

ABSTRAK

Nafisiddik Ilman, 1103631, Pengaruh Program *Public Relations* Terhadap Keputusan Menginap di The Papandayan Hotel Bandung (Sensus pada tamu bisnis yang menginap di The Papandayan Hotel Bandung), Skripsi, 2016, Dibawah bimbingan Dr. H. Hari Mulyadi, M.Si dan Dewi Pancawati N., S.Pd.,MM

Industri pariwisata berperan penting dalam kemajuan sebuah negara di dunia termasuk di Indonesia. Seiring peningkatan jumlah wisatawan di Indonesia industri jasa akomodasi atau perhotelan mengalami peningkatan pesat. Begitu halnya dengan yang terjadi di Kota Bandung. The Papandayan Hotel Bandung merupakan hotel bisnis bintang 5 yang mengalami masalah dimana tingkat hunian kamar pada tahun 2014 hanya 60% hal ini termasuk rendah dibandingkan hotel bisnis bintang 5 lainnya di kota Bandung. The Papandayan Hotel Bandung melakukan program *public relations* untuk meningkatkan tingkat hunian kamar agar mencapai target okupansi yang telah ditentukan melalui keputusan menginap tamu khususnya tamu bisnis. Penelitian ini bertujuan untuk mengetahui gambaran program *public relations*, gambaran keputusan menginap dan pengaruh program *public relations* terhadap keputusan menginap. Populasi dalam penelitian ini adalah tamu bisnis atau perusahaan yang menginap di The Papandayan Hotel Bandung selama 2014 sebanyak 84 perusahaan atau tamu bisnis yang dijadikan sampel jenuh. Teknik analisis data yang digunakan adalah regresi linier berganda. Berdasarkan pengujian statistik menunjukan bahwa gambaran *public relations* di The Papandayan Hotel Bandung berada pada kategori tinggi, gambaran keputusan menginap di The Papandayan Hotel Bandung berada pada kategori tinggi dan *public relations* berpengaruh terhadap keputusan menginap di The Papandayan Hotel Bandung.

Kata kunci: *public relations, speeches, written materials, corporate identity materials* dan keputusan menginap

ABSTRACT

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PENGARUH PROGRAM *PUBLIC RELATIONS* TERHADAP KEPUTUSAN MENGINAP DI THE PAPANDAYAN HOTEL BANDUNG

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NafisiddikIlman, 1103631, *Influence of Public Relations Program and The Effect on Decision to Stay at The Papandayan Hotel Bandung (Census on business guests who stay at The Papandayan Hotel Bandung)*, Thesis, 2016. Under the guidance of Dr. H. Hari Mulyadi, M.Si dan Dewi Pancawati N., S.Pd.,MM

The tourism industry plays an important role in the progress of a country in the world, including in Indonesia. an increasing number of tourists in Indonesia and accommodation or hospitality service industry has increased rapidly. It also happened in Bandung. The Papandayan Hotel Bandung is a 5 star business hotel which is experiencing problems occupancy rate in 2014 was only 60%, this is low compared to other 5 star business hotel in the city. The Papandayan Hotel Bandung doing public relations program to raise the level of occupancy in order to achieve the target of occupancy that have been determined through a decision of stay of business guests in particular. This study aims to describe the public relations program, description of the decision to stay and public relations program influence on the decision to stay. The population in this study is a business or company who stayed at The Papandayan Hotel Bandung during 2014 as many as 84 companies or business guests sampled saturated. The data analysis technique used is multiple linear regression. Based on statistical tests showed that the description of public relations at The Papandayan Hotel Bandung at the high category, description of the decision to stay at The Papandayan Hotel Bandung at the high category and public relations influence on the decision to stay at The Papandayan Hotel Bandung

Keywords : public relations , speeches , written materials , corporate identity materials and the decision to stay