

**PENGARUH HARGA DAN LOKASI TERHADAP KEPUTUSAN  
KONSUMEN MENGINAP DI HOTEL REDDOORZ NEAR  
HERMES PLACE POLONIA MEDAN PADA  
MASA PANDEMI *COVID-19***

**DESIANTO HAREFA  
160311001**

**ABSTRAK**

Adanya Pandemi *Covid-19* memberikan dampak yang cukup besar bagi perkembangan bisnis perhotelan tanah air. Hal ini berakibat pada banyaknya industri Hotel yang merugi dan bahkan menutup hotel sementara hingga pandemi ini selesai.

Metode penelitian yang digunakan adalah data Kuantitatif, yaitu untuk mendapatkan data dan informasi yang akan digunakan sebagai bahasa analisis. Sampel penelitian sebanyak 83 orang. Adapun teknik pengumpulan data yang dilakukan adalah wawancara, dokumentasi dan pembagian kuesioner di Hotel Reddoorz Near Hermes Place Polonia Medan.

Tujuan dari penelitian ini adalah: (1) Untuk mengetahui pengaruh harga terhadap keputusan konsumen menginap di Hotel Reddoorz Near Hermes Place Polonia Medan. (2) Untuk mengetahui pengaruh lokasi terhadap keputusan konsumen menginap di Hotel Reddoorz Near Hermes Place Polonia Medan. (3) Untuk mengetahui pengaruh harga dan lokasi terhadap keputusan konsumen menginap di Hotel Reddoorz Near Hermes Place Polonia Medan. Hasil penelitian ini akan menunjukkan bahwa: (1) Ada pengaruh harga terhadap keputusan konsumen dengan nilai  $t_{hitung} > t_{tabel} = 5,394 > 1,663$  dengan signifikan  $\alpha$  ( $0,000 < 0,05$ ). (2) Ada pengaruh lokasi terhadap keputusan konsumen dengan nilai  $t_{hitung} > t_{tabel} = 4,012 > 1,663$  dengan signifikan  $\alpha$  ( $0,000 < 0,05$ ). (3) Ada pengaruh harga dan lokasi terhadap keputusan konsumen dengan  $f_{hitung} > f_{tabel}$  ( $50,154 > 3,11$ ).

**Kata kunci: harga, lokasi, keputusan menginap, dan pandemi Covid-19**

**THE INFLUENCE OF PRICES AND LOCATIONS TOWARD CONSUMERS'  
DECISION TO STAY AT HOTEL REDDOORZ NEAR HERMES PLACE  
POLONIA MEDAN DURING COVID-19 PANDEMIC**

**DESIANTO HAREFA  
160311001**

**ABSTRACT**

*The Covid-19 pandemic has had a considerable impact on the development of hospitality business in the country. This resulted in many hotel industries losing money and even temporarily closing hotels until the pandemic was over.*

*The research method used is quantitative data, namely to obtain data and information that will be used as the language of the analyst. The research sample was 83 people. The data collection techniques used were interviews, documentation and distribution of questionnaires at the Reddoorz Hotel Near Hermes Place Polonia Medan.*

*The objectives of this study are: (1) To determine the effect of price on consumer decisions to stay at the Reddoorz Hotel Near Hermes Place Polonia Medan. (2) To determine the effect of location on consumer decisions to stay at the Reddoorz Hotel Near Hermes Place Polonia Medan. (3) To determine the effect of price and location on consumer decisions to stay at the RedDoorz Hotel Near Hermes Place Polonia Medan. The results of this study will show that: (1) There is an effect of price on consumer decisions with a value  $t_{hitung} > t_{tabel} = 5.394 > 1.663$  with a significant  $\alpha$  ( $0.000 < 0.05$ ). (2) There is an effect of location on consumer decisions with a value  $t_{hitung} > t_{tabel} = 4.012 > 1.663$  with a significant  $\alpha$  ( $0.000 < 0.05$ ). (3) There is an effect of price and location on consumer decisions with  $t_{hitung} > t_{tabel} = (50.154 > 3.11)$ .*

**Keywords: price, location, decision to stay, covid-19 pandemic**