

ABSTRACT

Marketing competition in the hotel industry is very high. Each hotel tries to provide the best promotions to get guests. This study aims to overcome the influence of the promotion mix on the decisions of hotel guests. This study used a quantitative approach with data collection techniques using a questionnaire. In this study there were 130 respondents and the sample used nonprobability sampling, namely purposive sampling. The results showed that the promotion mix consisting of advertising, sales promotion, personal selling, public relations, direct marketing on the guest's decision to choose to stay at the Harris Hotel & Conventions Festival Citylink Bandung showed a positive influence. The promotion mix used by the Harris Hotel includes advertising via radio, social media, billboards, then sales promotion through sales blitz as well as various events and promos held, as well as personal selling through sales call activities. However, the marketing mix is still not able to provide up-to-date information to guests, namely information in hotel brochures which is sometimes disclosed with the latest information, thus influencing consumer decisions, especially so that sales blitz activities are less than optimal. Activities promoted by hotel management have not met consumer expectations in providing hotel facilities, where the information provided to consumers is not the latest. From the results of the regression analysis, the promotional mix has a positive and significant effect on consumer decisions. The promotion mix strategy used in introducing the package can attract the attention of consumers so that it becomes one of the considerations for consumers to stay. This means that each hotel must improve the promotion mix so that more and more guests stay. The results of this study are expected to be well received, both in the industrial environment and in the community environment.

Keywords: Promotion Mix, Decision to stay, Sales Marketing, Hotel