ABSTRAK

Sri Nurhayati (1304078), "**Pengaruh Produk Bundling terhadap Keputusan Menginap Di Hotel BW Suite Belitung"** (Survei terhadap Pengambil Keputusan Produk *Bundling Residential Meeting* di Hotel BW Suite Belitung), di bawah bimbingan Dr. Lili Adi Wibowo. S.sos., S.pd., MM dan Heri Puspito Diyah Setiyorini, MM.

Keputusan Menginap merupakan isu utama yang dikaji dalam penelitian di bidang industri pariwisata dan bidang perhotelan. Hotel BW Suite Belitung merupakan hotel bintang empat di Belitung yang memiliki strategi untuk memberikan nilai (*value*) agar dapat mempengaruhi wisatawan untuk menginap melalui implementasi produk *bundling*. Penelitian ini, mengkaji bagaimana produk *bundling* sebagai variabel bebas (X) berpengaruh terhadap keputusan menginap yang menjadi variabel terikatnya (Y), Adapun dimensi pada variabel produk *bundling* terdiri dari *complementarity, product uniqueness, price utility,* dan *brand attractiveness.* Jenis penelitian yang digunakan adalah survei dengan teknik sampel jenuh kepada 115 responden, yaitu pengambil keputusan produk *bundling residential meeting* di hotel BW Suite Belitung. Teknik Analisis data dan uji hipotesis yang digunakan adalah *Path Analysis.* Hasil penelitian menunjukkan bahwa produk *bundling* yang terdiri dari *complementarity, product uniqueness, price utility,* dan *brand attractiveness* memberikan pengaruh yang signifikan terhadap keputusan menginap. Faktor yang paling mempengaruhi adalah *complementarity* dan *brand attractiveness,* dimana Hotel BW Suite Belitung berhasil membuat tamu bisnis memutuskan untuk menginap di Hotel BW Suite Belitung. Faktor yang memberikan pengaruh paling rendah terhadap keputusan menginap adalah *price utility,* aspek ini perlu ditingkatkan dengan memberikan *special rate* dengan kualitas produk dan pelayananan yang memuaskan tamu bisnis saat menginap di Hotel BW Suite Belitung.

Kata kunci: Produk *Bundling*, Keputusan Menginap, dan Hotel BW Suite Belitung

ABSTRACT

Sri Nurhayati (1304078), *" The Influence of Bundling Product toward on Decision to Stay at The Hotel BW Suite Belitung "* *(Survey of Decision Maker of Bundling Product Residential Meeting), under the guidance of* Dr. Lili Adi Wibowo. S.sos., S.pd., MM *and* Heri Puspito Diyah Setiyorini, MM.

The guest decision to stay at one hotel has become the principal issues in many researches in tourism filed and hospitality field. Hotel BW Suite Belitung is one of the four-star hotel in Belitung, which has the strategy to improve the hotel value through product bundling for influencing the guest decision-making process to stay there. Hence, this research analyzed the influence of product bundling to the decision-making to stay at the hotel. The dimention for product bundling as the independent variable is complementary, product uniqueness, price utility, and brand attractiveness. The dependent variable is the decision to stay in the hotel. The types of research used is descriptives verification, and the method used is a survey with total sampling technique. The sample size is therefore, the sample size is 115 decision maker of bundling product residential meeting in Hotel BW Suite Belitung. The data and hypothesis is examined by Path Analysis. The result indicated that the product bundling has consists of complementarity, product uniqueness, price utility, and brand attractiveness had a significant influence on the decision making. The most influential factors is complementarity and brand attractiveness, where the Hotel BW Suite Belitung has successfully made the business guest decide to stay in Hotel BW Suite Belitung. The weakest factors that influence decision to stay is price utility, this aspect needs to be improved by giving special rates on its products and services, which satisfies the business guest the moment they stay at the Hotel BW Suite Belitung.

Keyword: Bundling Product, The Guest Decision to Stay, and Hotel BW Suite Belitung.