

ABSTRACT
INFLUENCE OF INTERNAL FACTORS AND EXTERNAL FACTORS
OF THE COMPANY ON THE BUSINESS STRATEGY OF AKSHAYA
HOTEL IN KARAWANG REGENCY

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The development of a large-scale international industrial area in Karawang Regency has an impact on the number of guests who stay or use the facilities of the Akshaya Hotel. But on the other hand, in general, the number of guests is influenced by the low level of hotel competition in Karawang Regency. This research aims to determine internal factors, external factors, business strategies, the influence of internal factors on business strategy, the influence of external factors on business strategy and the joint influence of internal and external factors on the business strategy of Akshaya Hotel, Karawang Regency.

The method used is survey research methods, namely quantitative research to obtain data about the relationship between variables and test several hypotheses. Measurement with the Likert scale. Data collection techniques by interview (interview), questionnaire (questionnaire), observation (observation), and a combination of the three. The data were obtained through the determination of the population, sample, then the validation test, reliability, normality test to the linearity test with the SPSS application.

The results showed that the activities of Human Resources at this hotel greatly encourage the company's business strategy. External factors are conditioned through assessment efforts, external audits, Akshaya Hotel business strategy in the form of Integration strategy, Intensive Strategy, Diversification Strategy and Defensive Strategy. Hotel Internal Factors show no positive influence on Business Strategy, the resulting calculated T value is smaller than T table with a significance level less than 0.05, the hypothesis H_0 is rejected and H_1 is accepted. There is a positive and significant influence between external factors on business strategy. He variables Internal and external factors have a positive influence on business strategy, because internal factors and external factors are greater than Ftable ($142.084 > 3.24$) and a significant value is less than 0.05 ($0.000 < 0.05$) means: $F_{count} > F_{table}$ then H_0 is rejected or H_3 received. The effect is 88%. It is recommended that the hotel management be able to synergize all existing human resources in making accurate business strategies by taking into account various internal and external factors.

Key Word : Internal And External Factors, The Business Strategy