

Pengaruh Bauran Promosi Terhadap Tingkat Hunian Studi Kasus Pada Hotel Ibis Pekanbaru

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ABSTRACT

This research was conducted at Ibis Hotel Pekanbaru. The consideration of choosing this company is because it is one of service company in hoteling sector wich has sufficient influence in Pekanbaru. The problem of Ibis Hotel was the difficulty to reach room selling target every years. This research aims to know various promotion wich is used to increase occupancy at Ibis Hotel.

The sample of this research was several guests who staying on 2008 at Ibis Hotel. This research's data is collected through questioner dan interview. Then data was analzed by double regression analysis technique through SPSS program which showed that there was influence variable between social relation to occupancy and there is no influence among variable advertising, direct selling, and private selling with occupancy. So, the varous promotion variable of socialization.