

ABSTRACT

This study analyzes how the impact of fluctuating room prices at Mercure Bandung Nexa Supratman on hotel revenue and the influence of competitors on room pricing. This research is descriptive research, with a quantitative approach. The data collection methods used in this study are observation and documentation. The method of analysis, the data used to determine hotel revenue by considering room prices and competitors using non-statistical methods. The research shows that, room rates greatly affect hotel revenue because room revenue is the largest hotel revenue compared to other revenues. Competitors are also influential so that we can determine room prices that attract guests. Fluctuating room prices occur because the rooms sold every day are not always the same.

In order to get maximum revenue, we must be able to determine the price in accordance with the state of hotel occupancy.

Keywords: Room rate, Competitors, Occupancy, Revenue