

**PENGARUH STRATEGI PROMOSI DAN KUALITAS PELAYANAN
TERHADAP KEPUTUSAN TAMU MENGINAP DI HOTEL REDDOORZ
NEAR HERMES PLACE POLONIA MEDAN DI MASA
PANDEMI COVID-19**

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ABSTRAK

Perkembangan industri perhotelan di Medan yang cukup pesat menambah semakin ketatnya persaingan antara perusahaan perhotelan, dimana setiap perusahaan berlomba-lomba menarik konsumen melalui tawaran yang unggul dibandingkan pesaing dan mempertahankan konsumen. Tujuan penelitian ini adalah : (1) untuk mengetahui pengaruh strategi promosi terhadap keputusan tamu menginap di Hotel Reddoorz Near Hermes Place Polonia Medan di masa Pandemi Covid-19. (2) untuk mengetahui pengaruh kualitas pelayanan terhadap keputusan tamu menginap di Hotel Reddoorz Near Hermes Place Polonia Medan di masa Pandemi Covid-19. (3) untuk mengetahui pengaruh strategi promosi dan kualitas pelayanan terhadap keputusan tamu menginap di Hotel Reddoorz Near Hermes Place Polonia Medan di masa Pandemi Covid-19. Adapun jenis data dari penelitian ini adalah data kuantitatif, yaitu keseluruhan informasi yang dikumpulkan dan dinyatakan dengan angka-angka seperti jumlah yang menginap pada tahun 2020. Adapun teknik pengumpulan data yang dilakukan adalah observasi, wawancara dan pembagian kuesioner di Hotel Reddoorz Near Hermes Place Polonia Medan di Masa Pandemi Covid-19. Hasil penelitian menunjukkan bahwa : (1) ada pengaruh strategi promosi terhadap keputusan tamu menginap dengan Nilai $t_{hitung} > t_{tabel} = 5,818 > 1,672$ dengan signifikan ($0,000 < 0,05$). (2) ada pengaruh kualitas pelayanan terhadap keputusan tamu menginap dengan Nilai $t_{hitung} > t_{tabel} = 40,151 > 1,672$ dengan signifikan ($0,008 < 0,05$). (3) ada pengaruh strategi promosi dan kualitas pelayanan terhadap keputusan tamu menginap dengan $t_{hitung} > t_{tabel} (181190,719 > 2,40)$.

Kata Kunci : Strategi Promosi, Kualitas Pelayanan Dan Keputusan Menginap

**THE INFLUENCE OF PROMOTION STRATEGY AND SERVICE
QUALITY ON GUEST'S DECISION TO STAY AT THE HOTEL
REDDOORZ NEAR HERMES PLACE POLONIA MEDAN IN THE TIME
PANDEMY COVID-19**

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ABSTRACT

The development of the hospitality industry in Medan has added to the increasingly intense competition between hotel companies, where each company is competing to attract consumers through superior offers compared to competitors and to retain consumers. The objective of these study are to know : (1) The effect of Promotion Strategy on guest's decision to stay at the Hotel Reddoorz Near Hermes Place Polonia Medan In The Time Pandemy COVID-19. (2) The effect of Service Quality on guest's decision to stay at the Hotel Reddoorz Near Hermes Place Polonia Medan In The Time Pandemy COVID-19. (3) The effect of the Influence promotion strategy and Service Quality on guest's decision to stay at the Hotel Reddoorz Near Hermes Place Polonia Medan In The Time Pandemy COVID-19. The research method that used is Quantitative Methods with descriptive analysis. The total information collected and expressed in numbers such as the number of stays in 2020. The technique of data collection that used to analyze this data by observation, interview, and distribution of questionnaires in the Hotel Reddoorz Near Hermes Place Polonia Medan In The Time Pandemy COVID-19. Result of research methodology showed that : (1) The Influence of Promotion Strategy on guest decisions to stay It was obtained $T_{Count} 5,818 > T_{Tabel} 1,672$ with Sig $\alpha (0,000 < 0,05)$, (2) The Service Quality on guest decisions to stay it was obtained $T_{Count} 40,151 > T_{Tabel} 1,672$ with Sig $\alpha (0,008 < 0,05)$, (3) The effect of the Influence promotion strategy and Service Quality on guest's decision to stay it was obtained $T_{Count} 181190,719 > T_{Tabel} 2,40$.

Keywords : Promotion Strategy, Service Quality and Guest's Decision