

ABSTRAK

SELVIE VIOLA ARYANI. NIM 2019116042. Pengaruh Promosi Weekendeal Pada Media Sosial Instagram Terhadap Keputusan Pembelian Tamu Teraskita Hotel Jakarta Managed By Dafam. Dibawah bimbingan Ibu Ina G Djamhur, A.Par, M.Sc.

Teraskita Hotel Jakarta managed by Dafam merupakan bisnis hotel berbintang 3+ dibawah naungan PT. Waskita Karya Realty (BUMN) dan dikelola oleh Dafam Hotel Management. Berdasarkan data tingkat hunian kamar (*room occupancy*) terdapat perbedaan yang signifikan pada saat hari kerja (*weekday*) dan pada saat akhir minggu (*weekend*), dimana pada saat hari kerja tingkat hunian kamar tinggi sedangkan pada saat akhir pekan tingkat hunian kamar justru cenderung rendah. Sehingga, Penelitian ini bertujuan untuk menjelaskan promosi *Weekendeal* pada media sosial, mendeskripsikan keputusan pembelian konsumen dan menganalisis pengaruh promosi pada media sosial instagram terhadap keputusan pembelian konsumen di Teraskita Hotel Jakarta managed by Dafam. Teknik pengumpulan data dalam penelitian ini menggunakan kuesioner yang disebarakan kepada 126 responden yang diolah menggunakan Excel serta IBM SPSS Versi 23. Metode analisis yang digunakan yakni analisis deskriptif kuantitatif, uji regresi linier sederhana, uji hipotesis dan koefisien determinasi.

Berdasarkan hasil tersebut menunjukkan variabel Promosi Weekendeal pada sosial media instagram berpengaruh secara signifikan terhadap Keputusan Pembelian terhadap Teraskita Hotel Jakarta managed by Dafam.

Kata kunci : Hotel, Promosi dan Keputusan Pembelian

ABSTRACT

SELVIE VIOLA ARYANI. NIM 2019116042. The Influence of Weekendeal Promotions Through Instagram Social Media Towards Purchasing Decisions Of Teraskita Hotel Jakarta Managed By Dafam Guests. Under the guidance of Mrs. Ina G Djamhur, A.Par, M.Sc.

Teraskita Hotel Jakarta managed by Dafam is a 3+ star hotel business under the auspices of PT. Waskita Karya Realty (BUMN) and managed by Dafam Hotel Management. Based on room occupancy rate data, there is a significant difference on weekdays and weekends, where on weekdays the room occupancy rate is high while on weekends the room occupancy rate tends to be low. Thus, this study aims to explain Weekendeal promotions through social media, describe consumer purchasing decisions and analyze the effect of promotions through Instagram social media on consumer purchasing decisions at Teraskita Hotel Jakarta managed by Dafam. Data collection techniques in this study used questionnaires distributed to 126 respondents which were processed using Excel and IBM SPSS Version 23. The analytical methods used were quantitative descriptive analysis, simple linear regression testing, hypothesis testing and the coefficient of determination.

Based on these results, it shows that the Weekendeal Promotion variable through Instagram social media has a significant effect on the Purchase Decision for Teraskita Hotel Jakarta managed by Dafam.

Keywords: Hotel, Promotion and Purchase Decision