



Marketing Mix Strategies to Increase Revenue of Le Vista Restaurant, Chamonix, France

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Abstract

Purpose: This research aims to determine how is the implementation of the marketing mix strategies and to determine the right and effective marketing strategies to be implemented in increasing revenue of Le Vista Restaurant, Alpina Hotel & Chamonix, France.

Research methods: This research was done at Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France. Its data were collected through observation, interviews, documentation, and questionnaires. They were analyzed using SWOT analysis and QSPM analysis techniques.

Findings: There are internal and external factors that influence marketing strategies in increasing revenue at Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France. Based on the results of the IFAS analysis, the main strength is the easy access to go to Le Vista Restaurant from city centre or tourist destination in Chamonix area, while the main weakness is the service from staff to customers at Le Vista Restaurant. Based on the EFAS analysis, it is known that the main opportunity is the influence of customer expenditure pattern that affect the selection and purchase of products, while the main threat faced was local government regulations in the Covid-19 situation.

Implications: The results of the IE put the company in the position of Growth Strategic (Cell II). SWOT analysis resulted in 8 strategies, obtained 3 priority marketing strategies and have been calculated through the QSPM with a total TAS of 332.76, 216.53, and 210.86 as follows prioritizing guest satisfaction by providing benefits such as providing satisfying service and affordable prices offered according to the experience gained, organizing special sales and marketing departments for Le Vista Restaurant, and adding product variants for restaurants such as creating packages for customers and innovating by creating different products according to the season in France.

Keywords: restaurant, marketing mix, SWOT analysis, QSPM analysis.

INTRODUCTION

France is a country located in western Europe which encompasses medieval cities, alpine villages, and Mediterranean beaches which are being tourist destinations in this country. In 2010, France was ordained as the first country to be recognized by UNESCO for culinary delights. One of regions in France which has become the most popular destination is Chamonix-Mont Blanc and one of 4-star hotel in Chamonix is Alpina Hotel & Spa Chamonix. Alpina Hotel & Spa Chamonix has a restaurant called "Le Vista Restaurant" which is on the 7th floor with a 180° view of Mont Blanc. From the food and beverage department of Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France implementing the distribution mix strategy, the restaurant is faced with the fact that in the period 2018 – 2020 the restaurant has not been able to reach the target set by

management. Figure 1.1 is about the revenue of Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France.

Table 1. showed that the total of visitors in Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France is fluctuated 22.9 percent from 2018 to 2019 but the Table 1.1 also showed in 2020 decreased by 26.4 percent due to the pandemic corona virus-19 which France lockdown in April-May and November-December 2020. Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France is a seasonal hotel therefore the total of visitor depending on the season in France, the guests more interest in summer and winter season.

Table 1. Total of Visitor

No	Month	Year		
		2018 (%)	2019 (%)	2020 (%)
1	January	36.8	63.8	61.6
2	February	22.6	55.6	60.2
3	March	39.9	62.4	54.2
4	April	18.5	58.4	0
5	May	21.1	74.9	0
6	June	21.2	57.3	32.8
7	July	18.5	49.5	33.4
8	August	11.9	40.3	32.1
9	September	21.0	63.2	37.1
10	October	64.0	51.9	44.4
11	November	57.5	48.1	0
12	December	65.2	47.6	0
Total		33.2	56.1	29.7

Source: Le Vista Restaurant,2020.

Figure 1 showed the realization of revenue from Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France is fluctuated, and it can be assumed that the marketing mix strategy set by Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France is not optimal and the result is that the sales target is not achieved.

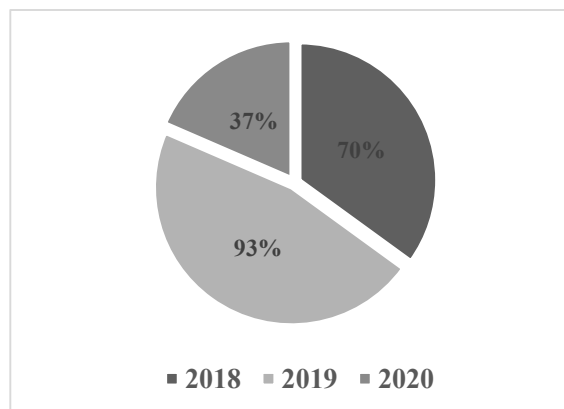


Figure 1. Revenue Graph of Le Vista Restaurant (Source: Le Vista Restaurant, 2020).

From the food and beverage department at Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France have not been able to achieve the target set by management.

Marketing is a series of processes for creating, communicating, and providing value to customer relationships in a way that offers mutual satisfaction between customers and marketer, where this marketing is one of the functions of an organization. A strategy is a plan made by an organization for the long term which is shown for all individuals or organization to ensure the successful completion of every activity carried out in the business (Aithal, 2016). In this case, strategy is related to how a certain goal must be achieved by both individuals and organization in a company (Nickols, 2016). The core task of strategy is identifying how a certain company can deploy its resources in a market to achieve its long-term goals or short term also and able to organize its activities in executing this strategy (West et al, 2015). Marketing Mix is a device consisting of product, price, promotion, and distribution which in this tool will determine the level of marketing success of an organization and all that is offered to get the desired response from the target market. In other words, what is meant by marketing mix is a collection of variables that can be used by companies to influence consumer responses. The marketing mix element as an internal capability is an important factor resource to influence competitive advantage (Kotler et al, 2015) These 7P's element are known to be variables in the internal factors of the marketing mix, these internal factors are obtained from within the company.

Product is characterized by quality, design, features, brand name, product width and length (Mahmood and Khan, 2014). Product is the totally of "goods and services" that the company offers the target market (Armstrong et al, 2014). Product and service are interchangeably use in the service industry (Preko, 2014). Service price is defined as the practices and policies service organizations follow in determine value for exchange (Akroush, 2011) Place is where an organization selects to locate that product or service therefore that the target consumers can easily get access. In the restaurant industry, one would often hear the expression of location which is being a key to organization success (Amofah, 2015) Promotion means activities that communicate the advantage of the product and persuade target customer to buy it (Armstrong, at al 2014) People refer to the employees or workers who produce the product and deliver the services in a certain company (Mahmood and Khan, 2014) The process is the implementation of actions and functions of a company in delivering a service (Mahmood and Khan, 2014) Physical evidence constitutes all tangible elements that provides friendly atmosphere in the service environment (Akroush, 2011) The marketing mix also has external factors from several aspects, namely Competitive Environment, Economics, Natural Environment, Technology, Politics and Legislation, Society and Cultural Environment (Kotler et al, 2015) Marketing strategies are needed in maintaining existence and identifying market desires therefore that the products produced can be accepted by the market (Untari et al, 2018). Marketing strategy also known as a guideline or basis for making a product marketing plan and marketing tactics (Wijayanti, 2014). Revenue is the gross inflows during the period that arise in the ordinary activities of an entity when these inflows result in an increase in equity and in addition, the increase is related to contributions from equity participants (Lam et al, 2015). Revenue can also be said to be an inflow or completion of the delivery or production of goods that provide services or carry out other activities which are an ongoing activity (Oler

et al, 2011). SWOT Analysis is known as the overall evaluation of a company's strengths, weaknesses, opportunities, and threats with some goals to match company's strength, to attractive opportunities in the environment, while eliminating or overcoming the weaknesses and minimizing the threats (Kotler et al, 2015).

This research uses previous research to validate and to use as comparison The research from Loo (2016) with the title "A Service Failure Framework of Hotels in Taiwan". The results showed that most of the luxury hotels in Taiwan faced critical product problems, especially in terms of the facilities and equipment provided in the guest rooms. In addition, the cleanliness of hotel rooms needs more attention, especially the cleanliness of room carpets which will affect the comfort of hotel guests during their stay. The similarity between this research with the research to be carried out is the same as using 7P's marketing mix, while the differences are the purpose both of research, the respondent of the research to be carried out is 14 people while this research used 411 comments. The next research is from Rampal (2018) with the title "Marketing Mix Strategies of The Restaurant". The primary idea of this research is to evaluate the influence of the marketing mix elements on restaurant performance. The result of this research is the six factors out of seven components were emphatically connected with the restaurants' execution, but cost did not have an effect on the restaurants' execution. The similarity between this research and the research to be carried out is using 7P's element for analyzing marketing mix strategies, while the differences are this research used SPSS to collected data by accepting the reliability test using Cronbach's Alpha, Correlation and Regression, while the research to be carried out is SWOT matrix and QSPM, and this research used 97 persons as a respondent while the research to be carried out use 14 persons.

Therefore, Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France needs to analyze the marketing strategy that will be carried out to influence revenue by considering internal factors as strengths and weaknesses and also external factors as opportunities and threats. Therefore, this issue is interested in being researched under the title "Marketing Mix Strategies in Increasing Revenue of Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France".

RESEARCH METHODS

This research is done at Alpina Hotel & Spa Chamonix, France on the restaurant that is called Le Vista Restaurant which located at 79 Avenue du Mont Blanc, 74400 Chamonix Mont Blanc. The object of this research is the marketing strategy at Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France to increase the revenue of restaurant. The informant in this research are all parties who know in detail the information which related to this research and the criteria are; 1. Know the standard of pricing for determining food and beverage prices at Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France, 2. Can change food and beverage prices at Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France.

The data collection technique that is being used during this research is by making direct observations on the object to be studied, doing interview with the management to gain some useful information, documentation study to proof the data information material in accordance with the problems raised by the researcher, and spreading questionnaires that will be given and filled out by people related to this research. The questionnaire in this research will be used to

determine the score and rank in the IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary) Matrix with 14 respondents in this research. In this research using various gradations adjust to the questions asked of the respondents. All gradations have the same value starting from 1, 2, 3, and 4 for each answer choice in each question.

The data analysis technique that is being used for this research are SWOT analysis and QSPM analysis. These techniques will be used to determine alternative strategies that can be applied to increase room revenue. The position of the marketing mix will be displayed after analyzing the indicators for each element including internal and external variables. Based on analysis of total score of internal and external factor by using model of Internal External (IE) matrix. The tool used to compile the company's strategic factors is the SWOT matrix. This matrix can clearly illustrate how the opportunities and external threats faced by the company can be adjusted to the strengths and weaknesses it has. This SWOT matrix describe how the opportunities and threats faced can be adjusted according to their strengths and weaknesses to then formulate alternative strategies (Rangkuti, 2018). QSPM analysis is used to determine the best alternative strategy need to be applied by Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France. This technique is designed to determine relative attractiveness and evaluate alternative strategy choices that can be implemented objectively, based on internal and external success factors that have been identified in the previous IFAS and EFAS Matrix.

FINDINGS

This research was conducted at Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France that aims to formulate alternative marketing strategies, identify strengths, weaknesses, opportunities and threats, and also choose the most appropriate strategy to apply at Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France. This research was conducted online because of France is lockdown caused by the Corona Virus-19 Pandemic.

In this research, the variables raised were internal and external variables. This variable is used to obtain information which then draws conclusions. The internal variable in this research is the 7P's marketing mix strategy which will be examined using SWOT technique. What is meant is namely product, place, price, promotion, people, physical evidence, and process. The internal variables will produce strengths and weakness for SWOT analysis. The internal variable in this research is according to marketing concept of 7P's marketing mix based on Table 2.

Table 2. Internal Indicator

No	Variable	Indicator
1	Product	- Variants of food and beverage types and the packaging or plating of products
2	Price	- Measurable Price
3	Place	- Easy access to the restaurant - View of the restaurant
4	Promotion	- Advertising - Sales promotion
5	People	- Product knowledge of staff
6	Process	- Service for customers - Method of payment

- 7 Physical Evidence - Upkeep of premises and interior decor make good ambiance for customers

(Source: Kotler et al, 2015).

For the external factors of the company that used in this research are Competitive Environment, Economic Environment, Natural Environment, Technological, Policy and Legislation, and also Societal Cultural Environment based on Table 3.

Table 3. External Indicator

No	Variable	Indicator
1	Competitive Environment	- Growth of restaurant industry with selling the similar products - The restaurants or hotel in Chamonix area which offering food and beverage with low prices
2	Economic Environment	- Customers expenditure pattern
3	Natural Environment	- The panorama identical with Chamonix - The mountain used to sport activities
4	Technology	- Marketing advant technology or media
5	Policy and Legislation	- Local government regulation in Covid-19 situation has an impact on the restaurant - The security area of Chamonix
6	Social and Cultural Environment	- Local community attitude - Food culture in France

(Source: Kotler et al, 2015).

In this research, the data that has been collected are qualitative and quantitative data. Qualitative data in the form of internal factors which are strengths and weaknesses and external factor data which are opportunities and threats for Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France the data obtained through interview. Whereas for quantitative data, namely the scores of weight and rating in the IFAS (Internal Factor Analysis Summary), EFAS (External Factor Analysis Summary) and QSPM (Quantitative Strategic Planning Matrix) results. Qualitative data obtained from respondents, amounting to 14 people consisting of Directeur général (General Manager), Assistante de direction (Assistant of General Manager), Directeur de l'hôtel (Hotel Manager), Responsable Restauration (Restaurant Manager), Maître d'Hôtel (Head of Butler), Chef De Bar (Head of Bartender), Assistant Maître d'Hôtel (Assistant of Butler), Second De Bar (Assistant of Bartender), Responsable Petit Dejeuner (Head of Breakfast), Chef De Rang (Chef De Rang), Responsable Epicerie (Head of Grocery), Chef De Cuisine (Chef), and Second De Cuisine (Assistant of Chef) and Event Manager.

This Data was obtained by distributing questionnaires via online to the respondents. These respondents were chosen because they were considered to know information about internal and external factors as well as play a role in formulating marketing strategies, marketing products and comprehensively knowing the current condition of the company. In the following sub-section explain about the result of research and to answer the problem identification of this research. The first problem is about the implementation of marketing mix strategies applied at Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France and the second problem is to know the appropriate marketing mix strategies to

increase the revenue of Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France.

The strengths and weakness determine by the average of all internal indicators rating which is on (2.5). The cut of point sourced from total score divided by the class for instance the total score is 10 and the class is 10, in the end the cut of point is 2.5. The internal indicator rating that is more than 2.5 is expected to become the strength, and the internal indicator rating that is less than 2.5 is expected to become the weakness. After summarizing the weight and rating for every internal indicator that belongs to strength or weakness, author continues to sort out the (IFAS Matrix) internal indicator internal strategic factor analysis summary matrix that can be seen from Table 4.

Table 4. The Internal Factor Analysis Summary (IFAS)

No	Strength	Weight	Rating	Score
1	Variants of food and beverage and the packaging or plating of products in Le Vista Restaurant	0.10	3.29	0.325
2	Easy access to go to Le Vista Restaurant from city centre or tourist destination in Chamonix area	0.11	3.43	0.381
3	The view of Mont Blanc from Le Vista Restaurant	0.11	3.57	0.404
4	Product knowledge of Le Vista Restaurant staff	0.10	3.29	0.318
5	Method of payment for customers at Le Vista Restaurant	0.11	3.36	0.360
6	Upkeep of premises and interior decor can make good ambiance for customers at Le Vista Restaurant	0.10	3.29	0.345
Total		0.63		2.133
No	Weaknesses	Weight	Rating	Score
1	The price match with the quantity of product and customers can reach the prices at Le Vista Restaurant	0.10	2.29	0.221
2	Advertising of Le Vista Restaurant to promote the product	0.08	2.29	0.174
3	Sales promotion of Le Vista Restaurant to attract customers	0.09	2.43	0.230
4	The services from staff to customers at Le Vista Restaurant	0.10	2.29	0.231
Total		0.37		0.857
Total Of Weight & Internal Factor Score		1.00		2.99

(Source: Data Processed 2021).

The opportunities and threats are determined by the average of all external indicators rating which is on (2.5). The cut of point sourced from total score divided by the class for instance the total score is 10 and the class is 10, in the end the cut of point is 2.5. The external indicator rating that is more than 2.5 is expected to become the opportunities, and the external indicator rating that is less than 2.5 is expected to become the threats. After summarizing the weight and rating for every external indicator that belongs to opportunities or threats, author continues to sort out the (EFAS Matrix) external indicator external strategic factor analysis summary matrix that can be seen from Table 5.

Table 5. The External Factor Analysis Summary (EFAS)

No	Opportunities	Weight	Rating	Score
1	Influence of customers expenditure pattern that affect the selection and purchase of products	0.12	3.86	0.471
2	The Mont Blanc panorama identical with Chamonix area	0.11	3.93	0.437
3	The mountain in Chamonix area used to sport activities	0.08	3.71	0.283
4	Computer technology and high speed internet access	0.11	3.79	0.421
5	The security area of Chamonix	0.11	3.64	0.404
6	Food culture in Chamonix	0.09	3.71	0.339
	Total	0.62		2.356
No	Threats	Weight	Rating	Score
1	Growth of restaurant industry in Chamonix area which selling the same product	0.10	2.43	0.233
2	The restaurants or hotel in Chamonix area which offering food and beverage with low prices	0.10	2.43	0.233
3	The attitude, behavior, language and the social responsibility of community in Chamonix	0.08	2.50	0.207
4	The local government regulation in Covid-19 situation	0.10	2.50	0.256
	Total	0.38		0.673
Total Of Weight & External Factor Score		1,00		3.03

(Source: Data Processed 2021).

In the previous calculations it was known that the weight value in the IFAS (Internal Factor Analysis Summary) Matrix was 2.99 while the total score for the EFAS (External Factor Analysis Summary) Matrix was 3.03 therefore that it can be seen the position of the marketing strategy at Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France on the IE Matrix can be seen in Figure 3.

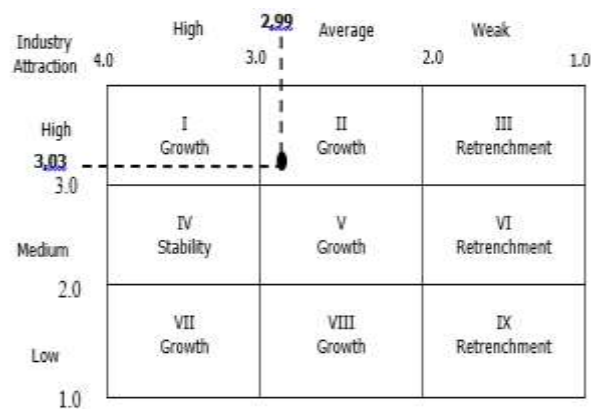


Figure 3. IE Matrix
(Source: Data Processed, 2021).

The picture above shows that the position of the marketing strategy of Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France is cell II in IE (Internal - External) Matrix. Sell II shows that Le Vista Restaurant is in the position of Growth. In this position, Le Vista Restaurant needs a Growth Strategy. Growth Strategy is designed to achieve good growth in terms of sales, assets, profits, and a combination of the three. There are many things that can be done by Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France to grow even better, including by making prices that are more economical and in accordance with the

quantity of products so that they can expand the marketing of food and beverage offered by Le Vista Restaurant. Adding to the quality of products and services is also needed by this restaurant to create customer satisfaction therefore the customers can be loyal to the products offered by Le Vista Restaurant.

Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France can overcome the competition with other restaurants in Chamonix area, France by maintaining its main strength in all aspects. The IE (Internal - External) Matrix results are used as consideration in formulating alternative strategies in the SWOT Matrix analysis.

In the SWOT Matrix all factors will be matched on your strengths, weaknesses, opportunities, and threats. The purpose of this matrix is to find an alternative marketing mix strategy for Le Vista Restaurant. In the SWOT Matrix there are four alternative strategy groups, namely Strengths Opportunities (SO) Strategy, Strengths Threats (ST) Strategy, Weaknesses Opportunities (WO) Strategy, and Weaknesses Threats (WT) Strategy. There are 8 alternative strategies that can be implanted by management of Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France to increase the food and beverage revenue by using SWOT Matrix. The SWOT matrix tool is used to create the strategy by analyzing the internal and external factor.

1. The addition variants of product for restaurants such as making packages for customers and making innovation by create product differentiation.
By adding types of food and drinks and also making new innovations regarding food and drinks that are different from other restaurants, it makes customers interested because it has many menu choices, besides that with the different food and beverage packages every season offered by Le Vista Restaurant, Alpina Chamonix Hotel & Spa makes customers come back to try menus with different seasons such as winter and summer which have very different temperatures, this makes customers' attention to the restaurant.
2. Using method of payment in restaurant accordance with the existing technological developments.
Technology is currently growing rapidly, therefore every company is trying to maximize existing technology in the company, such as updating the payment system at Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France to make it easier for customers to purchase food and beverage transactions at restaurants.
3. Offering competitive package prices.
Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France can increase sales by setting competitive package prices while still providing good quality food and drinks and also maintaining certain aspects related to service at Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France.
4. Optimizing the arrangement of the room and interior in the restaurant.
By arranging the new venue and interior at Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France, such as updating the table layout, the shape of the napkin, and placing candles or flower vases on the table and redecorating the interior of the room to create a new atmosphere for the restaurant therefore the customers will feel good ambiance while spending time at Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France.
5. Organized a sales and marketing department specifically for Le Vista Restaurant.

By organizing a sales and marketing department at Alpina Hotel & Spa Chamonix makes Le Vista Restaurant easier for tourists to know because the department will focus on marketing as well as sales promotion with existing technology to make it easier to carry out food and beverage sales promotions and the department also helps Le Vista Restaurant so that company operations run smoothly, optimal food and beverage sales and what is the goal of food and beverage sales can be achieved easily.

6. Build brand awareness through social media.
With advances in technology and information that can help Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France in making promotions more effectively and efficiently. In this case, the promotion that can be carried out by the restaurant, namely in promoting the variants menu of food and beverage can be maximized, especially promotions through social media such as Instagram and Facebook, with more content being promoted about Le Vista Restaurant and its products, which are expected to attract more customers who being the target markets of Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France.
7. Improve service quality by providing training for staff.
By providing training to staff regularly and periodically, it will increase and maintain staff knowledge about the skills they have and are needed to communicate with customers at Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France therefore the service provided for customers is maximum and customers feel comfortable and satisfied in the restaurant. The training provided also aims to maintain a good relationship between staff and leaders, therefore the organization in this restaurant will be more cohesive.
8. Prioritizing guest satisfaction by providing benefits.
Prioritizing guest satisfaction when shopping at Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France by providing benefits to customers such as giving discounts when using mountain activity equipment such as hiking, climbing, and skiing owned by Alpina Hotel & Spa Chamonix will increase the sense of satisfaction and the convenience of customers therefore this strategy will increase the feeling of customer loyalty and customers will think again to come and eat at Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France.

The Appropriate Marketing Mix Strategies to Increase Revenue at Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France

The quantitative strategic planning matrix uses a different questionnaire with the questionnaire used on the internal and external factors, but the questionnaire used in the QSPM is in accordance with the strategy obtained in the SWOT Matrix. This QSPM assessment uses the average rating value and attractive score which will produce a Total Attractive Score (TAS). Here is the formula for getting a TAS:

Total Attractiveness Score (TAS) = The Average of Rating x The Average of Attractive Score (AS).

Based on the calculation of the QSPM, the eight alternative strategies that have been formulated will be ranked from the largest to the smallest TAS value. The ranking of alternative strategies is obtained based on the TAS value in the QSPM. Based on the QSPM, the strategy with the highest TAS value will be the top priority strategy choice to be implemented by Le Vista Restaurant, Alpina

Hotel & Spa Chamonix, France in implementing a marketing strategy to increase revenue. Table 4.9 shows that the most prioritized alternative strategy is WT2, namely prioritizing guest satisfaction by providing benefits with a total TAS value is 332.76, then continued with the WO1 strategy, namely organized a sales and marketing department specifically for Le Vista Restaurant with a total TAS value is 216.53 and SO1, namely the addition variants of product for restaurants such as making packages for customers and making innovation by create product differentiation with a total TAS value is 210.86. Prioritizing guest satisfaction by providing benefits is done to make a good and long-term relationships between customers and the company therefore Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France has loyal customers. Organized a sales and marketing department specifically for Le Vista Restaurant, this is done to maximize the marketing carried out by Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France such as advertising and sales promotion therefore it can attract the customers. The addition variants of product for restaurants such as making packages for customers and making innovation by create product differentiation, this is done for Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France always innovates in making food and beverage products therefore the products they offer are different from other restaurant in the Chamonix area. Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France has menu starting from appetizer are crispy reblochon cheese and fennel fondue, marinated octopus slate with coriander and beetroot juice plate of delicatessen from their montains, quinoa bowl with almonds, nuts and citrus vinaigrette. For the main course are raclette cheese, tartiflette dish, savoie fondue, savoie burger, beef steak, chicken and morels sauce, salmon with a butter sauce, pastas, and for the dessert are blueberry tiramisu, gourmet coffee, chocolate moelleux, and fruit salad.

CONCLUSION

The implementation of marketing mix in Le Vista Restaurant, Alpina Hotel & Sa Chamonix, France provided 8 alternative strategies. The SO (Strength-Opportunity) Strategies are the addition variants of products for restaurant and using in restaurant payment methods in accordance with existing technological developments. ST (Strength-Threat) Strategies are offering competitive package prices and optimizing the arrangement of the room and the interior of the restaurant. WO (Weakness-Opportunity) Strategies are organized a sales and marketing department specifically for restaurant and build brand awareness through social media and the last one WT (Weakness-Threat) Strategies are improve service quality by providing training for staff and prioritizing guest satisfaction by providing benefits.

The right strategy to increase revenue from Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France is Weakness - Threat (WT2) by prioritizing guest satisfaction by providing benefits, Weakness - Opportunity (WO1) with organized a sales and marketing department specifically for Le Vista Restaurant, Alpina Hotel & Spa Chamonix, France. Strength - Opportunity (SO1) The addition variants of product for restaurants such as making packages for customers and making innovation by create product differentiation, Strength - Threat (ST1) with offering competitive packages price, Weakness - Opportunity (WO2) build brand awareness through social media, Weakness - Threat (WT1) improve service quality by providing training for staff, Strength - Threat (ST2) optimizing the arrangement of the room and interior, Strength - Opportunity (SO2) Using in

restaurant payment methods in accordance with existing technological developments.

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