

ABSTRACT

Nexa Hotel Bandung is a hotel business that is commonly known by the name of Commercial Hotel or City Hotel. Nexa Hotels always vigorous performing various promotions to create consumer interest, the competitive advantage of each hotel will affect how the hotel can survive. The purpose of this research is to know the influence of social media and sales kit against the interest of the consumers buy at Nexa Hotel Bandung. The independent variable in this study are social media and sales kit. Research on using object Nexa Hotel Bandung with a case study on visitor or guest Nexa. The population was visitor or guest Nexa Hotel Bandung with samples as many as 100 respondents. The methods used in this research is a descriptive analysis with quantitative data type. The result of descriptive test of this study for social media variable is 81,60% sales kit 83,25% and buying interest of 82,78%. Based on t test result from t_{hitung} for social media variable is equal to 5,229 and sales kit equal to 10,729. Based on the F test the result of this study amounted to 138,233. The result of determination test of this research is equal to 74% which means the influence of social media and sales kit to consumer buying interest by 74% and the remaining 26% influenced by other factors not examined in this study.

Keywords : Social Media, Below the Line (Sales Kit), The Interest to Buy.