

PENGARUH PROMOSI DAN KUALITAS PELAYANAN TERHADAP KEPUTUSAN WISATAWAN MENGINAP DI *BLUEHILL RESORT*

Oleh
Kadek Dodyk Mardiana, NIM 2017041137
Jurusan Manajemen

ABSTRAK

Pelaksanaan penelitian bermaksud guna menguji pengaruh promosi beserta kualitas pelayanan untuk keputusan wisatawan bermalam di *Bluehill Resort*, pengaruh promosi pada keputusan wisatawan bermalam di *Bluehill Resort*, dan keberpengaruhan kualitas pelayanan pada keputusan wisatawan bermalam di *Bluehill Resort*. Penelitian berjenis penelitian kuantitatif dan pendesainan penelitian kausal. Subjek yang diteliti selama prosesnya adalah wisatawan yang menginap di *Bluehill Resort* dan objek yang diteliti ialah promosi, kualitas pelayanan serta keputusan wisatawan. Penetapan sampelnya pun memanfaatkan langkah *non purposive sampling*, disertai 150 responden menjadi sampelnya. Pendataannya pun dikumpulkan melalui metode kuisioner dan observasi, serta dianalisis menggunakan metode analisis regresi linear ganda. Perolehan yang ditemukan yakni (1). Promosi dan kualitas pelayanan bersignifikan memengaruhi keputusan wisatawan menginap di *Bluehill Resort*, (2). Promosi positif serta signifikan memengaruhi keputusan wisatawan menginap di *Bluehill Resort*, (3). Kualitas pelayanan positif beserta signifikan memengaruhi keputusan wisatawan menginap di *Bluehill Resort*.

Kata Kunci: promosi, kualitas pelayanan, keputusan wisatawan

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Oleh
Kaddek Dodyk Mardiana, NIM 2017041137
Jurusan Manajemen

ABSTRACT

This study aims to examine how promotions and service quality influence tourists' choices to stay at Bluehill Resort. Furthermore, the study will explore the impact of service quality specifically on tourists' decisions to stay at Bluehill Resort. Quantitative research was carried out, and a causal research design was utilized for the research. The subjects from this study were tourists staying at Bluehill Resort, and the object in the study is promotion, quality of service and decision of tourists. In this study, the sample selection employed purposive sampling, involving 150 respondents. Data collection utilized questionnaires and observations, and the analysis utilized multiple linear regression methods. The findings indicated that (1) both promotion and service quality significantly impact travelers' decisions to stay at Bluehill Resort, (2) promotion positively and significantly influences tourists' decisions to choose Bluehill Resort for their stay, and (3) service quality also positively and significantly affects travelers' decisions to stay at Bluehill Resort.

Keywords: promotion, service quality, traveller decision