

**THE INFLUENCE OF DISCOUNT, ADVERTISING, AND
PERSONAL SELLING TO DECISION TO STAY AT GRAN
CENTRAL HOTEL MANADO**

THESIS

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14042016



**MANAGEMENT DEPARTMENT
FACULTY OF ECONOMICS
UNIVERSITAS KATOLIK DE LA SALLE
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2018**

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**Presented as a fulfillment of the requirement
in obtaining Bachelor Degree in Economics at Faculty of Economics
Universitas Katolik De La Salle Manado**

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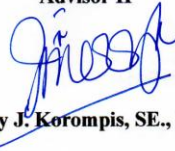
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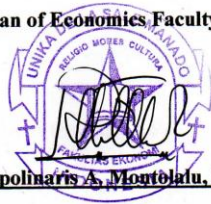
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LEGALIZATION PAGE

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ABSTRACT

Jenniffer Tumbelaka, The Influence Of Discount, Advertising, and Personal Selling to the Decision to stay at Gran Central Hotel Manado. Advised by Merung, Harli M and Korompis, Merry J.

Hotel or place to stay play an important role for all people who often visit out of town or overseas. Being out of town with the demands of the job make all people need places with superior facilities. Discount Advertising, and Personal Selling are the factor held to measure Decision to Stay. Discount is an interesting discounts, so the real price is lower than the price of the public. Advertising is the nonpersonal, rendering all forms of promotion ideas, promotion of goods or services carried out by the sponsors who paid. Personal Selling is the presentation by the sales people companies in order to make sales and build relationships with customers. And this study is conducted to determine whether Discount, Advertising, and Personal Selling have an influence on Decision to Stay at Gran Central Hotel Manado.

The purpose of this study was to determine the Influence of Discount, Advertising, and Personal Selling to the Decision to Stay at Gran Central Hotel Manado.

The sample used in this study is 370 respondents who is a consumer of Gran Central Hotel Manado and using simple random sampling method. The data analysis technique in this study using validity test, reliability test, normality test, multicollinearity test, T-test, F-test, multiple coefficient correlation, and multiple coefficient determination.

Result from the study, the result of the t test of variable Advertising and Personal Selling shows that T_{count} value is greater than the T_{table} value. It means Advertising and Personal Selling have a significant influence on Decision to stay at Gran Central Hotel Manado. While the result of t test of variable discount shows that T_{count} value is smaller than the T_{table} value, It means Discount have not significant influence on Decision to stay at Gran Central Hotel Manado. From the results of the f test found that $F_{count} > F_{table}$. Then the results shows that the Discount, Advertising, and Personal Selling have a simultaneously affect on Decision to stay at Gran Central Hotel Manado. Even though the result of the t test of variable discount have not significant influence on Decision to stay at Gran Central Hotel Manado, but overall in f test all the variable have a significant influence on Decision to stay at Gran Central Hotel Manado.

Keywords : Discount, Advertising, Personal Selling, Decision to stay

ABSTRAK

Jenniffer Tumbelaka, Pengaruh Diskon, Iklan, dan Penjualan Perorangan terhadap Keputusan Menginap di Hotel Gran Central Manado. Dibimbing oleh Harli M. Merung dan Merry J. Korompis.

Hotel atau tempat menginap memegang peranan penting bagi semua orang yang sering berkunjung ke luar kota ataupun luar negeri, Berada di luar kota dengan tuntutan pekerjaan yang sama banyaknya membuat setiap orang membutuhkan penginapan dengan fasilitas unggulan. Diskon, Advertising, dan Personal Selling merupakan faktor yang digunakan untuk mengukur Keputusan Menginap. Diskon adalah Potongan harga yang menarik, sehingga harga sesungguhnya lebih rendah dari harga umum. Iklan adalah semua bentuk penyajian nonpersonal, promosi ide-ide, promosi barang atau jasa yang dilakukan oleh sponsor yang dibayar, Penjualan Pribadi adalah presentasi pribadi oleh para wiraniaga (tenaga penjual) perusahaan dalam rangka mensukseskan penjualan dan membangun hubungan dengan pelanggan..Dan penelitian ini dikaji untuk mengetahui apakah Diskon, Iklan, dan Penjualan Perorangan berpengaruh terhadap keputusan menginap di Hotel Gran Central Manado.

Tujuan dari penelitian ini adalah untuk mengetahui Pengaruh Diskon, Iklan, dan Penjualan Perorangan terhadap Keputusan menginap di Gran Central Hotel Manado.

Sampel yang digunakan dalam penelitian ini adalah 370 responden yang merupakan pelanggan dari Hotel Gran Central Manado dengan menggunakan metode simple random sampling. Teknik analisis data dalam penelitian ini menggunakan uji validitas, uji reliabilitas, uji normalitas, uji multikolinearitas, uji-T, uji-F, koefisien korelasi ganda, dan koefisien determinasi ganda.

Hasil dari penelitian, hasil dari uji t dari variabel Iklan dan Penjualan Perorangan menunjukkan bahwa nilai T_{hitung} lebih besar daripada nilai T_{tabel} . Ini berarti Iklan dan Penjualan Perorangan memiliki pengaruh yang signifikan terhadap keputusan menginap pelanggan di Hotel Gran Central Manado. Sementara hasil uji t dari Variabel Diskon menunjukkan nilai T_{hitung} lebih kecil daripada T_{tabel} . Ini berarti Diskon memiliki pengaruh yang tidak signifikan terhadap keputusan menginap pelanggan di Hotel Gran Central Manado. Dari hasil uji f didapatkan bahwa $F_{hitung} > F_{tabel}$ maka hasil kesimpulannya adalah variabel diskon, iklan, dan penjualan perorangan memiliki pengaruh yang signifikan terhadap keputusan menginap pelanggan di Hotel Gran Central Manado. Meskipun pada uji t variabel diskon memiliki pengaruh yang tidak signifikan, tapi secara keseluruhan pada uji f semua variabel didapatkan bahwa berpengaruh secara signifikan.

Kata kunci : Diskon, Iklan, Penjualan Perorangan, Keputusan Menginap

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Manado, September 4th 2018

Student.

STATEMENT OF THESIS ORIGINALITY

I, who sign this thesis statement, state that this thesis:

THE INFLUENCE OF DISCOUNT, ADVERTISING, AND PERSONAL SELLING TO DECISION TO STAY AT GRAN CENTRAL HOTEL MANADO

Is truly my originality work.

In this thesis, there are no partly of overall of other people's writing and opinion that I recognize as my writing. When I used other people's writing and opinion by quoting implicitly, I have recognized and showed the sources of its origin. If this thesis that I wrote is being proved as plagiarism, I will take consequences given to me, including the cancellation of degree and certificate.

Manado, September 4th 2018



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