

ABSTRACT

This research intends to determine how promotion activities using the Tiktok social media platform affect the level of interest in staying at budget hotels in Bandung. The restaurant and hospitality industry has adopted Tiktok as a digital marketing tool, as the platform undergoes rapid growth. Nevertheless, the use of Tiktok in converting interest to actual to actual patronage at budget hotels remains an area that is not adequately addressed. This study was designed using a quantitative approach and a survey questionnaire as the data collection method. The questionnaire distributed to 150 respondents who are active Tiktok users and have either stayed or intend to stayed at budget hotels in Bandung. The data obtained was analyzed using descriptive statistics and simple linear regression to assess the outcome of promotional efforts on the guest's intention to stay at the hotel. The results of this study indicate that promotion through Tiktok plays a role in influencing guest decisions to stay at Budget Hotels. These findings also provide recommendations for hotel management to optimize the use of Tiktok as part of their digital marketing strategy.

Keywords: Promotion, TikTok, Guest Interest, Budget Hotel, Bandung