

ABSTRAK

PENGARUH STRATEGI PROMOSI DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN JASA KAMAR DI HOTEL AMARIS CIHAMPELAS BANDUNG

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Penelitian ini dilakukan untuk mengetahui pengaruh strategi promosi dan harga terhadap keputusan pembelian jasa kamar. Penelitian dilakukan di Hotel Amaris Cihampelas Bandung.

Metode penelitian yang digunakan dalam penelitian ini yaitu metode kuantitatif, dengan pendekatan penelitian deskriptif dan asosiatif. Populasi sebanyak 11.164 orang. Teknik pengambilan sampel menggunakan purposive sampling dengan total sampel yang dihasilkan sebanyak 99 orang. Pada tahap analisis dilakukan uji validitas dan reabilitas, uji asumsi klasik, uji regresi linear berganda, uji hipotesis, dan uji koefisien determinasi.

Hasil penelitian menunjukkan bahwa variabel promosi (X1) dan harga (X2) berpengaruh positif dan signifikan terhadap keputusan pembelian (Y) secara simultan dengan koefisien determinasi sebesar 55,6% dan sisanya dipengaruhi oleh variabel lain sebesar 44,4%. Dengan formula Beta x Zero Order secara parsial variabel promosi (X1) dan harga (X2) berpengaruh positif dan signifikan terhadap keputusan pembelian (Y) dengan sumbangan efektif masing-masing variabel promosi sebesar 19,5% dan variabel harga sebesar 36,0% artinya variabel harga mempunyai peran atau kontribusi yang lebih dominan dibandingkan dengan variabel promosi dalam meningkatkan keputusan pembelian.

Kata kunci : Promosi, Harga, Keputusan Pembelian

ABSTRACT

THE INFLUENCE OF PROMOTIONAL STRATEGIES AND PRICES ON THE DECISION TO PURCHASE ROOM SERVICES AT HOTEL AMARIS CIHAMPELAS BANDUNG

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This research was conducted to determine the effect of promotion strategy and price on room service purchasing decisions. The research was conducted at the Amaris Hotel Cihampelas Bandung.

The research method used in this study is a quantitative method, with a descriptive and associative research approach. The population is 11,164 people. The sampling technique used was purposive sampling with a total sample of 99 people. At the analysis stage, validity and reliability tests were carried out, classical assumption tests, multiple linear regression tests, hypothesis tests, and coefficients of determination were tested.

The results showed that the promotion variable (X1) and price (X2) had a positive and significant effect on purchasing decisions (Y) simultaneously with a coefficient of determination of 55.6% and the rest was influenced by other variables of 44.4%. With the Beta x Zero Order formula partially the promotion variable (X1) and price (X2) have a positive and significant effect on purchasing decisions (Y) with the effective contribution of each promotion variable of 19.5% and the price variable of 36.0% meaning the price variable has a more dominant role or contribution than the promotion variable in improving purchasing decisions.

Keywords: Promotion, Price, Purchase Decision