

## **An Influence of Marketing Mix on Hotel Booking Decision: Japanese Senior Traveler Case**

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**Abstract :** The study of marketing mix influencing on hotel booking decision making: Japanese senior traveler case aims to study the individual factors that are involved in the decision-making reservation for Japanese elderly travelers. Then, it aims to study other factors that influence the decision of tourists booking elderly Japanese people. This is a quantitative research methods, total of 420 completed questionnaires were collect via a Non-Probability sampling techniques. The study found that the majority of samples were female, 53.3 percent of 224 people aged between 66-70 years were 197, representing a 46.9 percent majority, the marital status of marriage is 212 per cent.50.5. Majority of samples have a bachelor degree of education with number of 326 persons (77.6 percentages) 50 percentages of samples (210 people) have monthly income in between 1,501-2,000 USD. The Samples mostly have a length of stay in a short period between 1-14 days counted as 299 people which representing 71.2 percentages of samples. The senior Japanese tourists apparently sensitive to the factors of products/services the most. Then they seem to be sensitive to the price, the marketing promotion and people, respectively. There are two factors identified as moderately influence to the Japanese senior tourists are places or distribution channels and physical evidences.

**Keywords :** Japanese senior traveler, marketing mix, senior tourist, hotel booking

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