

## ABSTRAK

**Fitri Fauziyyah Ulfah, 1300005, “Pengaruh *Perceived Risk* Terhadap Keputusan Menginap di Hotel Holiday Inn Bandung (Survei pada tamu individu yang menginap di Hotel Holiday Inn Bandung)”, dibawah bimbingan Bapak Drs. H. Hari Mulyadi, M.Si dan Bapak Oce Ridwanudin, SE.,MM.**

Pariwisata merupakan salah satu industri yang mampu mempercepat pertumbuhan perekonomian dan juga penyediaan lapangan kerja, standar hidup, serta peningkatan penghasilan. Pariwisata juga merealisasi industri-industri klasik seperti industri kerajinan tangan, penginapan, dan transportasi. Seiring dengan berkembangnya akomodasi pendukung pariwisata seperti hotel maka bermunculan berbagai macam hotel bintang empat di Bandung salah satunya yaitu Hotel Holiday Inn Bandung. Hotel Holiday Inn Bandung berada di Kota Bandung dan sedang dihadapkan pada permasalahan rendahnya minat tamu individu untuk memutuskan menginap dan menggunakan produk Hotel Holiday Inn Bandung. Oleh karena itu perlu adanya gambaran mengenai *perceived risk* agar hotel dapat meminimalisir segala bentuk risiko yang akan terjadi sehingga terciptanya keputusan menginap tamu. Dalam penelitian ini, variabel bebas (X) yang digunakan yaitu *perceived risk* dan variabel terikat (Y) yang digunakan yaitu keputusan menginap. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif, metode yang digunakan adalah survei dengan teknik *systematic random sampling*, maka diperoleh sampel dengan jumlah 110 responden yang merupakan tamu individu yang tidak melakukan reservasi melalui website hotel di Hotel Holiday Inn Bandung. Teknik analisis data dan uji hipotesis yang digunakan adalah regresi berganda. Hasil penelitian menunjukkan bahwa *perceived risk* memiliki pengaruh yang positif terhadap keputusan menginap di Hotel Holiday Inn Bandung

**Kata kunci : *Perceived Risk*, Keputusan Menginap**

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**PENGARUH PERCEIVED RISK TERHADAP KEPUTUSAN MENGINAP TAMU HOTEL HOLIDAY INN BANDUNG**

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## **ABSTRACT**

**Fitri Fauziyyah Ulfah, 1300005, “The Influence of Perceived Risk Against Decisions of Stay at Holiday Inn Bandung Hotel (Survey on individual guests staying at Hotel Holiday Inn Bandung)”, under the guidance of Dr. H. Hari Mulyadi, M.Si and Oce Ridwanudin, SE.,MM.**

*Tourism is one industry that is able to accelerate economic growth as well as the provision of employment, living standards, and increased income. Tourism also realizes classic industries such as handicraft, lodging and transportation industries. Along with the development of tourism supporting accommodation such as hotels, the emergence of various four-star hotel in Bandung one of which is the Holiday Inn Hotel Bandung. Holiday Inn Bandung Hotel is located in Bandung City and is faced with the problem of low interest of individual guests to decide to stay and use the product of Holiday Inn Hotel Bandung. Therefore, the need for a description of perceived risk so that the hotel can minimize any form of risk that will occur so that the decision of the guest stay. In this study, the independent variable (X) used is perceived risk and the dependent variable (Y) used is the decision to stay. The type of research used is descriptive and verifikatif, the method used is a survey with systematic random sampling technique, then obtained a sample with the number of 110 respondents who are individual guests who do not make reservations through the hotel website at Holiday Inn Hotel Bandung. Data analysis technique and hypothesis test used is multiple regression. The results showed that perceived risk had a positive influence on the decision to stay at Holiday Inn Hotel Bandung.*

**Keywords: Percived Risk. Decisions of Stay**