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The Impact of Marketing Mix Elements on Tourist's Satisfaction towards Five Stars Hotel Services in Dubai during COVID-19

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Abstract:

Purpose: Tourist satisfaction measures the prosperity of a business and tourism sector. If there are many satisfied tourists, the tourism sector will profit, but if there are many less satisfied tourists, the tourism sector will lose money. Therefore, it is necessary to know the factors that affect tourist satisfaction. This study aims to develop and implement a method for five-star hotels to identify attributes that will increase tourists' satisfaction during the pandemic.

Method: The study used 100 tourists in Dubai as respondents who were selected randomly at five-star hotels. The results showed no impact of all marketing mix elements on tourist satisfaction except the physical evidence of the COVID-19 pandemic.

Outcomes: The results of this study indicated that the COVID-19 pandemic influenced five-star hotel services in Dubai and that the marketing mix elements used by the hotels are an important factor in tourist satisfaction. In conclusion, Dubai must understand the importance of a marketing mix to fulfil tourist satisfaction and improve the service that makes it more significant in the tourism industry.

Originality: Numerous modifying variables impacting the management process have been examined in the literature on complaint management. It is the first study investigating the five-star hotel in Dubai to check the operative services on how to work on tourist satisfaction and determine the impact of marketing mix elements on tourism during the pandemic.

Keywords: tourist satisfaction; marketing; marketing mix; hotel services; COVID-19 pandemic; tourism; Dubai hotels.

JEL Classification: L80; M00; L00; L82; O32; L83; N15.

Introduction

Hotels with market experts understand that their clients purchase far more than simply services. They buy what those offerings can accomplish; the experience they acquire from buying and using these services will gratify those (Furtado *et al.* 2022). Satisfaction refers to a customer's attitude toward a service provider or an emotional reaction to the gap between what customers expect and what they receive regarding meeting a need, aim, or desire (Kim & Kim 2022).

Tourist marketing is critical in the tourism business. To be successful, a company must engage in extensive marketing and deliver a high-quality product that meets the expectations of its customers. This study aimed to examine the effect of marketing mix variables on visitor satisfaction with hotel services in Dubai (UAE) during the coronavirus epidemic. Hotels need a competitive marketing mix approach to succeed in business.

This refers to the seven primary decision-making areas (7P) in the marketing process that are combined to meet the demands and desires of clients. The fundamental reason that the marketing mix tool is such a great notion is that it simplifies marketing. Customer satisfaction is a metric that indicates how effectively a company's products or services satisfy the expectations of its customers. Some aspects in the marketing mix mutually support each other, which the firm blends to elicit the desired response from the target market. Happy customers are more likely to stick with a firm, spend more money in their lives, and boost the brand's reputation.

A thorough grasp of the aspects of the marketing mix can assist marketers in convincing new and present clients to continue doing business with them. A product is the subjective interpretation of a producer of the goods or services given to meet organizational goals and please consumers. Product quality influences consumer happiness and increases income for manufacturers. Tourism businesses must examine various aspects, including whether the institution is privately or publicly owned, the number of rivals, service quality, positioning, reputation, and brand name. Pricing decisions, which are the most crucial mechanism, must be compatible with the overall adjustment plan.

The promotion component refers to numerous attempts to inform the market about the items and services being marketed and where and when they are sold. The primary goal of promotion is to capture customers' attention to the product to pique their interest. A company employs various techniques for its promotional efforts, including advertising, publicity, personal selling, and sales promotion. These are also known as the four components of a promotion mix. Product marketing is introducing a product through an exhibition, presentation, sample demonstration, and other means.

Sales promotions might include in-store demos, discounts, grand prizes, and celebrity visits (Jawabreh *et al.* 2022a; Alrabei 2021; DelVecchio *et al.* 2006). Public relations is the management function that identifies, builds, and maintains mutually beneficial connections between an organization and the many parts of the public it serves. The term "process" in the tourist sector refers to the real processes, activities flow, service delivery methods, and operational systems. Housekeeping, delivering essential inputs, the Process of guest arrivals and departures, and 4) creating and serving food and drinks are the four major operating activities in the hospitality sector. Processes simplify tourist firms and make it easier for customers to acquire services.

1. Literature Review

Tourism is an industry that contributes significantly to leisure and recreation, cultural development, resource mobilization, and various other elements (Sarker *et al.* 2012). The expansion of the tourist business leads to economic diversification and long-term growth of the tourism industry (Aburumman 2020). Marketing plays an important and growing role in tourism (Gato *et al.* 2022). Without marketing, the tourism industry would be in disarray (Zhou & Chen 2021). Tourist marketing is critical in the tourism business.

Furthermore, marketing gives access to nearly all tourism sector segments (Bunghez 2020). In reality, for any firm to be successful, it must invest heavily in marketing and deliver a high-quality product that meets the expectations of its customers (Azhar *et al.* 2019). It is well understood that there is a link between customer pleasure and marketing (Jahmani 2017). The tourist business in the United Arab Emirates (UAE) is supplying and competing with a greater choice of attractions while maintaining high levels of visitor satisfaction (Martens & Reiser 2017). The UAE's tourist industry generated 11.5 per cent of the country's GDP. The (UAE) tourist business was among the world's greatest before the COVID-19 epidemic. As a result of tight quarantine procedures, most places worldwide enacted COVID-19-related travel restrictions that remained in effect until May 2020. The coronavirus epidemic harmed every industry in the UAE, as it did in other nations, notably tourism (Aburumman 2020).

As a result, understanding the influence of marketing mix variables on tourist satisfaction enables tourism operators to devise strategies that optimize visitor satisfaction and profitability. During COVID-19, researchers will

evaluate the influence of marketing mix variables on visitors' satisfaction with hotel services in Dubai (UAE). The primary goal of this study is to evaluate the impact of marketing mix elements on visitor satisfaction and to exploit the COVID-19 pandemic's influence on marketing mix elements. This study aimed to analyze the impact of COVID-19 on the (UAE) tourist sector and to create a competitive survival strategy for tourism enterprises based on those operating in the UAE.

Marketing

Marketing refers to a company's actions to advertise its products or services. Marketing's goal is to raise awareness and persuade potential consumers to pick a company's product or service over that of its rivals to be happy (Pereira & Almeida 2014). Marketing has been defined in a variety of ways by various authors. Marketing is defined by the American Marketing Association as "the process of planning and carrying out the development, pricing, promotion, and distribution of ideas, commodities, and services to produce exchanges that meet individual and organizational goals" (Boddewyn & Grosse 1995). Marketing, according to Lamb *et al.* (2007), is about predicting and serving customer wants through mutually advantageous exchange procedures and doing so more profitably and effectively than rivals through efficient management processes. Marketing may therefore be defined as interactions, talks, and interventions to increase the quality of goods and services while also obtaining certain advantages to meet consumers' requirements and desires (Saleh *et al.* 2020; Masadeh *et al.* 2019; Wilkie & Moo 2007).

The marketing environment has changed considerably and is becoming more unstable due to increased market rivalry, demanding and insistent clients, and rapid technological innovation. Hotels with a competitive marketing plan are more likely to succeed in business (Jaya *et al.* 2020). The marketing mix tool is a significant idea because it simplifies marketing, separates marketing operations from other business activities, and delegates marketing chores to specialists (Iorati 2015).

Service marketing is characterized as a circular process centered on the consumer. Marketers create and construct the 7Ps marketing mix to fulfil the needs of their customers. The service marketing mix is critical for determining client happiness (Isa 2015). This refers to the seven primary decision-making areas (7Ps) in the marketing process that are combined to meet the demands and desires of clients (Alsarayreh *et al.* 2011; Jawabreh 2021; Jawabreh 2020, Souar *et al.* 2015). It is the collection of controllable, tactical marketing tools such as product, price, place, promotion, Process, people, and physical proof that marketing managers may use to meet the best consumers' demands (Souar *et al.* 2015).

Marketing Mix and Customer Satisfaction Relationship

Growing firms are more likely to emphasize customer success than static or declining organizations. To please consumers, company providers must understand the marketing mix components that must be prepared to attract clients, particularly via their purchasing behavior (Nonthapot & Thomya 2020). As a result, the marketer must investigate the link between marketing mix and customer happiness to understand the marketing mix's pattern and consumer contentment (Norsyaheera *et al.* 2016). A marketing mix, according to Simangunsong *et al.* (2018), is a collection of factors that are connected and impact one another; consequently, an attempt to build a marketing policy that leads to successful service and delighted consumers is necessary. Some elements in the marketing mix mutually support each other and are mixed by the firm to achieve the desired reaction from the customers (Salman *et al.* 2017). Such elements can influence a company's product demand. As a result, a firm that knows its consumers' needs will be able to meet them.

Simply, customer satisfaction is a metric that measures how well a company's products or services satisfy the expectations of its customers (Jawabreh *et al.* 2022b; Alrabei *et al.* 2022; and Jahmani 2017). It is among the most important predictors of purchase intent and consumer loyalty (Jahmani *et al.* 2020). As a result, it aids in predicting business development and income. According to Kim and Kim (2022), high customer satisfaction results in increased customer retention, higher lifetime value, and a stronger company reputation. While customers experience a better degree of pleasure when purchasing a product, they will repeat the purchasing Process for the same product (Siswi & Wahyono 2020). Marketing is a collection of actions that give a value that people remember, build customer relationships, and bring benefits to the firm. Thus, when a corporation employs a marketing mix, it will aid in increasing product sales and profits (Dawi *et al.* 2018). As a result, attaining their marketing level will impact customer happiness. A thorough grasp of the aspects of the marketing mix can assist marketers in convincing new and present clients to continue doing business with them. In this situation, the tourist sector may employ marketing mix elements to identify factors influencing customers' decisions to book hotels (Jawabreh 2017; Al Fahmawee & Jawabreh 2023).

Therefore, the result of our study supported the argument that there is a positive correlation between the marketing mix and tourist satisfaction. According to the above previous empirical research, the current study developed the hypothesis as follows:

H1: The marketing mix will positively influence tourist satisfaction.

Elements of the Marketing Mix

A product is a producer's subjective notion of the goods or services given to fulfil organizational goals and please consumers by addressing consumer requirements and engaging in activities consistent with consumer purchasing power and organizational capability (Intan 2020). A product's quality, design, features, and overall brand reputation define it. Consumers' perceptions of the quality of high-demand items can be influenced by various factors, including price and advantages. Product quality influences consumer happiness and increases producer income (Romdony *et al.* 2019). When developing a product, tourism firms must consider several criteria such as private or public ownership of the institution, the number of rivals, service quality, positioning, reputation and brand name, infrastructure and amenities have given, and distance (Ho & Law 2020). According to Nonthapota and Thomyaa's (2020) research, the marketing mix those tourists paid the greatest attention to was product and service. As a result, a product is a service with intangible features that work together to provide value for visitors. Physically, the true characteristics of a product may be evaluated. The present study hypothesis was created based on the preceding empirical investigation as follows:

H2: Customer satisfaction will be positively influenced by a product or service.

Price refers to the decisions determining where and when a product will be offered to customers (Zhao *et al.* 2021). Ideally, the hotel will make decisions that improve customer value. "Price is the overall value that customers trade for the benefits of owning or utilizing the product or service" (Razak *et al.* 2016). Pricing strategy is critical in giving value to customers and affecting product image and consumer decisions (Ali & Anwar 2021). Pricing is also linked to earnings and impacts marketing demand and channels. The most significant mechanism is that those price decisions must comply with the overall adjustment plan. When deciding on a pricing approach, de Toni *et al.* (2017) state that objectives must be addressed. In pricing, numerous objectives are considered, including maximizing profits, sales, surviving, the rate of return on investment, prestige, and prestige (Jawabreh *et al.* 2020; Thalib 2015). The present study hypothesis was created based on the preceding empirical investigation as follows:

H3: Customer satisfaction will be positively influenced by price.

Place refers to commercial actions that make items and services available to potential buyers (Anderson *et al.* 1994). A distribution channel is described in the hospitality business as links between existing and future clients and producers directly and indirectly through intermediaries (Consoli and Neves 2008). Places in the tourism business also provide information about tourist destinations, such as visiting times and distances from one location to another; differences in travel routes; and selecting attractions and supporting facilities along the various travel routes (Mgica & Berné 2020). The current study hypothesis was constructed following past empirical research:

H4: Customer satisfaction will be positively influenced by place.

The promotion component refers to numerous attempts to inform the market about the items and services being marketed and where and when they are sold. Promotion is the process of informing and convincing customers to purchase specific items. Marketers use this Process to communicate convincing messages and information to potential consumers (Astary and Kodrat 2021). The primary goal of promotion is to capture customers' attention to the product to pique their interest. As a result, it is both a convincing message and a reminder. A company employs various techniques for its promotional efforts, including advertising, publicity, personal selling, and sales promotion. These are also the four components of a marketing mix (Jasmani & Sunarsi 2020).

Advertising creates a long-term image for a product, efficiently reaches a geographically dispersed variety of purchasers at a cheaper cost, and accelerates sales, such as weekend hotel rate promotions. Advertising decisions include deciding on the format and medium for news ads (newspapers, magazines, television, radio, the internet, and so on). Advertising is sometimes accompanied by flyers or booklets sent to individuals, or it can be done by direct mail (Untu & Tielung 2021).

To achieve marketing objectives, sales promotion employs various techniques, including the efficacy of various sales tools, their impacts on customer behavior, cost participation, and promotion mix (Qazi *et al.* 2021). A sales promotion activity involves introducing a product through an exhibition, demonstration, sample demonstration, etc. Sales promotion is a broad range of short-term incentive measures meant to stimulate the purchase of a certain product or service more quickly and in bigger quantities. In-store demos, discounts, grand prizes, and visits to renowned persons are all examples of sales promotions (DelVecchio *et al.* 2006).

Public relations are the management function responsible for identifying, establishing, and maintaining mutually beneficial connections between a business and the numerous stakeholders who determine its success or failure (Fehrer *et al.* 2022). The role of public relations in the development of tourism marketing aims to have specialists in public relations in the tourism field, work to employ social networks in public relations campaigns, and work to increase public relations training and motivate employees to work to develop the submitted advertising messages for tourists (Henry *et al.* 2021).

Direct marketing is used to develop and maintain partnerships with present and new customers by providing satisfaction and advantages to the company. Organizations may interact with their clients directly by avoiding marketing channels through direct marketing (Peri, N. and Peri, K. 2021). The current study hypothesis was produced in response to the preceding empirical investigation:

H5: Customer satisfaction will be positively influenced by promotion.

The people component of the marketing mix comprises all service business workers who interact with prospective clients once they become customers. These might include both staff and support personnel. Administrative assistance tremendously impacts both front-line service delivery and what is supplied behind the scenes, impacting consumer perceptions of service quality (Salman *et al.* 2017). Tourism is a labor-intensive industry, and the tourism experience is dependent on the interaction of tourists with local populations and well-trained staff working in those places (Jaya *et al.* 2020). So, people are the most important factor in the product and service. With more training, communication, and learning offered to personnel, and they will be able to display the value of the budget hotel (Mubarok *et al.* 2020). According to the above previous empirical research, the current study hypothesis was developed as:

H6: Customer satisfaction will be positively influenced by people.

In the tourism industry, the process includes travel to the site/area, trip planning, anticipation, recollection, and trip planning packages. The four essential operational processes in the hospitality sector are as follows: 1) the process of hotel housekeeping; 2) the Process of supplying necessary inputs; 3) the process of visitor arrivals and departures; and 4) the process of creating and serving food and beverage. The process is commonly described as the execution of activities and tasks that raise the value of products at a low cost and with high customer benefit, and it is more significant for services than commodities. Maps, on-site attractions, housing, cuisine, excellent souvenirs, and mementoes are all included in the trip planning packages. Process refers to a system's mechanics, activity flow, and procedures. Processes make life easier for tourism businesses and help customers access services in the simplest possible way (Intan, 2020). According to the above previous empirical research, the current study hypothesis was developed as:

H7: Process will have a positive impact on customer satisfaction.

Physical evidence relates to the look of buildings, landscape, equipment, interior décor, staff personnel, uniforms, signage, printed materials, and other apparent signals that prove a firm's service excellence (Abon and Adebayo 2020). Physical evidence must be managed carefully by service providers since it has a significant influence on client satisfaction (Magatef 2015). According to Palmer *et al.* (2011), the intangible character of service means that potential customers cannot assess a service before using it. However, it is critical to provide actual proof of the nature of the service (Abon and Adebayo, 2020). According to the preceding empirical investigation, the present study hypothesis was created as follows:

H8: Customer satisfaction will be positively influenced by physical evidence

2. Methodology

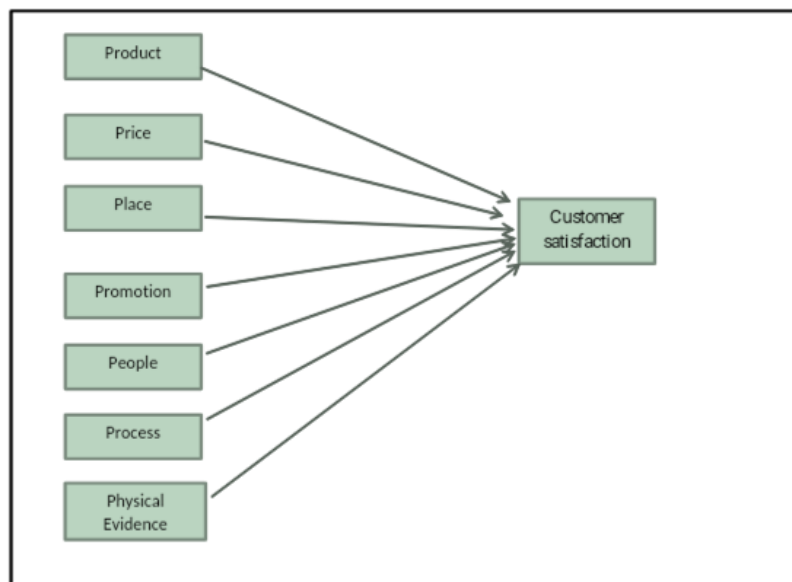
Hypotheses and Conceptual Framework

Figure 1 depicts the conceptual framework proposed by the researchers to guide this investigation. Based on research on the relationship between customer happiness and the marketing mix in the hotel business (Mgica &

Berné 2020; Untu and Tielung 2021; Salman 2017; Jahmani 2017; Nonthapota & Thomyaa 2020; Intan 2020; Zhao 2021; Astary and Kodrat 2021; Abon and Adebayo 2020). The model consisted of eight separate constructions. Four criteria were used to operationalize customer happiness: overall tourist satisfaction, attitude, impression, and fast service delivery. The marketing mix contains seven aspects, or 7Ps: product, price, location, promotion, Process, people, and physical evidence. The authors developed eight postulated linkages through empirical research related to the model. These theories are concerned with the connections between marketing mix and consumer happiness. The model's arrows represent the causal directions.

- H1: The marketing mix will positively influence tourist satisfaction.
- H2: Customer satisfaction will be positively influenced by a product or service.
- H3: Customer satisfaction will be positively influenced by price.
- H4: Customer satisfaction will be positively influenced by place.
- H5: Customer satisfaction will be positively influenced by promotion.
- H6: Customer satisfaction will be positively influenced by people.
- H7: Process will have a positive impact on customer satisfaction.
- H8: Customer satisfaction will be positively influenced by physical evidence

Figure 1. Conceptual framework



The above literature reveals that the relationships between customer satisfaction and the marketing mix are complex. This study attempts to contribute by examining the marketing mix's impact on customer satisfaction.

Data Collection

The investigation was carried out using quantitative approaches. The key findings in this study address the assumptions mentioned in surveys from travelers visiting Dubai and staying in five-star hotels during the COVID-19 epidemic. The poll primarily targeted travelers from various locations, cultures, and nations who were visiting Dubai and staying in hotels. The participation was positive, and the questions were written in English. The empirical component focuses on determining how visitors perceive the marketing materials conveyed throughout their hotel stay and analyzing the influence of these factors on satisfaction. The theoretical framework is made up of marketing mix components and consumer happiness. This research aims to create and apply a system for five-star hotels to find features that will boost visitor satisfaction throughout their pandemic.

The poll asked about tourist satisfaction and marketing mix components. After being examined and modified, the survey in this study was constructed based on prior studies and consists of eight parts: customer satisfaction and marketing mix aspects (product, price, place, promotion, Process, people, and physical evidence). Customer satisfaction was measured by asking respondents four questions regarding their degree of satisfaction with their hotel stay during the epidemic (2017). Ten questions were developed for the product based on the research of Nonthapota and Thomyaa (2020) and Intan (2020). Three questions were based on Zhao's pricing investigation (2021). Based on the research by Mgica & Berné (2020), the questions were used to ask respondents about places. For promotion, six questions were used based on the research of Astary and Kodrat

(2021). For people, three were used based on the research of Salman (2017). Based on the research of Intan, (2020); Untu and Tielung (2021), three were used for the Process. For physical evidence, three were used based on the research of Abon and Adebayo (2020). All of the questions were measured using the five-point Likert scale for each item, ranging from (1) strongly disagree and (5) strongly agree, with (3) neutral (neither agree nor disagree) as the midpoint used. The final part of the survey included a few open-ended questions that were added to get more personal information about the respondents, such as age, gender, education, and marital status.

This study used a random sampling method to collect data in Dubai. One hundred fifty surveys were delivered to respondents, and 100 questionnaires were obtained from respondents selected randomly at five-star hotels. Those who agree to answer have a 66.6 per cent response rate. Structural Equation Modeling (SEM-PIS) is used in this study to determine how the proposed model's constructs relate to each other.

3. Results

Respondent Characteristics of a total sample of 100 respondents, 42% (42) were female, and 58% (58) were male. Most respondents were 35-44 years old, 36 (36 percent), 25-34 (24%), 45 and up (22%), and 24 and under (18%). The majority of respondents' education was a bachelor's degree (68 per cent), followed by a diploma (18 per cent) and a postgraduate degree (12 per cent). The majority of respondents' nationality was European (36 per cent). The other was mostly distributed among Asians (27%), Arabians (15%), Americans (10%), Australians (7%), and Africans (5%). Thirty-eight per cent of respondents' purpose of the visit was for tourism, 34 per cent for business. Meanwhile, 26% are for visiting friends and relatives, with the remainder for other (2 recent) reasons. Descriptive statistics are shown in Table 3.1. Based on the characteristics of respondents in Table 3.1, we know that most respondents were tourists.

Partial Least Square PLS-SEM

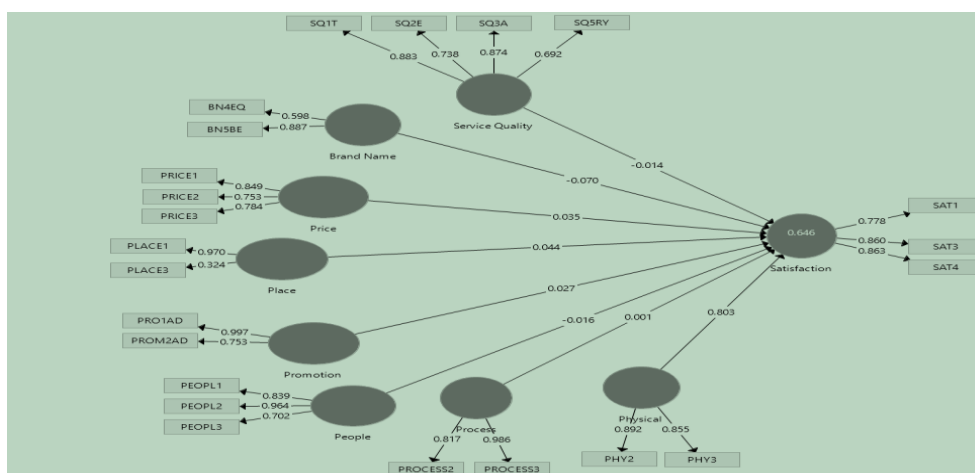
PLS-SEM was used to predict the construct and interactions between constructs to investigate the suggested model (Hair *et al.* 2013). To the researcher, no study has examined the current study's model integration in a single model.

Assessment of the Measurement Model

Reliability assessments were carried out, whilst the structural model evaluated the links between constructs (Chin, 2010). In the current study, reliability coefficients such as combust reliability are considered for construct evaluation (Gotz *et al.* 2010). According to Table 3.2, the combust reliability for all latent variables was reached and is more than 0.7. As a result, the measurement model is internally consistent and trustworthy. In addition, Table 3.2 demonstrates that the convergent validity measurement revealed that all standardized loading values were more than 0.5 (Anderson & Gerbing 1988).

A reflective model reflects convergent and discriminant validity (Hair *et al.* 2013; Gotz *et al.* 2010). The AVE values of latent variables should be more than 0.5 to achieve acceptable convergent validity (Bagozzi and Yi, 1988). Table 3.2 shows the construct's AVE values in the measurement model.

Figure 2. Standardized parameter estimates



For discriminant validity, two measures must be checked to test it. Each construct's AVE value should be higher than the highest squared correlation of the construct with any other LV in the model, and an indicator's loading with its associated LV must be higher than its loading with other L.V.s (Chin 2010; Hair *et al.* 2011).

Furthermore, table 3.3 compares the square root of each construct's AVE to the correlation of the other construct. Figure 2 depicts the construct's validity using factor loadings and average variance retrieved. The convergent validity evaluation findings in figure 2 show that all standardized loading values are more than 0.5 (Anderson and Gerbing 1988).

Assessment of Structural Model

A reflective model accounts for convergent and discriminant validity (Hair *et al.* 2013; Gotz *et al.* 2010). To attain adequate convergent validity, the AVE values of latent variables should be more than 0.5 (Bagozzi and Yi 1988). Table 3.2 displays the AVE values for the construct in the measuring model.

To test discriminant validity, two measurements must be used. The AVE value of each construct should be more than the construct's greatest squared correlation with any other LV in the model, and each indicator's loading with its associated LV should be greater than its loading with other L.V.s (Chin 2010; Hair *et al.* 2011). Furthermore, table 3.3 compares the square root of each construct's AVE to the correlation of the other construct.

A bootstrapping procedure was utilized in cases where t values were larger than 2.240, indicating a significant level of the claimed link with a P-value of 0.05. Except for bodily satisfaction, the complete sample size of 100 respondents revealed that most correlations with satisfaction are non-significant. It demonstrates a statistically significant connection ($= 0.80$, $t = 15.432$, $p 0.000$). As a result, only Hypothesis 3 is supported.

Conclusions

During the pandemic, world countries have a difficult position that necessitates an excellent marketing plan to improve the industry. Because customer happiness is vital for increasing hotel revenue, the marketing mix and its components must assist business providers in understanding the variables their clients want when purchasing hotel services. Their search approach, backed by a literature review and an empirical investigation, is used to test and validate the hypotheses. This study aims to establish which aspect of the marketing mix has the greatest influence on tourist satisfaction and how it will be utilized to satisfy visitors by measuring the impact of the five-star hotel marketing mix and how it impacts tourist satisfaction.

The study determined that, of all the marketing mix aspects, most of the marketing mix associations are non-significant with satisfaction, except for physical proof of contentment. It demonstrates a statistically significant connection ($=0.80$, $t=15.432$, $p0.000$). Customer satisfaction is a metric that indicates how effectively a company's products or services satisfy the expectations of its customers. Happy consumers are more likely to stick with a firm, spend more money throughout their life, and boost the brand's reputation. This study aimed to examine the effect of marketing mix variables on visitor satisfaction with hotel services in Dubai (UAE) during the coronavirus epidemic. Sales promotions might include in-store demos, discounts, grand prizes, and celebrity visits (DelVecchio *et al.* 2006). Public relations are the management function that identifies, builds, and maintains mutually beneficial connections between an organization and the many parts of the public it serves. Processes simplify tourist firms and make it easier for customers to acquire services. As a result, the larger the tangible proof, the more satisfied the tourists. As a result, the pandemic has an impact on the marketing mix. Based on these findings, several recommendations are made to improve services and preserve tourist satisfaction, which may be broadened through further research indicators, particularly those connected to marketing mix factors and service quality, which are more congruent with the idea utilized.

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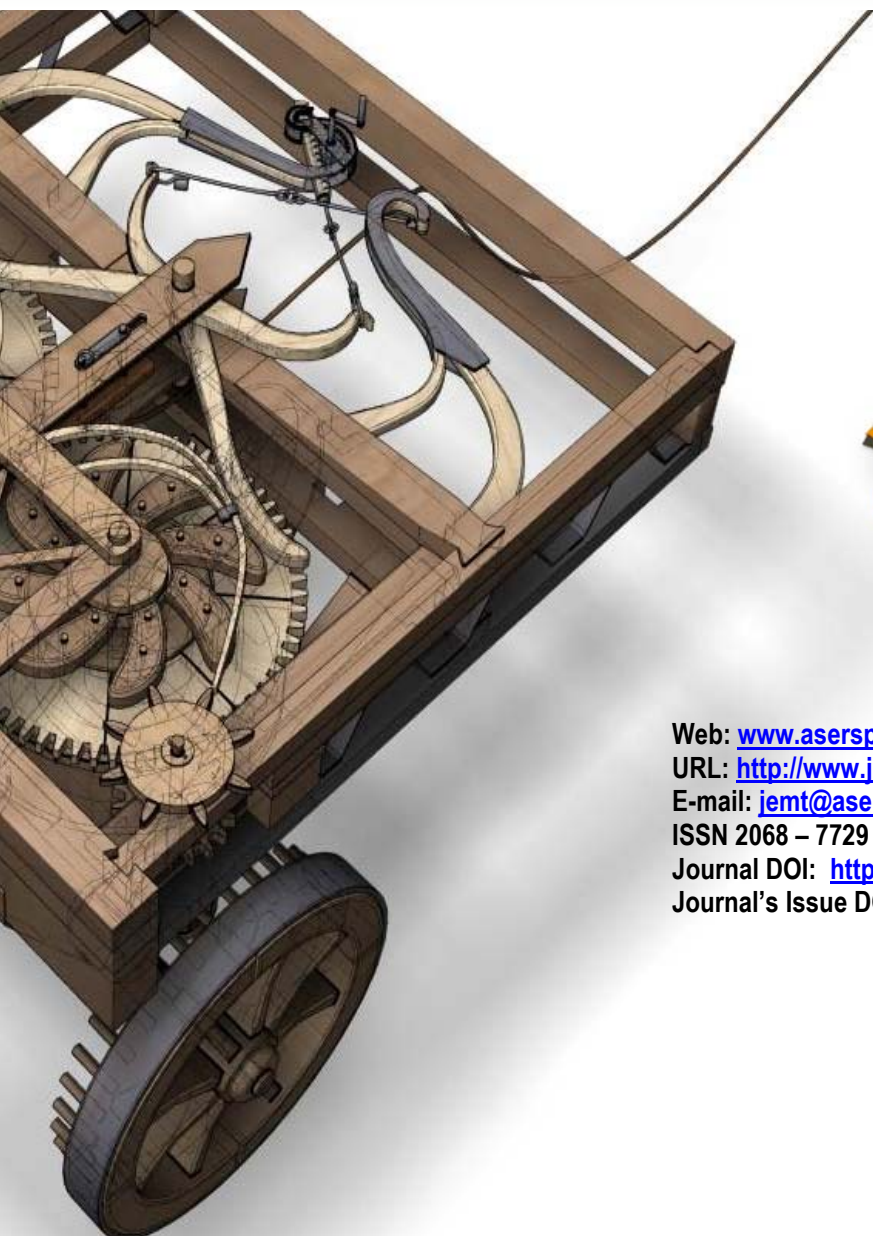
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