

**ANALYZING FACTORS THAT AFFECT CUSTOMERS' BUYING  
DECISION ON HOTEL. CASE STUDY: HOTEL INDONESIA KEMPINSKI  
JAKARTA.**

By

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## ABSTRACT

### ANALYZING FACTORS THAT AFFECT CUSTOMERS' BUYING DECISION ON HOTEL. CASE STUDY: HOTEL INDONESIA KEMPINSKI JAKARTA.

By

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Nowadays, there are a lot of hotels growing in the world from one-star until five-star hotel with international hotel chain and management. The challenging market of hotel industry is now being experienced by hotel company in the world. A hotel company or brand really needs to identify their customers' needs and wants or also their preferences in order to increase the occupancy which give a direct impact to their sales as well. Hotel Indonesia Kempinski Jakarta (HIKJ) is the oldest five-star hotel in Indonesia and South East Asia that still be able to maintain their high occupancy and sales in this challenging world of hotel industries. This research want to find out and analyze the factors that affect customers' buying decision in HIKJ. The potential factors in this research could be location, recommendation, price, personal experience and promotion. Therefore, 100 questionnaires will be distributed in order to find out the factors that affecting customers' buying decision in HIKJ. After the questionnaires are collected, the data will first go through validity and reliability test using SPSS. Then, classical assumption test and multiple linear regressions will be used to interpret the data and the result. . The results of this research shows that location and personal experience do not have significant impact on customers' buying decision in HIKJ, but on the other hand, recommendation, price and promotion do have significant impact on customers' buying decision in HIKJ.

*Keywords: Location, Recommendation, Price, Personal Experience, Promotion, Customer Buying Decision*



### **DEDICATION**

I dedicate this bachelor thesis to my parents, teachers and lecturers, friends and hotel industry itself in Indonesia.



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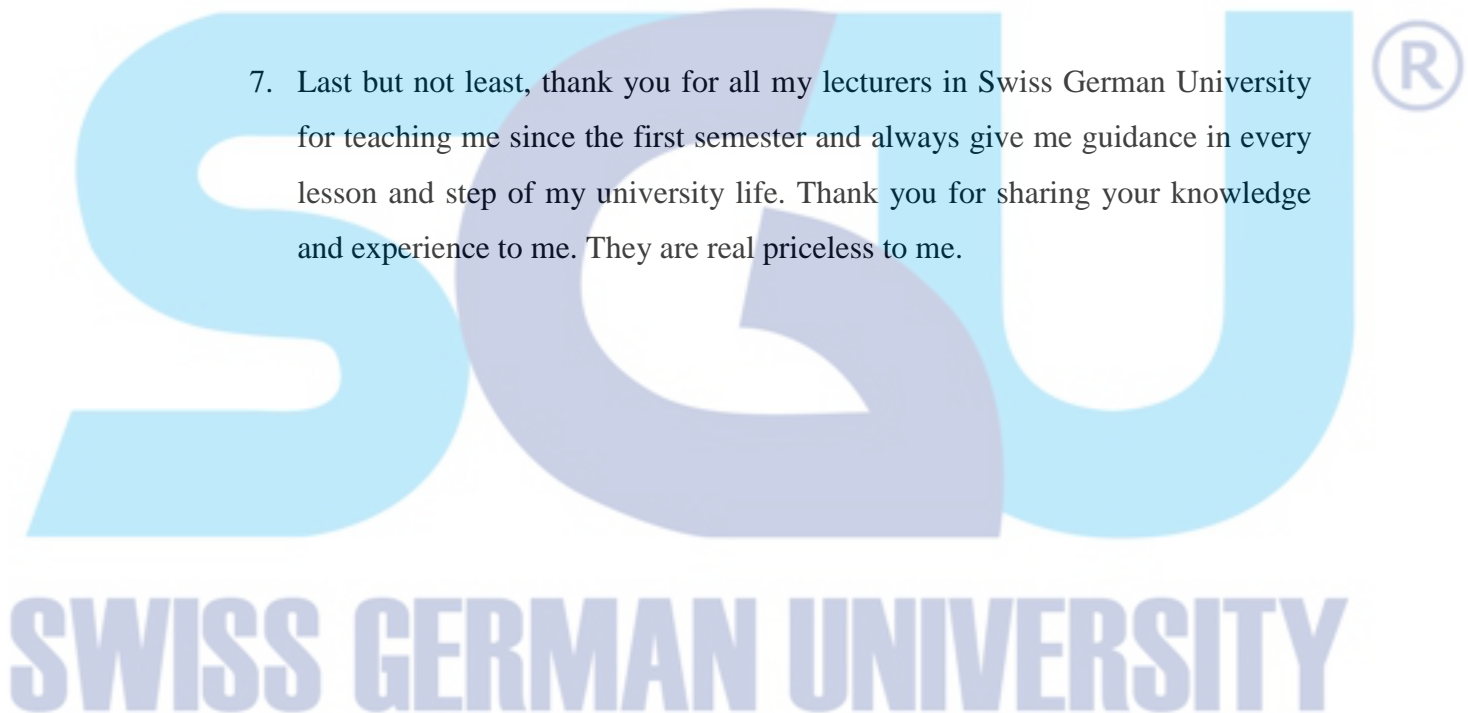
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