

ABSTRACT

This research was conducted to determine and analyze how promotional strategies, prices, service quality and consumer purchase interest in Hotel Giszella during the COVID-19 pandemic, as well as to determine the influence of promotional strategies, prices and service quality simultaneously and partially on consumer purchase interest in Hotel Giszella the COVID-19 pandemic.

This research uses quantitative methods with descriptive and causal research types. The sampling method is non-probability sampling, with a purposive sampling type, involving 250 respondents and interviews. The data analysis technique is through descriptive analysis and multiple regression analysis.

In the descriptive analysis results, the variables of promotion strategy, price, service quality and consumer purchase interest at Giszella Hotel during the COVID-19 pandemic were in the Very good category. In the results of the multiple linear regression analysis technique, promotional strategies, price and service quality simultaneously affect consumer purchase interest in Giszella Hotel during the COVID-19 pandemic. The magnitude of the influence of promotional strategies, price and service quality together is 71% on consumer purchase interest in Giszella Hotel during the COVID-19 pandemic and the remaining 29% is influenced by other indicators such as brand image or brand trust which were not examined in this study. Partially, the promotion strategy, price and service quality have a significant effect on consumer buying interest. The variable that has the greatest influence is Service Quality (X_3), followed by Price (X_2), the smallest variable is Promotion Strategy (X_1).

Keywords : *Promotion Strategy, Price, Service Quality and Consumer Purchase Interest*