ANALYSIS ON INTERNAL AND EXTERNAL FACTORS AFFECTING HOTEL OCCUPANCY RATE. CASE STUDY: HOTEL X IN BALI

By

Panji Bagaskoro Wisnumurti

13312010

BACHELOR'S DEGREE

in

BUSINESS ADMINISTRATION -
HOTEL AND TOURISM MANAGEMENT CONCENTRATION
FACULTY OF BUSINESS ADMINISTRATION AND HUMANITIES

SWISS GERMAN UNIVERSITY
EduTown BSD City
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Revision after Thesis Defense on 27th July 2016

STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

ANALYSIS ON INTERNAL AND EXTERNAL FACTORS AFFECTING HOTEL OCCUPANCY RATE

By

Panji Bagaskoro Wisnumurti

Oqke Prawira, S.ST, M.Si.Par

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Indonesia's tourism sector is rising, it is marked by the growth of international tourist that visit Indonesia. Among other province, Bali stands out being the most visited province in Indonesia. A lot of new hotels and lodging service being built to be able to accommodate the increase on incoming tourist which also resulted in high competition level. The purpose of this research is to analyze the relation between internal and external factors towards occupancy rate in hope to help managements get a better understanding and also identify factors affecting occupancy rate in order to maintain their level of competiveness against other hotels. By using simple linear regression method on SPSS software, 93 data is collected from hotel X in Jimbaran District and processed through a series of test. The result shows that both internal and external factor has an impact towards occupancy rate where internal factor gives bigger impact compared to external factors towards occupancy rate. It is recommended that the hotel pay more attention to the internal factors without neglecting the external factors.

Keyword: *Internal Factor, External Factor, Occupancy Rate.*

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DEDICATION

I dedicate this thesis for my family who never tire to give their support and endless motivation and for my nation, Indonesia.

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