in the target market [3].

Service mix strategy is the development of the traditional marketing mix that consisted of Product, Price, Place, and Promotion. In its development with an additional increase to 9P Power, Public Relations, Physical Evidence, Process and People. The last three elements namely Physical Evidence, Process and People is an element of the marketing mix that is specifically intended for the service sector. Elements of the marketing mix for services can be translated into a product, price, place, promotion, people, process and physical evidence [4].

1.2 Service Quality

Quality of service has several dimensions or elements of service quality. The elements of service quality are the result of the research findings of the theory of the quality of service delivered by Parasuraman. As one of the pioneering figures in the measurement of service quality, Parasuraman trigger service quality dimension. Service quality techniques can determine how much distance customer expectations with customer expectations against the services received. Service quality has five dimensions: tangibles, reliability, responsiveness, assurance, and empathy.

1.3 Concept of Customer Satisfaction

There are 5 main principles that should be run in order for the customer to be very satisfied (delight the customer) or at least fulfilled the expectation that understanding the customer, make customers understand all the services of your company, creating a positive impression, always use positive words, and maintain the already excellent and kept make improvements.

1.4 Hotel

The hotel is a for-profit business as a result of the end of its business activities. According to Wiyasha [1] hotel classification which aims to create a healthy competition flying businesses, providing guidance to the guests about the price and the facilities and services provided by hotels in a specific classification, provides guidance to the owners of capital if you want to do business at the hotel classification. The product characteristics of a hotel is involved in the production process, for example, when guests enjoy the food at the restaurant; the product must be enjoyed by the guests; services that are not sold on a particular day must not be saved and was offset by the sale the next day; etc

2. Methods

2.1 Location and Time Research

This research was located in three hotels in the city of Luwuk namely Hotel Estrella, Hotel Santika and Swiss Bel Inn with study duration commencing from August until October 2019.

2.2 Types of research

According to Sugiyono [5] the method used in this research is quantitative research methods. This method is a method that is based on the philosophy of positivism used in researching on samples and

the study population, sampling is generally carried out at random and random, while the data collection is done by utilizing the research instrument used, the analysis of the data used is quantitative or can be measured with the objective of predefined test hypotheses.

2.3 Data Source

Sources of data in this research is divided into two parts:

1. Primary Data
Primary data is data that directly taken in conducting research such as observation, interviews, and questionnaires
2. Secondary Data
Secondary data is data obtained indirectly as a book, literatures, journals, etc.

2.4 Population and Sample

1. Population
The population in this study are all hotel customers who are in the research object, namely Hotel Estrella, Hotel Santika, and Swiss Bel Inn.
2. Sample
Sampling is using incidental sampling method. This method is determined by coincidence, that anyone who accidentally met with investigators can be used as a sample when seen people who happened to be found suitable as a data source. On the basis of the samples in this study are determined by 50 customers for every hotel that made the object of research. The total sample in this study were as many as 150 people. After the determination of the sampling, the next step is carried out by distributing questionnaires to the respondents to answer. The questionnaire contains various required data such as name, age, gender, education and occupation each of them. In addition, in this questionnaire also contains statements that contain terms relating to the marketing of services, product, price, place, promotion, people, process, and service. Assessment in this questionnaire using Likert assessment criteria that each figure very agreed (5), agree (4), disagree (3), disagree (2), and very disagree (1)

2.5 Data analysis technique

2.5.1 *Validity Test.* Validity is a form of testing of the quality of primary data, with the aim to measure the legitimacy of a research question. Test of the quality of questions must be done before the questions distributed to the respondents. The formula used to calculate the correlation value with the total answer each question is formula product moment correlation technique, namely:

$$r_{xy} = \frac{n(\sum X_i Y) - (\sum X_i)(\sum Y)}{\sqrt{\{(n\sum X_i^2) - (\sum X_i)^2\}\{(n\sum Y^2) - (\sum Y)^2\}}} \quad (1)$$

Where:

n = number of samples

X_i = the respondent's answer to the question of _i

Y = the total respondents

If the value of r count > r table the question of _i declared invalid

2.5.2 *Test Reliability.* Test Reliability is a form of testing of the quality of primary data, with the aim to measure the consistency of all the questions in the study. The method used in the reliability test for this research is Split Half (Spearman Brown) that the reliability of measurement methods for measurement questionnaire using a nominal scale or category. Half Split method formula is:

$$r_{11} = \left(\frac{k}{k-1}\right) \left(1 - \frac{\sum \sigma_B^2}{\sigma_1^2}\right) \quad (2)$$

Where:

r₁₁ = reliability of instrument

k = a lot of questions
 $\Sigma \sigma^2$ = the amount of variance item
 σ^2 = total variance

2.5.3 *Uji Korelasi*. Correlation test was conducted to examine the relationship between the two (2) variables. The formula used to determine the correlation test is as follows:

$$r_{x_1y} = \frac{n \sum X_1 Y - (\sum X_1)(\sum Y)}{\sqrt{(n \sum X_1^2 - (\sum X_1)^2)(n \sum Y^2 - (\sum Y)^2)}} \tag{3}$$

Determining the value of the variable correlation based on test results can be seen in Table 1.

Table 1. Correlation Coefficient Values

Correlation Coefficient	Correlation
0,00-0,20	Very weak
0,21-0,40	Weak
0,41-0,70	Strong
0,71-0,90	More strong
0,91-0,99	Very strong
1,00	Perfect

2.5.4 *Regression Analysis*. Multiple linear regression analysis is a linear relationship between the two (2) pieces or more independent variables (X1, X2, ... Xn) with the dependent variable (Y). This analysis is used to determine the direction of the relationship between the dependent and independent variables are each independent variable associated positive or negative, and to predict the value of the dependent variable when the independent variable value increased or decreased.

Multiple linear regression formula is:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7 + e \tag{4}$$

Where :

- Y = dependent variable
- X = independent variable (X₁-X₇)
- b = variable coefficient
- a = constanta
- e = error

3. Result and Discussion

3.1 General Information of The Area

1. Hotel Estrella

This hotel is one of the most popular in the City Luwuk. Located near the beach kilo 5, making this hotel has views over the beach is so beautiful. The atmosphere is really good with the wind blowing from the hills and sea is who can make you feels like home. Estrella Hotel Luwuk suitable for visitors who are doing business, travel, or just sightseeing in Kota Luwuk.

2. Hotel Santika

Being away at the tip of Sulawesi Island, Kota Luwuk orderly and charming and a destination now and then for the tourists and has been linked with a plane flying growing. Located in a beautiful natural harbour, Luwuk peninsula is the largest city in Central Sulawesi and the transfer point towards the Banggai islands that are home to the descendants of the ancient mariner who live in the sea and remained there until now.

3. Swiss Bel Inn

Swiss-Bel Inn located close to the city, the capital of Banggai regency in Central Sulawesi. As the capital area, Luwuk located between the mountains and the coast with beaches and a beautiful white sand and crystal-clear look like water. Located on the hills, this hotel offers a wonderful view of the city of Luwuk, Banggai the coastline of the southern part of the Banda Sea. Given its location is very beautiful, and close to the city and the airport, the Swiss-Bel Inn Luwuk is the perfect choice for travellers who want a comfortable accommodation at an affordable price, stylish design and modern facilities.

3.2 Data Analysis

3.2.1 Validity Test. Based on the equation (1), the value of the validity of the test can be seen in Table 2.

Tabel 2. Validity Test

Hotel Variables	Hotel Estrella			Hotel Santika			Swiss Bel Inn			
	Questions	r Test	r Table	Result	r Test	r Table	Result	r Test	r Table	Result
Product (X ₁)	1	0.573			0.680			0.583		
	2	0.698			0.702			0.662		
	3	0.758			0.702			0.691		
	4	0.666			0.618			0.763		
	5	0.637			0.720			0.358		
Price (X ₂)	1	0.638			0.759			0.849		
	2	0.666			0.621			0.875		
	3	0.712			0.740			0.881		
	4	0.697			0.510			0.876		
	5	0.632			0.609			0.793		
Place (X ₃)	1	0.558			0.525			0.660		
	2	0.785			0.587			0.758		
	3	0.705			0.618			0.544		
	4	0.654			0.662			0.479		
	5	0.638			0.812			0.687		
Promotion (X ₄)	1	0.523			0.598			0.613		
	2	0.614			0.645			0.574		
	3	0.698			0.775			0.692		
	4	0.551			0.798			0.639		
	5	0.618			0.435			0.400		
People (X ₅)	1	0.710	0.2787	Valid	0.723	0.2787	Valid	0.896	0.2787	Valid
	2	0.761			0.708			0.898		
	3	0.548			0.822			0.911		
	4	0.545			0.735			0.917		
	5	0.589			0.675			0.911		
Process (X ₆)	1	0.676			0.524			0.540		
	2	0.726			0.627			0.632		
	3	0.777			0.747			0.672		
	4	0.677			0.579			0.598		
	5	0.617			0.587			0.533		
Physical Evidence (X ₇)	1	0.638			0.574			0.488		
	2	0.679			0.682			0.545		
	3	0.706			0.721			0.576		
	4	0.675			0.607			0.367		
	5	0.728			0.599			0.519		
Marketing services (Y)	1	0.757			0.678			0.707		
	2	0.661			0.617			0.562		
	3	0.854			0.792			0.808		
	4	0.796			0.812			0.770		
	5	0.807			0.541			0.459		

3.2.2 Reliability Test. Based on the equation (2), the value of the validity of the test can be seen in Table 3.

Table 3. Reliability Test Value

Hotel Variables	Questions	Hotel Estrella		Hotel Santika		Swiss Bel Inn	
		Cronbach Alpha's	Value	Cronbach Alpha's	Value	Cronbach Alpha's	Value
Product (X ₁)	1	0.677	Reliable	0.716	Reliable	0.689	Reliable
	2						
	3						
	4						
	5						
Price (X ₂)	1	0.689	Reliable	0.647	Reliable	0.908	Very reliable
	2						
	3						
	4						
	5						
Place (X ₃)	1	0.679	Reliable	0.644	Reliable	0.621	Reliable
	2						
	3						
	4						
	5						
Promotion (X ₄)	1	0.644	Reliable	0.659	Reliable	0.628	Reliable
	2						
	3						
	4						
	5						
People (X ₅)	1	0.606	Reliable	0.764	Reliable	0.946	Very reliable
	2						
	3						
	4						
	5						
Process (X ₆)	1	0.732	Reliable	0.563	Reliable	0.646	Reliable
	2						
	3						
	4						
	5						
Physical Evidence (X ₇)	1	0.716	Reliable	0.635	Reliable	0.635	Reliable
	2						
	3						
	4						
	5						
Marketing services (Y)	1	0.833	Very reliable	0.731	Reliable	0.687	Reliable
	2						
	3						
	4						
	5						

3.2.3 Correlation. Based on the equation (3), then the correlation value is as follows can be seen in Table 4.

Tabel 4. Correlation

Hotel Variables	Hotel Estrella		Hotel Santika		Swiss Bel Inn	
	r Test	Correlation	r Test	Correlation	r Test	Correlation
X ₁ X ₁	1.000	Perfect	1.000	Perfect	1.000	Perfect
X ₁ X ₂	0.204	Weak	0.106	Very Weak	0.106	Very Weak
X ₁ X ₃	0.330	Weak	-0.050	Very Weak	-0.050	Very Weak
X ₁ X ₄	0.135	Very Weak	0.211	Weak	0.211	Weak
X ₁ X ₅	0.604	Strong	0.047	Very Weak	0.047	Very Weak
X ₁ X ₆	0.244	Weak	0.248	Weak	0.248	Weak
X ₁ X ₇	0.443	Strong	0.113	Very Weak	0.113	Very Weak
X ₁ Y	0.321	Weak	0.040	Very Weak	0.040	Very Weak
X ₂ X ₁	0.204	Weak	0.106	Very Weak	0.106	Very Weak
X ₂ X ₂	1.000	Perfect	1.000	Perfect	1.000	Perfect
X ₂ X ₃	0.403	Strong	0.279	Weak	0.279	Weak
X ₂ X ₄	0.474	Strong	0.024	Very Weak	0.024	Very Weak

Tabel 4. Correlation

Hotel Variables	Hotel Estrella		Hotel Santika		Swiss Bel Inn	
	r Test	Correlation	r Test	Correlation	r Test	Correlation
X ₂ X ₅	0.245	Weak	0.700	Very Strong	0.700	Very Strong
X ₂ X ₆	0.196	Very Weak	0.276	Weak	0.276	Weak
X ₂ X ₇	0.319	Weak	0.424	Strong	0.424	Strong
X ₂ Y	0.530	Strong	0.207	Weak	0.207	Weak
X ₃ X ₁	0.330	Weak	-0.050	Very Weak	-0.050	Very Weak
X ₃ X ₂	0.403	Strong	0.279	Weak	0.279	Weak
X ₃ X ₃	1.000	Perfect	1.000	Perfect	1.000	Perfect
X ₃ X ₄	0.371	Weak	0.262	Weak	0.262	Weak
X ₃ X ₅	0.509	Strong	0.286	Weak	0.286	Weak
X ₃ X ₆	0.410	Strong	0.401	Strong	0.401	Strong
X ₃ X ₇	0.266	Weak	0.289	Weak	0.289	Weak
X ₃ Y	0.516	Strong	0.098	Very Weak	0.098	Very Weak
X ₄ X ₁	0.135	Very Weak	0.211	Weak	0.211	Weak
X ₄ X ₂	0.474	Strong	0.024	Very Weak	0.024	Very Weak
X ₄ X ₃	0.371	Weak	0.262	Weak	0.262	Weak
X ₄ X ₄	1.000	Perfect	1.000	Perfect	1.000	Perfect
X ₄ X ₅	0.229	Weak	0.029	Very Weak	0.029	Very Weak
X ₄ X ₆	0.199	Very Weak	0.254	Weak	0.254	Weak
X ₄ X ₇	0.314	Weak	0.017	Very Weak	0.017	Very Weak
X ₄ Y	0.394	Weak	0.169	Very Weak	0.169	Very Weak
X ₅ X ₁	0.604	Strong	0.047	Very Weak	0.047	Very Weak
X ₅ X ₂	0.245	Weak	0.700	Very Strong	0.700	Very Strong
X ₅ X ₃	0.509	Strong	0.286	Weak	0.286	Weak
X ₅ X ₄	0.229	Weak	0.029	Very Weak	0.029	Very Weak
X ₅ X ₅	1.000	Perfect	1.000	Perfect	1.000	Perfect
X ₅ X ₆	0.355	Weak	0.265	Weak	0.265	Weak
X ₅ X ₇	0.407	Strong	0.508	Strong	0.508	Strong
X ₅ Y	0.313	Weak	0.095	Very Weak	0.095	Very Weak
X ₆ X ₁	0.244	Weak	0.248	Weak	0.248	Weak
X ₆ X ₂	0.196	Very Weak	0.276	Weak	0.276	Weak
X ₆ X ₃	0.410	Strong	0.401	Strong	0.401	Strong
X ₆ X ₄	0.199	Very Weak	0.254	Weak	0.254	Weak
X ₆ X ₅	0.355	Weak	0.265	Weak	0.265	Weak
X ₆ X ₆	1.000	Perfect	1.000	Perfect	1.000	Perfect
X ₆ X ₇	0.623	Strong	0.347	Weak	0.347	Weak
X ₆ Y	0.373	Weak	0.318	Weak	0.318	Weak
X ₇ X ₁	0.443	Strong	0.113	Very Weak	0.113	Very Weak
X ₇ X ₂	0.319	Weak	0.424	Strong	0.424	Strong
X ₇ X ₃	0.266	Weak	0.289	Weak	0.289	Weak
X ₇ X ₄	0.314	Weak	0.017	Very Weak	0.017	Very Weak
X ₇ X ₅	0.407	Strong	0.508	Strong	0.508	Strong
X ₇ X ₆	0.623	Strong	0.347	Weak	0.347	Weak
X ₇ X ₇	1.000	Perfect	1.000	Perfect	1.000	Perfect
X ₇ Y	0.433	Strong	0.252	Weak	0.252	Weak
YX ₁	0.321	Weak	0.040	Very Weak	0.040	Very Weak
YX ₂	0.530	Strong	0.207	Weak	0.207	Weak
YX ₃	0.516	Strong	0.098	Very Weak	0.098	Very Weak
YX ₄	0.394	Weak	0.169	Very Weak	0.169	Very Weak
YX ₅	0.313	Weak	0.095	Very Weak	0.095	Very Weak
YX ₆	0.373	Weak	0.318	Weak	0.318	Weak
YX ₇	0.433	Strong	0.252	Weak	0.252	Weak
YY	1.000	Perfect	1.000	Perfect	1.000	Perfect

3.2.4 Multiple Linear Regression Analysis. By using equation (4), then the value of multiple regression analysis for each hotel is as follows:

1. Hotel Estrella

$$Y = -1,312 + 0,159X_1 + 0,420X_3 - 0,115X_4 - 0,149X_5 + 0,093X_6 + 0,254X_7$$

2. Hotel Santika

$$Y = 1,933 - 0,128X_1 + 0,134X_2 - 0,132X_3 + 0,174X_4 - 0,092X_5 + 0,333X_6 - 0,286X_7$$

3. Swiss Bel Inn

$$Y = 1,973 - 0,128X_1 + 0,134X_2 - 0,132X_3 - 0,174X_4 - 0,092X_5 + 0,333X_6 + 0,286X_7$$

3.3 Results and Discussion

On the product variables (x_1), a higher value is owned by Hotel Estrella (0,159) even though the value of variable products owned by third this hotel is small or low. The existence of value in this variable is very important, considering the product is the main thing other than service in the hospitality business especially in Luwuk. With the value of the same product variables (0,128), Hotel Santika and Swiss Bel Inn should strengthen their product to be offered or sold to customers of the hotel, especially domestic tourists, foreign and local tourists (community). At variable prices, Hotel Estrella has a coefficient of (0,420). Price variable owned by Hotel Estrella is the highest that signifies the ability competitive price made by the hotel is quite successful. In place (variable), Hotel Estrella has a coefficient of (0,410). Hotel Estrella has the highest variable in price, so we can say that this hotel has a more strategic than other hotels. One cause of the high value for the variable of this place is the Hotel Estrella earlier there than the two other hotels. On promotion variables, Swiss Bel Inn has a coefficient value of (0,174). Santika Hotel and Swiss Bel Inn has a variable value promotion which was slightly better than the Hotel Estrella. The difference is due to the variable value of this hotel (Hotel Santika and Swiss Bel Inn) has a national hotel chain that for matters more promising promotion (brand). In the variable, Hotel Estrella has a coefficient value (0,149) in terms of people as employees timely, friendliness and flexibility of employees, employee communications at the hotel customers and others. For a person or employee, it features a variable value higher than 2 other hotels. In the process variable, Swiss Bel Inn has a coefficient of (0,333) in terms of processes such as alertness reception, ease enjoy hotel facilities, disruptions at rest, etc. Accessibility owned by Santika Hotel and Swiss Bel Inn as receptionist, ease of amenities, comfort rest, so both of these hotels (Hotel Santika and Swiss Bel Inn) has a variable value higher than Hotel Estrella. On the physical evidence variable, Swiss Bel Inn has a coefficient value (0,286) in terms of services such as meeting the needs of the customer, not the additional cost (charge), innovation in order to meet customer satisfaction, etc. Physical evidence is a view from both buildings, interior and exterior design of the hotel rooms, the service (waiters or employees), and other things that support in this physical evidence. If the other independent variables are considered zero, value of services marketing variable (Y) is equal to a constant value. Aspects of assessment in marketing these services among others, the pride of becoming a customer of this hotel, overall satisfaction, and so on. Variable marketing services for Swiss Bel Inn is the highest with the value (1,973), while the Hotel Estrella has very low service marketing. It Required extra work for the management hotel to fix them, both in terms of service, management and others.

4. Conclusion

4.1 Conclusion

Based on the analysis in the previous chapter, marketing mix to the satisfaction of hotel services in Kota Luwukis divided evenly, that there are no hotels that dominate the marketing mix to satisfaction customer. Marketing mix towards customer satisfaction uneven is to be met, improved, enhanced and developed, and continue to be supervised execution by the hotels. It is all about to keep and maintain customer satisfaction.

4.2 Suggestion

Advice can be given in this research are:

1. Hotels management in this research needs to improve all aspects relating to the marketing of services so that future third this hotel a destination for everyone who came to visit and choose to use a hotel in the city of Luwuk
2. The general public, especially in Banggai should always support the growing area is particularly tourism's potential to increase profits of local revenue.

3. This study is expected to be a reference in conducting research related to the marketing of services or in connection with similar objects.

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