

MARKETING MIX IMPLEMENTATION OF FOOD AND BEVERAGE AT POOL BAR CANGGU DREAM VILLAGE

I Gede Krisna Mahendra Putra^{1*}, Nyoman Mastiani Nadra², Ni Gusti Nyoman Suci Murni³

^{1,2,3} Tourism Department, Politeknik Negeri Bali, Indonesia
*Corresponding: krisnamp99@gmail.com

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ABSTRACT

This study aims to determine the application of the marketing mix to food and beverage sales at the Canggu Dream Village pool bar. The problem described in this study is how much effort has been made by the Food & Beverage Department and sales & marketing in increasing the sales of food and beverages at the Canggu Dream Village pool bar. This research was conducted on the food & beverage department and sales & marketing, namely FB managers and sales marketing managers who were taken using purposive sampling techniques, namely people who were considered to know the application of the marketing mix carried out in Canggu Dream Village. Data analysis in this study uses descriptive qualitative analysis which describes information from interviews and relates it to theories that support the discussion related to the marketing mix conducted by Canggu Dream Village. The results obtained are that the marketing mix carried out in Canggu Dream Village, especially in the fb department, is quite good, but has shortcomings in the elements of human resources and promotion. The effort that can be done is to add human resources to help promote increased product sales, namely food and beverages that are owned, namely in the people mix element (people) there are limitations to the marketing team, if the Canggu Dream Village adds human resources to assist in handling requests that arise come from consumers and help promote the sale of food and beverages owned by the pool bar.

Keywords: Implementation, Marketing Mix, Food and Beverage

INTRODUCTION

Tourism is one sector that plays a very important role in increasing the country's foreign exchange. The high level of tourist visits every year has a huge impact on the country's economy and the economy of the local community. With the high level of visits every year, it is unwittingly very influential on the local community's economy because of the large business opportunities and the many jobs that are opened and it will reduce the unemployment rate. Bali is one of the islands owned by the Indonesian state that implements culture-based tourism which as we know that Bali is very rich in culture and beautiful nature in each area. This culture is an opportunity as well as an attraction for tourists to Bali. Given the many tourists who really love the culture and nature of the island of Bali, and many tourists who want to learn about the culture of the Balinese. In 2020 the tourism industry experienced a drastic decline in tourist arrivals, due to the impact of the Covid-19 pandemic. The COVID-19 pandemic is one of the challenges for the hotel industry in attracting tourist visits to come to Bali and one example of accommodation provided for tourists to Bali is hotels.

Hotel is a type of accommodation that is managed commercially by using part or all of the existing buildings to provide lodging, food and beverage service facilities and other services where these facilities and services are provided for guests and the general

public who want to stay Widanaputra (2009:16). And one of the hotels that provides food and beverage services is Canggu Dream Village. Canggu Dream Village is a Balinese-style hotel which officially operated on December 26, 2019 which has a restaurant that serves breakfast, lunch, dinner, and room service that provides delivery services to rooms, and one of the facilities at Canggu Dream Village is the Pool. Bar located in Rooftop. The pool bar at Canggu Dream Village provides food and beverage services, while the food sold is western food and Indonesian food and drinks, such as Coctails, Juices, and Soft Drinks.

To see a company can win a competition in the tourism industry, company management must have the right marketing mix. This is also what the Canggu Dream Village pool bar has done, namely implementing the marketing mix (Marketing Mix) Cakranida, (2017: 198) the marketing mix includes four main things and is controlled by the company which includes product, price), place (place) and promotion (promotion). Kotler and Armstron (2016:47). The marketing mix variables consist of Product, Price, Place, Promotion, Process, People, and Physical Evidence (7P). These variables influence the decision of visitors to choose this hotel as their place to eat and drink which is based on the volume of food and beverage sales. drinks at the company. Food and Beverage Department is part of the hotel that takes care of and is responsible for the needs of food and beverage services and other related needs of guests who live or do not stay at the hotel and are managed commercially. soekresno and Pendit (2019:4).

The implementation of the marketing mix plays an important role for the Canggu Dream Village pool bar in an effort to bring guests to stay or eat and drink during the pandemic, the marketing mix carried out by Canggu Dream Village, such as: product, which puts the company in a competition that is superior to competitors by present products according to consumer needs and can be reached by consumers easily. Price is to provide special prices but still compete with other hotels that have the same product offerings.

Promotion, namely making improvements and improvements to effective and efficient promotions. Place is the process of determining distribution channels that have the potential to provide support in bringing guests to buy Canggu Dream Village products. Process, namely improving the actual procedures in the delivery process and making improvements as well as improving the ability of the workforce at the Canggu Dream Village pool bar. Physical evidence is the improvement of facilities and infrastructure for the Canggu Dream Village pool bar. However, during the Covid-19 pandemic, hotel revenue decreased drastically, therefore Canggu Dream Village had to be more creative in marketing its products, one of which was selling drinks. A bar is a place that is commercially organized and equipped with marked facilities, located either inside a hotel, sometimes standing alone outside the hotel, where one can get all kinds of drinks both alcoholic and non-alcoholic except hot drinks such as coffee and tea. Atmodjo (2004:1)

The implementation of the marketing mix at the Canggu Dream Village pool bar is aimed at increasing food & beverage revenue at the Canggu Dream Village pool bar. The following is data on food and beverage sales from October 2020 - December 2020 which decreased as shown in table 1 and table 2.

Table 1. Food Sales Data Period October 2020 – December 2020

| No. | Month | Cocktail | Soft Drink | Juice |
|-----|---------------|----------|------------|-------|
| 1. | October 2020 | 6 | 379 | 67 |
| 2. | November 2020 | 0 | 443 | 88 |
| 3. | December 2020 | 50 | 390 | 103 |

(Source: Canggu Dream Village, 2020)

Table 2. Beverage Sales Data Period October 2020 – December 2020

| No. | Month | Appetizer | Soup | Main Corse | Dessert |
|-----|---------------|-----------|------|------------|---------|
| 1. | October 2020 | 39 | 27 | 283 | 118 |
| 2. | November 2020 | 25 | 3 | 88 | 67 |
| 3. | December 2020 | 21 | 22 | 103 | 39 |

(Source: Canggu Dream Village, 2020)

Based on the data above, it can be seen that there are several gaps, namely there are problems in the application of the marketing mix during the pandemic by the Sales & Marketing Department and the F & B Depaterment at Canggu Dream Village causing the level of food and beverage sales to fluctuate every month, thus affecting the company's revenue in particular. sales in food and beverage; After knowing the gaps that occur in the Food & Beverage Department and Sales & Marketing Department at Canggu Dream Village, the author wants to do a research with the title Implementation of the Marketing Mix to Increase Food and Beverage Sales at the Pool Bar Canggu Dream Village.

METHODOLOGY

This research was conducted at the Canggu Dream Village pool bar located on Jl. Bantan Kangin, Tibubeneng, North Kuta District, Badung Regency, Bali. Canggu Dream Village was established in 2019. This Canggu Dream Village held a Grand opening on December 26, 2019 and is managed directly by PT. MAHA INDONESIA HEROES. The object of this research is the application of 7P which is an indicator in the marketing mix implemented by the Food & Beverage Department of Canggu Dream Village. The 7Ps in question consist of product, place, price, place, promotion, people, process, physical evidence.

The qualitative data in this study is in the form of interviews about the marketing mix with the sales marketing and food and beverage manager at the Canggu Dream Village pool bar Sugiyono (2014). Quantitative data in this study is the number of beverage sales at the Canggu Dream Village pool bar Sugiyono (2014:7). The primary data from this research are interviews, documentation and observation. Interviews in this study were to the FB manager and Sales Marketing Manager regarding the marketing mix at the Canggu Dream Village pool bar (Sugiyono, 2015). Secondary data is data collected by other people, not researchers according to Saifudin (2018). In this study, food and beverage data at the pool bar at Canggu Dream Village in the period from October 2020 to December 2020.

The sampling method used in this study is purposive sampling which is a sampling technique with certain considerations (Sugiyono, 2015). The samples used in this study are parties from companies such as Sales & Marketing Department and Food &

Beverage Department Canggu Dream Village. The data obtained through interviews in this study were analyzed using qualitative descriptive analysis. This analysis technique is carried out to describe and describe the information collected during the research. Interview data in this study is the main source of data analysis material to answer the formulation of the problem posed and make conclusions and suggestions for the research conducted.

The data that has been tested for credibility with the data source triangulation technique, then analyzed descriptively using the data analysis model developed by Miles and Huberman. Miles and Huberman make a data analysis model which consists of three stages, namely: data reduction (data reduction), data presentation (data display), and drawing conclusions (in Sugiyono, 2010).

The following is an explanation of these stages:

a. Data reduction (data reduction)

Data reduction is done to select the data that has been collected from the field according to the needs or categories that have been determined. The purpose of this data reduction is to obtain more focused and indeed needed information (Sugiyono, 2010).

b. Data Presentation (data display)

After the data is reduced, the next step is to present the data. In qualitative research, data presentation can be done in the form of a brief description (Sugiyono, 2010).

c. Conclusion Drawing

The data that has been presented is then described so that a conclusion can be drawn from the data. Sugiyono (2010), the conclusions obtained can be in the form of permanent conclusions or final conclusions, depending on the situation whether at the initial stage, the data presented are valid and consistent or not.

RESULTS AND DISCUSSIONS

Implementation of Food and Beverage Marketing Mix at Pool Bar

The sale of food and beverages at the Canggu Dream Village pool bar is experiencing quite tight business competition. So we need the right marketing to overcome the existing competition. Marketing mix by prioritizing customer satisfaction.

By analyzing the 7Ps, namely product, price, place, promotion, people, process, physical evidence. The application of marketing can be more focused and targeted, besides that it can help in generating a wider market segment. The following is the 7P analysis applied by the food & beverage department and sales marketing at the Canggu Dream Village pool bar, namely:

1. Product

A product is one that is produced by a company in the form of goods or services or for consumption by consumers. A good product if it is or is close to the needs or desires of the target market so that the products owned can be sold to the maximum. The Canggu Dream Village pool bar has a product that is one of the products from the Canggu Dream Village pool bar, namely food and drinks. Food and Beverage is one that is offered and sold to consumers. The Canggu Dream Village pool bar has food for sale, namely 2 types of food, namely western food and Indonesian food and is divided into 5 parts of appetizer, soup, main course, dessert and pool bar. Canggu Dream Village has 3 types of drinks, namely cocktails, soft drinks, juice to be offered and sold to consumers. every saturday and sunday at the pool bar live music dj or acoustic is held with flexibility according to consumer needs. The pool bar is on the 5th floor which is one of the favorite places in Canggu Dream Village, the pool bar has a rooftop which is usually used as a place for dj music or live acoustics and the pool bar also has a pool and working space.

The product is also in the form of making attractive food and beverage packages, for example: pool package, stay package including breakfast, and sunset party. So, these packages will be followed by an increase in food and beverage sales. The increase in product costs will positively add value to the level of sales of food and beverages.



Figure 1. Freday Grill BBQ
(Source: Canggu Dream Village, 2021)

Freday grill BBQ is one of the exclusive food and beverage packages owned by Pool Bar Canggu Dream Village with the tagline “Enjoy our special friday evening with the closest and dearest as we grill your BBQ” dear while we grill your BBQ. The advantages of this package apart from the venue used being on the top floor, which is at the pool bar, consumers can enjoy the pool bar overlooking Canggu beach and views of the open sea and sunset in the afternoon.



Figure 2. Pool Package
(Source: Canggu Dream Village, 2021)

The Pool Package has facilities provided such as 2 cold beers, 1 french fries, 2 pool towels. This package is only for 2 people. The facilities in this package guests can swim while enjoying the view of Canggu beach while enjoying food and drinks. Guests can buy this package by coming directly to the lobby of the Canggu Dream Village hotel. This package is also a package that is in great demand by consumers because the facilities and prices provided are adequate.



Figure 3. Live Accoustic for Saturday
(Source: Canggu Dream Village, 2021)

Live acoustic for saturday is one of the food and beverage packages owned by Pool Bar Canggu Dream Village with the tagline “Join us For the Fun Saturday Rrlax” which means join us for a fun Saturday. The facilities used in this package are the pool or guests can use the rooftop to enjoy acoustic while eating food and drinks sold at the Canggu Dream Village pool bar

2. Price

The prices offered by the Canggu Dream Village pool bar are different for each type of food and drink because each food and drink is different and has its own advantages. Food and Drinks offered by the Canggu Dream Village pool bar are very competitive and can be reached by consumers according to their needs and affordable for domestic and foreign consumers. At the time before the pandemic the price of food and drinks was more expensive than the situation during the pandemic.

During the pandemic, the management of the Canggu Dream Village pool bar lowered the price of food and drinks and reduced the food and beverage ingredients that were sold according to the prices applied, so that the hotel continued to operate and could make guests come to the pool bar because the prices were in accordance with existing trends. . The following is the price of food offered by the Canggu Dream Village pool bar, namely:

Food is divided into 5 parts, namely appetizer, pasta & pizza, Indonesian food, the signature Canggu and desert, the most favorite menu at the Canggu Dream Village pool bar is the signature Canggu which consists of Canggu special fried rice, chicken parmesan and others . The price above includes tax & service which is 21%. Then there is the price of drinks offered by the Canggu Dream Village Pool Bar which has a difference in each type of drink because each drink is different and has its own advantages. The following are the prices of drinks offered by the Canggu Dream Village pool bar, namely:

Drinks are divided into 8 parts, namely fresh juice, soft drink, milk shake ice & hot drink, beer, shoot, by bottle and cocktail, the most favorite drink menu at the Canggu Dream Village pool bar is fresh juice and soft drink, if held parties at the pool bar, consumers usually buy cocktails. The price above includes tax & service which is 21%.

supporting facilities that are most often and can be said to be always used by consumers such as pools or rooftops to enjoy food and drinks while swimming or see the view of the island of Bali from the rooftop because in addition to very affordable prices, they want a memorable vacation well without any obstacles and obstacles from various

parties. In addition, Canggu Dream Village, especially the Fb team, explained and suggested why consumers need to buy supporting facilities such as pools and rooftops. Apart from up-selling, Canggu Dream Village has indeed collaborated with local traditional villages when it comes to holding an event, especially one that invites a lot of people. people and make a little fuss, Canggu Dream Village will give a letter of understanding and will give it to the village administrator in Tibubeneng.

price will positively provide value to the level of sales of food and beverages. The price increase is in the form of price comparisons, namely by providing special prices but still competing with other hotels that have the same food and beverage product offerings.

Figure 4. food menu price list
(Source: Canggu Dream Village, 2021)

Figure 5. beverage menu price list
(Source: Canggu Dream Village, 2021)

3. Place

a. Accessibility

Canggu Dream Village can be said to have less access because the Jalan Raya Canggu area has a fairly dense congestion level, which makes consumers a little reluctant to come to the Canggu area. Meanwhile, consumer accessibility to get information about hotel products, Canggu Dream Village provides services or facilities so that consumers can more easily reach information and make contact with the hotel. The services provided are hotline, online booking and website.

b. Feasibility

The building owned by Canggu Dream Village is classified as a classic modern style that offers views of Canggu Village, has a unique design with a touch of large wood decorated with living plants, making consumers feel calm when entering the hotel area plus views of the open sea. On the other hand, the location of Canggu Dream Village can be said to have a strategic location for consumers to find, besides that around the Canggu Dream Village hotel there are shopping centers and entertainment centers so that consumers do not feel confused about traveling out of the hotel.

4. Promotion

There are 2 promotional methods that Canggu Dream Village does in promoting products, namely online and offline. Online promotions carried out by Canggu Dream Village in marketing their products are through the website <https://www.canggudreamvillages.com>, and Instagram Canggu Dream Village by uploading photos of drinks like the example image below.



Figure 6. Canggu Dream Village Instagram Promotion
(Source: Canggu Dream Village, 2021)

The picture above is an Instagram-uploaded pool bar belonging to Canggu Dream Village which introduces and markets food and drinks owned by the Canggu Dream Village pool bar. There are quite a few promotions that have been carried out, in terms of online always updating about the Canggu Dream Village pool bar on the Canggu Dream Village social media website Canggu Dream Village and for offline, we work with several inspirational magazines for readers, consumers, all the promotions that have been carried out is very effective with the aim of the product being able to be known more by consumers and staying in this industry. The promotion carried out by Canggu Dream Village aims to be able to introduce its products to consumers from local to foreign countries. So that Canggu Dream Village products, especially food and beverages, can be marketed properly and more on target.

Promotion is also in the form of personal selling by means of a waiter or waitress offering food and drink menus to guests who come to the pool bar to swim and the waiter or waitress will explain the food and drink menu or special menus available on

that day or the food and beverage packages provided sell to the guest or can do invitations through social media, thereby providing the potential for increasing sales of food and beverages.

5. People

The importance of human resources in marketing their products, namely beverages, leads to internal marketing. Internal marketing can be said to be good if it has successfully done marketing to external customers. Human resources in Canggu Dream Village, specifically in the marketing section, are 3 people, but who is directly responsible for selling food and beverages as much as 1 person, namely the Facebook Manager, besides being assisted by food & beverage employees, totaling 10 people in preparing the needs of consumers. .

In addition to the marketing team that is influential in sales and product marketing, there are other factors, namely the relationship that exists between consumers or customers. Consumers who have used or purchased food and beverage products owned by the pool bar must have experienced experiences that can be shared with other consumers about the quality of products and services that they have experienced while holding events at the pool bar. So that the two aspects between human resources and consumers greatly affect product marketing and consumer perceptions in viewing food and beverage products owned by the pool bar. This can be used by the Canggu Dream Village marketing team to better establish good communication with consumers. Pool Bar Canggu Dream Village can increase sales of food and beverages more significantly through effective and efficient training or training according to operational needs or problems so that changes to SOPs or work procedures can increase food and beverage sales.

6. Process

The procedure in selecting and buying food and drinks by consumers is that when there is a demand or consumers come directly to the Canggu Dream Village pool bar, fb Service will serve and serve food and drinks according to the wishes of consumers. Cooperation between marketing and operations is very important in serving all the needs and desires of guests so that during the process of dealing with guests. and guest wishes to ensure that the preparations that consumers require are met.

The payment system at the pool bar is that you can use cash or by credit card and for guests staying at the hotel, you can make payments by room transfer or pay when guests have checked out. Canggu Dream Village is always flexible in making payments but still refers to the terms and conditions that have been set, this makes guests feel comfortable when making payments for food and beverage products purchased.

7. Physical evidence

Physical evidence is something that greatly influences consumer decisions to buy and use the products offered. Consumers will certainly look at the physical environment, physical buildings, equipment, equipment and other items that can be a reference for consumers to choose the desired product.

Canggu Dream Village has various types of rooms and has a pool bar which is a favorite place for guests staying and guests from outside the hotel. The pool bar facilities provided by Canggu Dream Village, especially during banquets and drinks or party events, consist of 3 places, namely rooftop, pool, working space with a capacity that can accommodate more than 200 guests. The following is the Pool Bar provided by Canggu Dream Village:



Figure 7. Pool Bar Canggu Dream Village
(Source: Canggu Dream Village, 2021)

Efforts to Increase Beverage Sales

The decline that occurred in food and beverage sales at the Canggu Dream Village pool bar became the basis of this study to determine the efforts made by the management in increasing product sales, especially the sale of food and beverages at the Canggu Dream Village pool bar. Based on the results of interviews conducted by the author with resource persons from the sales & marketing manager and F&B Manager, especially the sale of food and beverages at the Canggu Dream Village pool bar, the efforts made to increase food and beverage sales are more focused on the promotion mix and the process during sales at which promotions that have been carried out previously still have to be increased considering the results of food and beverage sales from October 2020 to December 2020 fluctuated, apart from the pandemic that occurred in early 2020 which made the tourism sector in Bali very weak. However, the food and beverage marketing team at the Canggu Dream Village pool bar continues to use promotions and price reductions for affordable food and drinks, as well as following promotions according to existing trends. Businesses include reading the existing market situation after normal conditions and asking for advice and input from consumers. In addition, in the process of marketing and selling food and beverages, the Canggu Dream Village marketing team always gives their best effort in offering their products, establishing communication Good relations with consumers is one of the important aspects in selling a product to consumers so that consumers are interested in buying food and drinks owned by the Canggu Dream Village pool bar.

In addition to increasing the sales of food and beverages owned by the Canggu Dream Village pool bar, namely making domestic and foreign events or parties such as sunset parties, free flow and bazzars by providing special price offers for consumers who are interested in buying tickets for the party at the pool bar. Canggu Dream Village. In addition to providing price offers for consumers, adding and establishing new partnerships with various online motorcycle taxis or online motorcycle taxis that deliver food or drinks to where consumers want them as well as magazines that discuss and offer various food and beverage packages, with the hope that the product information can be

widely disseminated. domestically and abroad so as to increase sales of existing food and beverages.

CONCLUSIONS

Implementation of the 7P marketing mix carried out at the Canggu Dream Village pool bar to sell food and beverages owned, starting from products, namely food and drinks at the Canggu Dream Village pool bar as the main product with 4 types of food, 3 types of drinks and all facilities, while supporting products, namely spa, pool, rooftop bar and other supporting facilities. Furthermore, the pricing of food and beverage products is given based on several considerations of price discounts during the pandemic period that are used. Then the Canggu Dream Village pool bar is in a strategic location, but unfortunately the Canggu Dream Village location is on a slightly congested lane in the afternoon. Promotions carried out by Canggu Dream Village have 2 methods, namely online in the form of websites, Instagram and offline promotions by working with magazines.

Efforts made by the Canggu Dream Village pool bar in increasing food and beverage sales are focused on the promotion mix and sales processes such as food and beverages will increase cooperation with several travel agents to open new markets and always enlarge promotions to consumers and create more events or the party that was intended by the Canggu Dream Village pool bar. In addition to increasing food and beverage sales.

Based on the results of data analysis and discussions that have been carried out, suggestions that the author can give to be considered by the sales & marketing department and the food & beverage department of Canggu Dream Village in order to increase product sales, namely food and beverages owned, namely the people mix element. (people) there is a limited marketing team, if Canggu Dream Village adds human resources at the pool bar to assist in handling requests that come from consumers and help promote the sale of food and drinks owned by the pool bar, so that Canggu Dream Village is not overwhelmed in handling requests consumers and can reach out to more business partners to collaborate with, as well as expand the market both locally and internationally. In addition, maintaining the flow of promotion and communication between the marketing team and consumers as well as communication between the marketing team and companies that contribute to Canggu Dream Village.

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