

ABSTRACT

This study aims to analyze whether there is a partial and simultaneous influence between promotion, price, and location on guest decisions to stay at the Eastin Ashta Resort Canggü Hotel. The number of samples was 80 respondents using accidental sampling techniques. The data analysis technique uses multiple linear regression analysis that states that promotion (X1) partially has a positive and significant effect on guest decisions (Y). The regression coefficient value b_{1X1} is 0.498, supported by the value of t count = 3.591 > t table is 1.992 with a significance level of 0.001 < 0.05. Price (X2) partially has a positive and significant effect on guest decisions to stay (Y). The regression coefficient value was b_{2X2} is 0.448, supported by the t test value is 3.960 > t table = 1.992 with significance level of 0.000 < 0.05. The Location (X3) has a partially positive and significant effect on guest decisions (Y). The regression coefficient value b_{3X3} is 0.370, supported by the value of the t test results where the t test value = 2.986 > t table = 1.992 with a significance level of 0.004 < 0.05. Meanwhile, based on the F test, promotion (X1), price (X2), and location (X3) simultaneously have a positive and significant effect on guests' decisions to stay (Y). The value of f test = 53.189 > f table = 2.725 and sig value of 0.000 (p < 0.05). The coefficient of determination analysis is 0.677 (67%), which the determinant of the promotion, price and location variables contribute 67% of the variation in the guest decision variable staying at the Eastin Ashta Resort Canggü Hotel.

Keywords: marketing, promotion, price, location, guest decisions

ABSTRAK

Penelitian ini bertujuan untuk menganalisis apakah ada pengaruh secara parsial dan simultan antara promosi, harga, dan lokasi terhadap keputusan tamu menginap di Hotel Eastin Ashta Resort Canggü. Jumlah sampel sebanyak 80 responden dengan menggunakan *teknik accidental sampling*. Teknik analisis data menggunakan analisis regresi linear berganda yang menyatakan bahwa promosi (X_1) secara parsial berpengaruh positif dan signifikan terhadap keputusan tamu menginap (Y). Di mana nilai koefisien regresi b_1X_1 sebesar 0,498 dan didukung nilai hasil uji t dimana nilai t hitung = 3,591 > $t_{tabel} = 1,992$ dengan tingkat signifikansi sebesar 0,001 < 0,05. Harga (X_2) secara parsial berpengaruh positif dan signifikan terhadap keputusan tamu menginap (Y). Di mana nilai koefisien regresi b_2X_2 sebesar 0,448 dan didukung dengan nilai hasil uji t di mana nilai $t_{hitung} = 3,960 > t_{tabel} = 1,992$ dengan tingkat signifikansi sebesar 0,000 < 0,05. Lokasi (X_3) secara parsial berpengaruh positif dan signifikan terhadap keputusan tamu menginap (Y). Di mana nilai koefisien regresi b_3X_3 sebesar 0,370 dan didukung dengan nilai hasil uji t di mana nilai $t_{hitung} = 2,986 > t_{tabel} = 1,992$ dengan tingkat signifikansi sebesar 0,004 < 0,05. Sedangkan berdasarkan uji F , promosi (X_1), harga (X_2), dan lokasi (X_3) secara simultan berpengaruh positif dan signifikan terhadap keputusan tamu menginap (Y). Dimana nilai $f_{hitung} = 53,189 > f_{tabel} = 2,725$ dan nilai sig sebesar 0,000 ($p < 0,05$). Analisis koefisien determinasi sebesar 0,677 (67%) yang berarti variabel promosi, harga dan lokasi berkontribusi sebesar 67% dari variasi pada variabel keputusan tamu menginap di Hotel Eastin Ashta Resort Canggü.

Kata Kunci: pemasaran, promosi, harga, lokasi, keputusan tamu