

ABSTRACT

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THE INFLUENCE OF SOCIAL MEDIA, PROMOTION, AND FACILITIES ON CUSTOMERS' REVISIT INTENTION AT ARYADUTA HOTEL MEDAN

(xv, 93 pages; 8 figures; 71 tables; 7 appendixes)

Aryaduta Hotel, Medan experienced a decline in customers' revisit intention that can be seen from the occupancy rate and google review this was suspected due to social media, promotion and facilities. The aim of this research is to investigate whether social media, promotion and facilities have influence on customers' revisit intention.

Social media, promotion and facilities have an important role in shaping customers' revisit intention. Social media, promotion and facilities are highly connected with customers' revisit intention and occupancy rate.

In this research, the writer used quantitative research design and IBM SPSS statistics V. 26. The writer used descriptive and causal approach. The sampling technique used was convenience sampling. The sample size was 180 customers.

This research also passed the validity, reliability, normality, multicollinearity, heteroscedasticity, multiple linear regression test and the equation is $Y = 2.874 + 0.235 X1 + 0.285 X2 + 0.203 X3 + e$. The results of hypothesis test showed that social media, promotion and facilities have an influence on customers' revisit intention at either partial or simultaneous. Furthermore, social media, promotion and facilities have 48% influence on customers' revisit intention.

Recommendations for Aryaduta Hotel, Medan include can use the Stories feature to promote seasonal, post to stories on a regular and detailed captions on every post, regular training to employees who deal with guests directly, the company can also install a car park lift system, providing satisfaction to customers ranging from the provision of adequate facilities and appropriate expectations so as to create comfort for customers and loyalty program.

Keywords: Social Media, Promotion, and Facilities, Customers' Revisit Intention

References: 41 (2018-2022)

ABSTRAK

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**PENGARUH MEDIA SOSIAL, PROMOSI, DAN FASILITAS TERHADAP
NIAT KUNJUNGAN KEMBALI KONSUMEN DI ARYADUTA HOTEL
MEDAN**

(xv, 93 halaman; 8 Tabel; 71 tabel; 7 lampiran)

Aryaduta Hotel, Medan mengalami penurunan niat kunjungan kembali pelanggan yang dapat dilihat dari tingkat hunian dan google review hal ini diduga karena adanya media sosial, promosi dan fasilitas. Tujuan dari penelitian ini adalah untuk mengetahui apakah media sosial, promosi dan fasilitas berpengaruh terhadap niat kunjungan kembali.

Media sosial, promosi, dan fasilitas memiliki peran penting dalam membentuk niat kunjungan kembali. Media sosial, promosi, dan fasilitas sangat terkait dengan niat kunjungan kembali dan tingkat hunian.

Dalam penelitian ini, penulis menggunakan quantitative research design dan IBM SPSS statistics V. 26. Peneliti menggunakan pendekatan deskriptif dan kausal. Teknik sampling yang digunakan adalah convenience sampling. Ukuran sampel adalah 180 pelanggan.

Penelitian ini juga lolos uji validitas, uji reliabilitas, uji normalitas, uji multikolinearitas, uji heteroskedastisitas, uji regresi linier berganda dan persamaannya adalah $Y = 2,874 + 0,235 X1 + 0,285 X2 + 0,203 X3 + e$. Hasil uji hipotesis menunjukkan bahwa media sosial, promosi dan fasilitas berpengaruh terhadap niat kunjungan kembali baik secara parsial maupun serentak. Selain itu, media sosial, promosi, dan fasilitas memiliki pengaruh 48% terhadap niat kunjungan kembali.

Rekomendasi Aryaduta Hotel Medan antara lain dapat menggunakan fitur Stories untuk promosi musiman, posting ke stories secara reguler dan caption detail di setiap postingan, pelatihan rutin kepada karyawan yang menangani tamu secara langsung, perusahaan juga dapat memasang car park lift system, memberikan kepuasan kepada pelanggan mulai dari penyediaan fasilitas yang memadai dan ekspektasi yang sesuai sehingga tercipta kenyamanan bagi pelanggan dan loyalty program.

Kata kunci: Media Sosial, Promosi, dan Fasilitas, Niat Kunjungan Kembali
Referensi: 41 (2018-2022)