

## THE INFLUENCE OF PRICE, PROMOTION, AND SERVICE QUALITY ON THE DECISION TO STAY AT KARTIKA CHANDRA HOTEL JAKARTA

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**Abstract:** This study examines the influence of price, promotion, and service quality on the decision to stay at the Kartika Chandra Hotel in Jakarta. In a competitive hospitality industry, pricing strategy, effective promotions, and superior service quality are critical in influencing consumer choice. Utilizing a quantitative approach with data collected from 100 respondents, the research analyzes the impact of these variables on guests' decision-making processes. Results reveal that price, promotion, and service quality each have a significant positive influence on the decision to stay, with combined factors accounting for 47% of decision variance. These findings suggest that hotels can increase guest retention by enhancing these three elements, focusing on flexible pricing, impactful promotions, and consistent service quality. The study offers insights for hotel management to improve customer satisfaction and maintain a competitive edge in the hospitality sector.

**Keywords:** Price, Promotion, Service Quality, Decision to Stay

## INTRODUCTION

Every business has a common goal: generating profit. Additionally, businesses aim to ensure their continuity and growth. In managing their operations, companies must observe customer behavior to anticipate behavioral changes effectively. Building and expanding a hotel business presents complex challenges and a high level of competition, especially in recent decades. The growth and spread of hotel establishments in the capital city, Jakarta, make pricing, promotion, and service quality key factors that need careful consideration. Prioritizing the identification of appropriate policies is crucial to boost sales.

According to the Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia No. PM 53/HM.001/MPEK/2013, updated by No. 6 of 2014, on hotel sector standards, companies conduct all economic activities with the aim of generating profit. The tourism business provides goods and/or services to meet the needs of tourists and tourism organizations. In addition to offering accommodation services, hotels can provide other facilities, such as meeting rooms, catering services, daily entertainment, and other amenities, aiming primarily to achieve profit. All services and quality management must meet customer needs and satisfaction and ensure protection for guests, hotel business operators, employees, and the public in terms of safety, health, comfort, security, convenience, and environmental protection.

Pricing strategy is a crucial component of the marketing mix. Price is considered one of the determining factors of a business's success, but it is not the sole solution for addressing various business challenges. Every business must carefully consider each decision related to pricing issues. Mistakes in pricing can negatively impact a company's sales. If prices are set too high, sales may decline as customers will look for more affordable options. Conversely, if prices are set too low, production costs may not be covered, resulting in many sales but minimal revenue. Pricing that is too low and inconsistent with the product's value can create doubts about the company.

Table 1. Room Type Prices and Occupancy Rates for the Period 2018-2023

Year	Published Room Rates					Number of Tenants
	Superior	Deluxe	Grand Deluxe	Executive Suite	Penthouse	
2020	944,350	1,065,350	1,289,074	1,760,000	3,795,000	63,779
2021	955,000	1.10.000	1,310,000	1,800,000	3,805,000	49,293
2022	1,141,000	1,287,000	1556,000	2,126,000	4,584,000	47,380
2023	1,141,000	1,287,000	1556,000	2,126,000	4,584,000	47,140

Source: Hotel Kartika Chandra, 2023

Over the course of four years, room rental prices for each room type have tended to increase. However, this rise has not been accompanied by an increase in the number of rooms available; instead, the number of rooms has fluctuated. According to Bashu Swastha (2015:125), "price is the amount of money exchanged by customers in consideration of the benefits of owning or using a product or service, with its value determined by the buyer and seller through negotiation or set by the seller at a fair price, consistent for all buyers."

Promotion is also a way for businesses to introduce products and services to customers, sparking their interest to purchase these offerings. In business competition, product or service differentiation and cost are essential. Companies aim to succeed against competitors in the market. By outperforming competitors, companies can attract more customers, leading to increased profits. However, marketing a company's products is not easy, as competitors also seek to differentiate their products (Kotler, 2017).

One of the benefits of product differentiation is leveraging the brand, promoting the company, and creating customer perception that the product offers advantages over established competitors. Tjiptono Fandy (2015:49) defines "brand image or brand description as a description of customers' associations and beliefs about a particular brand."

Table 2. Total Promotion Costs for the 2022-2023 Period

Month	Year					
	2022			2023		
	Promotion Fees	Development	Percent	Promotion Fees	Development	Percentage
	(Rp)	(Rp)	(%)	(Rp)	(Rp)	(%)
Jan	11,881,750	-	-	34,348,393	-	-
Feb	46,331,999	34,450,249	289.9%	37,334,000	2,985,607	8.69%
Mar	30,192,225	(16,139,774)	-34.8%	47,600,666	10,266,666	27.50%
Apr	49,066,489	18,874,264	62.5%	29,799,780	(17,800,886)	-37.40%
May	27,891,883	(21,174,606)	-43.2%	20,251,000	(9,548,780)	-32.04%
June	7,610,000	(20,281,883)	-72.7%	26,813,750	6,562,750	32.41%
Jul	11,137,333	3,527,333	46.4%	54,463,006	27,649,256	103.12%
Aug	25,403,033	14,265,700	128.1%	182,207,780	127,744,774	234.55%
September	44,811,466	19,408,433	76.4%	42,964,613	(139,243,167)	-76.42%
Oct	36,170,913	(8,640,553)	-19.3%	62,882,780	19,918,167	46.36%
Nope	20,743,000	(15,427,913)	-42.7%	47,685,280	(15,197,500)	-24.17%
Dec	37,003,666	16,260,666	78.4%	131,147,780	83,462,500	175.03%
Amount	348,243,757	25,121,916		717,498,828	717,498,828	
Average	29,020,313	2,093,493	42.6%	59,791,569	59,791,569	38.14%

Source: Hotel Kartika Chandra, 2023

Service quality in the hospitality industry also plays a very important role. High competition levels are reflected in the growing demands for customer satisfaction. This can have an impact if service is not optimal, potentially leading to a decrease in the number of rented rooms. Providing adequate infrastructure, necessary supporting equipment, and other activities to meet customer needs can help maximize the number of customers.

In the service sector, it is essential for companies to manage service quality well to ensure customer satisfaction, and this also applies to companies in other sectors. According to Kotler (2017:61), "quality should be assessed based on customer needs and end with customer perception." This means that the image

of service quality is not only perceived by the service provider but is also based on customer reviews. Customers' perceptions of service quality are a comprehensive assessment of the excellence of a service.

Table 3. Number of Customer Complaints in 2023

Month	Type of Complaint				
	AC Not Cold Enough	murky water	Food menu	Wallpapersdamaged	Delay in officer response
January	17	18	4	7	18
February	21	20	6	11	23
March	24	23	8	14	26
April	27	28	10	19	24
May	33	32	7	16	29
June	35	36	11	17	27

A good service company will study buyer behavior to understand why and how customers are willing to purchase the company's products or services. By examining buyer behavior and identifying the factors influencing purchasing decisions, companies can recognize new opportunities from dissatisfied consumers.

The factors that influence purchasing decisions vary for each buyer, beyond just the product purchased and the timing of the purchase. Two key factors may intervene between the intent to buy and the decision to stay. The first factor is the attitudes of others, which can influence a person's preferred choice depending on the intensity of positive or negative attitudes from others toward consumer preferences and the consumer's motivation to align with others' desires. The second factor relates to unexpected situational factors that may arise and alter the purchase intention (Philip Kotler, 2017:208).

Table 4. Number of Customers Staying in the Period 2021-2023

	Year			
	2021	2022	2022	2023
Superior Room	3,550	2,210	2,250	2,330
Deluxe Room	6,950	4,542	4,720	4,640
Grand Deluxe	8,100	7,521	7,290	7,215
Executive Suite	7,910	6,850	6,832	6,680
Presidential Suite	9,110	8,740	7,898	7,560
Royal Prince	10,210	9,260	8,550	8,655
Penthouse	9,830	7,680	6,980	6,810
Extra Bed	8,110	2,490	2,860	3,250
Amount	63,770	49,293	47,380	47,140

Given the many variables that play a crucial role in marketing activities, as outlined in the background, emerging issues, and expert opinions, the author is interested in conducting research titled "The Influence of Price, Promotion, and Service Quality on the Decision to Stay at Hotel Kartika Chandra in Jakarta."

## RESEARCH METHOD

This research was conducted at Hotel Kartika Chandra, located at Jl. Jendral Gatot Subroto Kav. 18-20, Karet Semanggi, Setiabudi, South Jakarta, DKI Jakarta. This location was selected as the research site because it aligns with the research objective of examining the influence of price, promotion, and service quality on customers' decisions to stay at the hotel. According to Sugiyono (2014), a research site is a scientific target for data collection to achieve specific objectives in an objective, valid, and reliable manner.

The research is scheduled to last 12 months, encompassing data collection and processing using SPSS software. Several stages are followed in the process, including preparation for data collection, data processing, gathering research materials, and report writing. Preparation and report writing are conducted at the beginning and end of the process, while data analysis and processing are done mid-research. This study is associative in nature. Sugiyono (2014:55) states that associative research aims to identify the influence or relationship between two or more variables. By using the associative method, this research is expected to build a theory that can explain, predict, and even control the phenomenon studied—in this case, customers' decisions to stay at the hotel based on price, promotion, and service quality.

The population for this study comprises all consumers of Hotel Kartika Chandra, totaling 3,263 individuals, according to data collected in 2023. Sugiyono (2019) defines a population as the entire set of elements that make up a generalization area, consisting of objects with specific quantities and characteristics. This population includes not only individuals but also all elements and attributes of the research subject relevant to the topic being studied. Sampling was conducted using an incidental sampling technique, which is based on chance encounters. Sugiyono (2016:156) explains that incidental sampling allows researchers to determine a sample from anyone who happens to meet the researcher, provided they are deemed suitable as a data source. In this study, the sample was calculated using the Slovin formula with a tolerable margin of error, yielding 100 respondents.

Testing the research instruments is essential to ensure the validity of the data obtained. Validity testing was conducted to determine whether the data collected aligned with the actual data from the research subject. Sugiyono (2014) states that validity reflects the accuracy of data between what actually occurs with the research subject and the data collected by the researcher. In addition, reliability testing was performed to ensure that the instruments used are consistent and reliable when applied repeatedly in the same measurements. Besides instrument testing, the research data was also subjected to classical assumption testing to ensure the accuracy of the model used. This includes tests for normality, multicollinearity, autocorrelation, and heteroscedasticity, all aimed at ensuring that the regression model used in the analysis has minimal prediction errors.

The data analysis process began with descriptive analysis using Likert and interval scales. The Likert scale was used to measure respondents' responses concerning price, promotion, and service quality. After scoring, the average responses were analyzed using the interval scale to give a clearer picture of the influence of the research variables on the decision to stay. Next, a verification or quantitative analysis was conducted to assess the value of influence and significance between variables. Sugiyono (2012) explains that the verification method is used to identify relationships between two or more variables, thus providing empirical evidence regarding the influence of price, promotion, and service quality on customer decisions.

Hypothesis testing is also integral to this research. The hypothesis is proposed to address the research problem, aiming to determine if there is a significant influence from the independent variables on the dependent variable. According to Sugiyono (2014), a hypothesis is a temporary answer to the research problem that needs to be empirically tested through collected data. Through hypothesis testing, this research will determine whether price, promotion, and service quality factors significantly influence the decision to stay at Hotel Kartika Chandra. Thus, this study is expected to provide a comprehensive understanding of how these variables contribute to shaping customer decisions.

## **RESULT AND DISCUSSION**

PT. Hotel Kartika Chandra was established on December 31, 1968, through Notarial Deed Number 7 by Notary Raden Moeljatmo, initiated by the Kartika Chandra Foundation. Initially, it was a non-star hotel, but with a commitment to serious engagement in the hospitality industry, it evolved into Hotel Kartika Chandra, a hotel complex and theater located at Jl. Jendral Gatot Subroto Kav. 18-20, South Jakarta. The hotel was inaugurated by President Soeharto on January 20, 1971.

In 1972, Kartika Chandra added office space, known as the Minor Operating Department, with 88 rooms. Ahead of the Pacific Asia Travel Association (PATA) Conference in April 1974, the hotel expanded into an international hotel with 174 rooms, a ballroom, restaurant, nightclub, bar, and a 24-lane bowling facility. The hotel also features a convention center, office space, and extensive parking, making it one of Jakarta's modern international hotels.

Uniquely, Hotel Kartika Chandra offers entertainment with a 1,000-seat cinema, which was the largest modern cinema in Jakarta at that time. In 1991, it became the first hotel in Indonesia to implement a smoke-free area for all employees and provide designated areas for guests, enhancing comfort for non-smoking visitors.

The hotel was chosen as the official accommodation for Non-Aligned Movement Summit participants in 1993 and, in 1994, became the only four-star hotel to host APEC heads of state. The implementation of smoke-free areas also added focus on workplace safety, evidenced by the "Zero Accident" award from the Department of Labor, presented by President Soeharto in 1995.

That same year, Kartika Chandra established Puri Medika KC, providing health and safety services for employees and hotel guests, which received a Health Feasibility Certificate from the Ministry of Health. Under the leadership of H. Sudwikatmono, the hotel renovated the ballroom and expanded the building's right wing, increasing capacity to 278 rooms, including penthouses and specialty suites. Hotel Kartika Chandra carries the theme "The Friendly Hotel That Cares," focusing on attentive service, quality products, and guest

comfort. Its second theme, "The Green Royal Castle & Resort," features a Javanese ambiance with lush tropical decor, reinforcing the hotel's image as a grand, green castle.

### Validity Test

Table 5. Validity Test of Pricing Question Instrument

Statement	r-count	Mark rtable	Conclusion
1. Price according to quality	0.530	0.196	Valid
2. Price according to ability	0.605	0.196	Valid
3. Easy payment terms	0.586	0.196	Valid
4. Payment terms are not complicated	0.676	0.196	Valid
5. Payment system according to agreement	0.650	0.196	Valid
6. Fast payment process	0.542	0.196	Valid

Source: Primary data processed by SPSS 24. 2024

Table 6. Promotion Variable Validity Test Results

Statement	r-count	Mark rtable	Conclusion
1. Clear and easy promotion	0.886	0.196	Valid
2. Effectiveness of media utilization	0.936	0.196	Valid
3. Clear message understanding	0.897	0.196	Valid
4. Clear communication skills	0.898	0.196	Valid
5. Effective company marketing	0.933	0.196	Valid
6. The company makes leaflets	0.936	0.196	Valid

Source: Primary Data processed, 2024

Table 7. Results of Validity Test of Service Quality Variable

Statement	r-count	Mark rtable	Conclusion
1. Employees' appearance is polite	0.786	0.196	Valid
3. The service from the staff is always good	0.771	0.196	Valid
3. Officers have a responsive response	0.781	0.196	Valid
4. Officers serve on time	0.737	0.196	Valid
5. Officers can easily understand customer wishes	0.773	0.196	Valid
6. Officers have high levels of concern	0.695	0.196	Valid

Source: Primary data processed by SPSS 24. 2024

Table 8. Results of Validity Test of Stay Decision Variable

Statement	r-count	Mark rtable	Conclusion
1. Guest privacy is respected	0.462	0.196	Valid
2. A family atmosphere is created	0.752	0.196	Valid
3. Get a positive impression	0.678	0.196	Valid
4. Ease of check-in procedures	0.582	0.196	Valid
5. Complaints that are followed up immediately	0.708	0.196	Valid
6. Anticipate all guest needs	0.613	0.196	Valid

Source: Primary Data processed, 2024

Based on the table data above, all research variables show a calculated r value above 0.196 or (calculated  $r > r$  table), so all items are declared valid.

**Reliability Test**

**Table 9. Reliability Test Results**

Variables	Cronbatch Alpha	Alpha Cronbatch Standard	Conclusion
Price (X1)	0.641	0.600	Reliable
Promotion (X2)	0.960	0.600	Reliable
Service Quality (X3)	0.850	0.600	Reliable
Stay Decision (Y)	0.692	0.600	Reliable

Source: Primary data processed by SPSS 24. 2024

Based on the table, it can be seen that each variable of price, promotion, and purchasing decision has a Cronbach Alpha value > 0.60. Thus, the results of the reliability test on all variables are reliable. So that all questions can be trusted and can be used for further research.

**Classical Assumption Test**

**1. Normality Test**

The normality test is carried out to test whether the dependent and independent variables

Table 10. Normality Test Results With Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.29118985
Most Extreme Differences	Absolute	.071
	Positive	.071
	Negative	-.053
Test Statistics		.071
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Based on the test results in the table above, the significance value of the variable is greater than  $\alpha = 0.05$ , which is 0.200. Based on this, it can be concluded that the variables of price, service quality, product quality and purchasing decisions are normally distributed, so they can be analyzed further.

**2. Multicollinearity Test**

Table 11. Multicollinearity Test Results

Model		Unstandardized Coefficients		Coefficients <sup>a</sup>			Collinearity Statistics	
		B	Std. Error	Standardized Coefficients Beta	t	Sig.	Tolerance	VIF
1	(Constant)	5.307	2.118		2,506	.014		
	PRICE	.398	.093	.371	4.267	.000	.730	1,371
	PROMOTION	.204	.059	.289	3.441	.001	.784	1.276
	SERVICE	.180	.068	.220	2,664	.009	.809	1.236

a. Dependent Variable: DECISION

Based on the results of the multicollinearity test above, the tolerance obtained is > 0.10 and the Variance Inflation Factor (VIF) value of each independent variable is > 0.10, thus this regression model does not have a correlation between independent variables in the equation itself or there is no multicollinearity.

**3. Autocorrelation Test**

Table 12. Autocorrelation Test Results With Durbin-Watson Test

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.686a	.470	.454	2,327	1,648

- a. Predictors: (Constant), SERVICE, PROMOTION, PRICE
- b. Dependent Variable: DECISION

Based on the test results in the table above, this regression model has no autocorrelation, this is proven by the Durbin-Watson value of 1.648 which is between the interval 1,550 - 2,460.

**4. Heteroscedasticity Test**

Table 13. Results of Heteroscedasticity Testing with the Glejser Test

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	4,834	1.303		3,709	.000
	PRICE	-.037	.057	-.074	-.639	.524
	PROMOTION	-.039	.036	-.118	-1,061	.291
	SERVICE	-.051	.042	-.135	-1.229	.222

- a. Dependent Variable: RES2

Based on the test results in the table above, the glejser test model on the price variable (X1) obtained a probability significance value (Sig) of 0.524, promotion (X2) obtained a probability significance value (Sig) of 0.291 and service quality (X3) obtained a probability significance value (Sig) of 0.222 where both significance values (Sig) > 0.05. Thus, the regression model on this data has no heteroscedasticity interference, so this regression model is suitable for use as research data.

**Multiple Regression Analysis**

Table 14. Multiple Linear Regression Results

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	5.307	2.118		2,506	.014
	PRICE	.398	.093	.371	4.267	.000
	PROMOTION	.204	.059	.289	3.441	.001
	SERVICE	.180	.068	.220	2,664	.009

- a. Dependent Variable: DECISION

Based on the results of multiple regression calculations in the table above, the regression equation is  $Y = 5.307 + 0.398X1 + 0.204X2 + 0.180X3$ . From this equation it is explained as follows:

- a. The constant value of 5.307 means that if the variables Price (X1), Promotion (X2) and Service Quality (X3) do not exist, then there is a purchasing decision value of 5.307 points.
- b. The price value (X1) of 0.398 means that if the constant remains the same and there are no changes in the promotion variables (X2) and service quality (X3), then every 1 point change in variable X1 will result in a change in the decision to stay (Y) of 0.398 points. Based on the test results in the table above, it is known that t count is 4.267 which meets the requirements of the partial hypothesis test, t count > t table (4.267 > 1.984). This is also reinforced by the p value < sig. 0.05 or (0.000 < 0.05). Thus, it shows

- that H0 is rejected and Ha is accepted. So it can be concluded that there is a positive and significant influence between price and the decision to stay at the Kartika Chandra Hotel in Jakarta.
- c. The promotion value (X2) of 0.204 means that if the constant remains the same and there are no changes in the price variables (X1) and service quality (X3), then every 1 point change in the promotion variable (X2) will result in a change in the decision to stay (Y) of 0.204 points. Based on the test results in the table above, it is known that t count is 3,441 which meets the requirements of the partial hypothesis test,  $t_{count} > t_{table}$  ( $3,441 > 1.984$ ). This is also reinforced by the p value  $< sig. 0.05$  or ( $0.001 < 0.05$ ). Thus, it shows that H0 is rejected and Ha is accepted. So it can be concluded that there is a positive and significant influence between promotion and the decision to stay at the Kartika Chandra Hotel in Jakarta.
  - d. The service quality value (X3) of 0.180 means that if the constant remains the same and there are no changes in the price variables (X1) and promotion (X2), then every 1 point change in the service quality variable (X3) will result in a change in the decision to stay (Y) of 0.180 points. Based on the test results in the table above, it is known that t count is 2,664 which meets the requirements of the partial hypothesis test,  $t_{count} > t_{table}$  ( $2,664 > 1.984$ ). This is also reinforced by the p value  $< sig. 0.05$  or ( $0.009 < 0.05$ ). Thus, it shows that H0 is rejected and Ha is accepted. So it can be concluded that there is a positive and significant influence between service quality and the decision to stay at the Kartika Chandra Hotel in Jakarta.

**Table 15. Determination Coefficient Results**  
**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.686a	.470	.454	2,327

a. Predictors: (Constant), SERVICE, PROMOTION, PRICE

b. Dependent Variable: DECISION

Based on the test results in the table above, the correlation coefficient value obtained is 0.686 where the value is in the interval 0.600-0.799, meaning that the variables price, promotion and service quality have a strong relationship with the decision to stay.

Based on the test results in the table above, the determination coefficient value is 0.470, so it can be concluded that the variables of price, promotion and service quality have an effect on the decision to stay variable of 47.0%, while the remaining  $(100-47.0\%) = 53.0\%$  is influenced by other factors that were not researched.

**Table 16. F Test Table**  
**ANOVA**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	461,684	3	153,895	28,427	.000b
	Residual	519,706	96	5.414		
	Total	981,390	99			

a. Dependent Variable: DECISION

b. Predictors: (Constant), SERVICE, PROMOTION, PRICE

Based on the test results in the table above, the calculated F value is obtained  $> F_{table}$  or ( $28.427 > 3.94$ ), this is also reinforced by the p value  $< Sig.0.05$  or ( $0.000 < 0.05$ ). Thus, H0 is rejected and H3 is accepted, this shows that there is a significant simultaneous influence between price, promotion and service quality on the decision to stay.

### Discussion

The results of statistical testing using simple linear regression show that price has a positive influence on the decision to stay at Hotel Kartika Chandra. The regression equation obtained indicates a moderately strong relationship between the price variable and the decision to stay. The influence of price on the decision to stay is quite significant, while the remaining influence is explained by other factors outside the variables studied. The t-test also shows significant results, suggesting that price plays an important role in determining customers' decisions to stay.

The simple linear regression analysis for the promotion variable also shows a positive and significant influence on the decision to stay. The level of relationship between promotion and the decision to stay is



categorized as moderate. The influence of promotion on the decision to stay is quite significant, while the remaining effect is attributed to other variables beyond the scope of the study. The t-test results indicate that promotion has a significant impact, meaning that promotion is one of the factors influencing customer decisions.

Furthermore, service quality also shows a positive influence on the decision to stay, based on the results of simple linear regression analysis. The relationship between service quality and the decision to stay falls within the moderate category. Although its influence is lower compared to other variables, service quality still makes a significant contribution to the decision to stay, with the remaining influence coming from other variables. The t-test performed indicates that service quality has a significant influence, thus highlighting the role of service quality in customers' decisions to stay. Overall, the multiple linear regression analysis shows that price, promotion, and service quality together have a strong influence on the decision to stay at Hotel Kartika Chandra. The combined influence of these three variables is substantial, while the remaining effect is explained by other factors outside this study. The F-test results show a positive simultaneous influence of these three variables on the decision to stay, indicating that the combination of price, promotion, and service quality is a key factor in shaping customers' decisions to choose to stay at the hotel.

## CONCLUSION

Based on research conducted at Hotel Kartika Chandra Jakarta, several key conclusions were reached. First, there is a positive and significant influence of price on the decision to stay. Price is an important factor that influences customers' decisions to choose the hotel. Second, promotion also has a significant impact, showing that the hotel's promotional efforts play a role in attracting customers to stay. Third, service quality has a positive impact, demonstrating that good service influences customer satisfaction and their decision to stay. Lastly, the combination of price, promotion, and service quality collectively shows a significant effect on customer decisions, highlighting that these three factors play an essential role in shaping customers' choices.

Several areas for improvement have been identified at Hotel Kartika Chandra. For pricing, the hotel could simplify the payment procedures and terms to be more flexible and convenient for customers. In terms of promotion, there is a need to provide more accessible and updated information, such as through a responsive and relevant website. Regarding service quality, the polite and pleasant appearance of employees could be enhanced through training to ensure each customer receives satisfying service. Additionally, for handling customer complaints, it is recommended that Hotel Kartika Chandra optimize its response and resolution process to increase customer satisfaction.

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