

TABLE OF CONTENTS

COVER PAGE

TITLE PAGE

DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT	ii
--	-----------

APPROVAL PAGE BY FINAL PAPER ADVISOR.....	iv
--	-----------

APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....	v
--	----------

ABSTRACT	vi
-----------------------	-----------

ABSTRAK.....	vii
---------------------	------------

PREFACE	viii
----------------------	-------------

TABLE OF CONTENTS.....	xi
-------------------------------	-----------

LIST OF FIGURES	xiv
------------------------------	------------

LIST OF TABLES.....	xv
----------------------------	-----------

LIST OF APPENDICES.....	xix
--------------------------------	------------

CHAPTER I INTRODUCTION	1
-------------------------------------	----------

 1.1 Background of Study	1
--	----------

 1.2 Problem Limitation	7
---	----------

 1.3 Problem Formulation.....	8
---	----------

 1.4 Research Objectives	9
--	----------

 1.5 Benefit of the Research.....	9
---	----------

 1.5.1 Theoretical Benefit.....	9
---	----------

 1.5.2 Practical Benefit.....	9
---	----------

CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT	11
2.1 Theoretical Background.....	11
2.1.1 The Definition of Hospitality Industry	11
2.1.2 The Definition of Promotion.....	13
2.1.3 The Definition of Facilities.....	18
2.1.4 The Definition of Purchase Decision.....	20
2.1.5 The Relationship between Promotion and Facility toward Purchase Decision	23
2.2 Previous Research	26
2.3 Hypothesis Development	28
2.4 Research Model	28
2.5 Framework of Thinking	29
CHAPTER III RESEARCH METHODOLOGY	30
3.1 Research Design	30
3.2 Population and Sample	31
3.3 Data Collection Method	32
3.4 Operational Definition and Variable Measurement.....	34
3.5 Data Analysis Method	37
3.5.1 Research Instrument Test	37
3.5.2 Descriptive Analysis	39
3.5.3 Classical Assumption Test.....	42
3.5.4 Multicollinearity Test.....	43

3.5.5 Multiple Linear Regression Test	43
3.5.6 Determination Coefficient (R^2) Test.....	44
3.5.7 Test of Hypothesis.....	45
CHAPTER IV RESEARCH RESULT AND DISCUSSION.....	47
 4.1 General View of Mikie Holiday Resort Berastagi	47
4.1.1 Vision and Mission	48
4.1.2 Promotion at Mikie Holiday Resort Berastagi	48
4.1.3 Facilities at Mikie Holiday Resort Berastagi	49
4.1.4 Organizational Chart	54
 4.2 Research Result	61
4.2.1 Test of Research Instrument	61
4.2.2 Descriptive Statistics	64
4.2.3 Classical Assumption Test.....	84
4.2.4 Multiple Linear Regression Test.....	87
4.2.5 Determination Coefficient (R^2) Test.....	89
4.2.6 Hypothesis Test.....	89
 4.3 Discussion	91
CHAPTER V CONCLUSION.....	94
 5.1 Conclusion	94
 5.2 Recommendation.....	96
REFERENCES	98

LIST OF FIGURES

Figure 1.1 Indonesia Tourist Arrival Decline In 2020 and 2021	2
Figure 2.1 Research Model	29
Figure 2.2 Framework of Thinking.....	30
Figure 4.1 Organizational Chart	55
Figure 4.2 Histogram of Normality Test.....	85
Figure 4.3 P-P Plot of Normality Test	85
Figure 4.4 Scatterplot of Heteroscedasticity Test.....	86

LIST OF TABLES

Table 1.1 Sales Decline Percentage in 2020 and 2021	3
Table 1.2 Customer Comments at Google Review	5
Table 2.1 Definition of Facilities.....	18
Table 2.2 Previous Research	27
Table 3.1 Operational Variables Indicators and Questionnaires	36
Table 3.2 Likert Scale	37
Table 3.3 Validity Test Scales.....	39
Table 3.4 Parameter of Normality Test.....	43
Table 3.5 Parameter of Heteroscedasticity Test	44
Table 3.6 Parameter of Multicollinearity Test	44
Table 3.7 Parameter of Determination Coefficient Test (R^2).....	45
Table 3.8 Parameter of T-Test.....	46
Table 3.9 Parameter of F-Test	47
Table 4.1 Validity Test of Promotion (X_1).....	63
Table 4.2 Validity Test of Facilities (X_2).....	63
Table 4.3 Validity Test of Purchase Decision (Y).....	64
Table 4.4 Reliability Test of Promotion (X_1), Facilities (X_2) and Purchase Decision (Y).....	64
Table 4.5 Gender of Respondents.....	65
Table 4.6 Age of Respondents.....	65
Table 4.7 Variable X_1 -Q1: Mikie Holiday Resort Berastagi often conduct promotion that attract me to stay there	66

Table 4.8 Variable X ₁ -Q2: Mikie Holiday Resort Berastagi often holds events to showcase its products and services	67
Table 4.9 Variable X ₁ -Q3: The promotion at Mikie Holiday Resort Berastagi contains clear information.....	67
Table 4.10 Variable X ₁ -Q4: The promotion at Mikie Holiday Resort Berastagi is interesting	68
Table 4.11 Variable X ₁ -Q5: Promotional banners and billboards about Mikie Holiday Resort Berastagi are displayed in strategic places.....	68
Table 4.12 Variable X ₁ -Q6: Mikie Holiday Resort Berastagi often conduct promotion in their official social media (Instagram, Facebook, etc).....	69
Table 4.13 Variable X ₁ -Q7: Mikie Holiday Resort Berastagi cooperates with external companies (Traveloka, Tiket.com, etc) in conducting promotions	69
Table 4.14 Variable X ₁ -Q8: Promotional activities at Mikie Holiday Resort Berastagi last for a long time.....	70
Table 4.15 Variable X ₂ -Q1: The hotel room at Mikie Holiday Resort Berastagi is comfortable and convenient	71
Table 4.16 Variable X ₂ -Q2: The room facilities at Mikie Holiday Resort Berastagi is equipped and appropriate.....	71
Table 4.17 Variable X ₂ -Q3: The hotel Wi-Fi and hot water at Mikie Holiday Resort Berastagi works well.....	72
Table 4.18 Variable X ₂ -Q4: The restaurant at Mikie Holiday Resort offers variety of menus	72
Table 4.19 Variable X ₂ -Q5: The restaurant at Mikie Holiday Resort is clean and organized	73
Table 4.20 Variable X ₂ -Q6: The swimming pool, fitness center, and spa at Mikie Holiday Resort are well-maintained	73

Table 4.21 Variable X ₂ -Q7: Mikie Holiday “Funland” is one of the reason I choose to stay at Mikie Holiday Resort Berastagi	74
Table 4.22 Variable X ₂ -Q8: Mikie Holiday Resort Berastagi provide safe and spacious parking lot	74
Table 4.23 Variable Y-Q1: Mikie Holiday Resort Berastagi fulfil my needs to stay at Berastagi	75
Table 4.24 Variable Y-Q2: The information about the hotel room at Mikie Holiday Resort Berastagi is clear and easy to find	75
Table 4.25 Variable Y-Q3: The information about the hotel room at Mikie Holiday Resort Berastagi is clear and easy to find	76
Table 4.26 Variable Y-Q4: My decision to stay at Mikie Holiday Resort Berastagi was the right decision.....	76
Table 4.27 Variable Y-Q5: I would like to stay at Mikie Holiday Resort Berastagi again in the future	77
Table 4.28 Mean, Median, Mode, Standard Deviation, and Variance for Promotion (X ₁).....	78
Table 4.29 The Interval Class of Promotion (X ₁).....	79
Table 4.30 Total Mean, Median, Mode, Standard Deviation, and Variance for Promotion (X ₁)	78
Table 4.31 Mean, Median, Mode, Standard Deviation, and Variance for Facilities (X ₂).....	79
Table 4.32 The Interval Class of Facilities (X ₂).....	80
Table 4.33 Total Mean, Median, Mode, Standard Deviation, and Variance for Facilities (X ₂).....	81
Table 4.34 Mean, Median, Mode, Standard Deviation, and Variance for Purchase Decision (Y)	82
Table 4.35 The Interval Class of Purchase Decision (Y).....	83

Table 4.36 Total Mean, Median, Mode, Standard Deviation, and Variance for Purchase Decision (Y)	83
Table 4.37 Normality Test	84
Table 4.38 White Test.....	86
Table 4.39 Multicollinearity Test	87
Table 4.40 Multiple Linear Regression Test	87
Table 4.41 Determination Coefficient (R^2) Test	89
Table 4.42 T-Test of Promotion (X_1) toward Purchase Decision (Y)	89
Table 4.43 T-Test of Facilities (X_2) toward Purchase Decision (Y)	89
Table 4.44 F-Test.....	90

LIST OF APPENDICES

Appendix A: Mikie Holiday Resort Berastagi Response Letter	A-1
Appendix B: Questionnaires	B-1
Appendix C: Respondents' Answer toward Questionnaire (Pretest)	C-1
Appendix D: Respondents' Answer toward Questionnaire (Main Test)	D-1
Appendix E: SPSS Output.....	E-1
Appendix F: T-Test Table	F-1
Appendix G: F-Test Table.....	G-1