# ANALYSIS OF PRICE PERCEPTIONS, CUSTOMER SATISFACTION AND SOCIAL MEDIA MARKETING ON STAY DECISIONS

## ANALISIS PERSEPSI HARGA, KEPUASAN PELANGGAN DAN MEDIA SOSIAL MARKETING TERHADAP KEPUTUSAN MENGINAP

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***ABSTRACT***

*This study analyzes the impact of price estimation, customer satisfaction, and social media marketing on stay decisions at Grand Darussalam Hotel Medan. The decision to stay is a vital aspect of success in the hospitality industry, where pricing strategies, service quality, and digital promotion significantly influence consumer behavior. This research uses a quantitative approach, collecting data through a survey distributed to 100 respondents who have stayed at the hotel. Data analysis was conducted using SPSS version 26. The results show that 49.1% of the variation in the decision to stay is influenced by the perceived price, customer satisfaction, and social media marketing. This indicates that these three factors collectively play an important role in determining guest preferences. Meanwhile, the remaining 50.9% of the variation is influenced by other variables not examined in this study, such as location, facilities, brand image, or personal recommendations. The findings suggest that improving these three variables can strategically increase guest retention and competitive advantage in the hospitality sector. Future studies are encouraged to explore additional influencing factors.*

***Keywords:*** *Staying Decision, Price Policy, Customer Satisfaction, and Social Media*

**ABSTRAK**

Penelitian ini menganalisis dampak dari estimasi harga, kepuasan konsumen, dan pemasaran media sosial terhadap keputusan menginap di Grand Darussalam Hotel Medan. Keputusan untuk menginap merupakan aspek penting dari kesuksesan dalam industri perhotelan, dimana strategi penetapan harga, kualitas layanan, dan promosi digital secara signifikan mempengaruhi perilaku konsumen. Penelitian ini menggunakan pendekatan kuantitatif, mengumpulkan data melalui survei yang disebarkan kepada 100 responden yang pernah menginap di hotel tersebut. Analisis data dilakukan dengan menggunakan SPSS versi 26. Hasil penelitian menunjukkan bahwa 49,1% dari variasi keputusan untuk menginap dipengaruhi oleh persepsi harga, kepuasan konsumen, dan pemasaran media sosial. Hal ini mengindikasikan bahwa ketiga faktor tersebut secara bersama-sama memainkan peran penting dalam menentukan preferensi tamu. Sementara itu, sisanya sebesar 50,9% dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini, seperti lokasi, fasilitas, citra merek, atau rekomendasi pribadi. Temuan ini menunjukkan bahwa meningkatkan ketiga variabel ini dapat secara strategis meningkatkan retensi tamu dan keunggulan kompetitif di sektor perhotelan. Penelitian di masa depan disarankan untuk mengeksplorasi faktor-faktor lain yang mempengaruhi.

**Kata Kunci:** Keputusan Menginap, Persepsi Harga, Kepuasan Pelanggan, Media Sosial Marketing

## INTRODUCTION

The tourism segment nowadays has ended up a commerce movement or industry that's quite progressed within the world. Indonesia, which has incredible tourism potential, is anticipated to become one of the dependable improvement strengths. Within the current financial circumstance in Indonesia, which is encountering a emergency, the tourism segment is able to appear a decently great advancement to be utilized as an elective in making strides the state of the economy. The tourism industry must proceed and make strides its improvement by growing and utilizing existing assets, the potential of tourism to ended up an financial movement.

Price perceptions also include agreements regarding discounts, special offers, cancellation policies, and additional fees for services such as breakfast and use of other facilities. With the price policy, consumers will feel calm if they do not have more money because they can choose the facilities they will enjoy. According to Kotler and Armstrong (2018) explain that cost is the sum of cash paid by customers to obtain a product or service. In the context of hotels, the price of rooms and other services is a form of value provided by guests to the hotel in exchange for the experience they receive. In this case, Grand Darussalam Hotel also provides pricing policies to its visitors at during certain events. The price policy is used by Grand Darussalam Hotel to attract visitors to stay at Grand Darussalam Hotel. The following is some data which is the provision of discounts with the type of room owned by Grand Darussalam Hotel.

The hotel must be friendly and maintain a positive attitude towards its customers because customer satisfaction will give a positive impression of the hotel forever. Sahabuddin (2019) fulfillment is the distinction between desires and execution. Client fulfillment is continuously based on endeavors to kill or limit the hole between desires and execution. Hurriyati (2015) states that client fulfillment is essentially the result of client desires and discernments of item execution after they get or utilize the benefit.

Social media marketing is also one of the factors so that consumers make a decision to stay at the Grand Darussalam hotel. Social media may be a computerized stage that permits clients to associated, share data, and create content in various forms, such as text, images, video, or audio. Social media is used for communication, entertainment,

marketing, education, and many other purposes. According to Kotler (2020) The development of internet usage, especially on social media, has influenced companies to shift their promotion strategy through social media because companies can automatically see customer enthusiasm through Insght's professional dashboard which has been automatically recorded on the social media used. social media an important marketing communication tool to interact with customers at minimal cost and at a more flexible time.

The existence of the gap phenomenon, which can identify holes in this research, tremendously aids this particular study. The following are the gap phenomena.:

**a). Staying Decision Gap Phenomenon**

The pre-survey results regarding the decision to stay, which were completed by 20 respondents about guests at the Grand Darussalam Hotel, show that the statement with the highest value, "I choose to stay at the Grand Darussalam Hotel," answers "no," with a percentage value of 60% and an average value of 40% for "yes" responses.

Since "I chose to stay at the Grand Darussalam Hotel because it is strategically located," it can be inferred that the Grand Darussalam Hotel's low visitor volume is caused by its less desirable location, which influences visitors' decisions to stay there.

**b) Price Perception Gap Phenomenon**

According to the results of the pre-survey about the pricing policy, which was completed by 20 respondents who were guests of the Grand Darussalam Hotel, the statement with the highest percentage of no responses is the third one, which reads, "The price offered by the Grand Darussalam Hotel is relatively affordable." Based on the type of room and amenities the hotel

offers, it can be concluded that the pricing policy set by the hotel is relatively unaffordable.

### c) Customer Satisfaction Gap Phenomenon

The results of the pre-survey on customer satisfaction, which was completed by 20 respondents about guests of the Grand Darussalam Hotel, show that the statement with the highest percentage of no responses is the second one, which reads, "Grand Darussalam Hotel which states that Grand Darussalam Hotel is in accordance with consumer expectations, so it can be concluded that Grand Darussalam Hotel is not in accordance with consumer expectations, one of which is poor service quality and inadequate facilities so that visitors to the hotel feel that their satisfaction is not attracting attention.

### d). Social Media Marketing Gap Phenomenon

According to the pre-survey results regarding the pricing policy, which were completed by 20 respondents about guests of the Grand Darussalam Hotel, the statement with the highest percentage of no responses is the first one. On average, 70% of respondents answered "no," and 30% of respondents answered "yes." statement which states that "I feel that the information shared by the Hotel is always pertinent and helpful for guests, hence it may be inferred that the Grand Darussalam hotel's social media contacts are poor, which is the reason why respondents gave a disagree response. In this instance, the business needs to focus more on its social media connections because they are helpful in helping guests feel at ease while booking accommodations.

With the Research Gap, it helps this study to find out the gaps in research that will help researchers formulate sharper and more specific research questions, so that the research becomes more directed, and helps ensure that the research becomes directed, and helps ensure that the research to be carried out with existing ones. The research gaps in this study are as follows:

### a). Research Gap Analysis of Price Perceptions on Staying Decisions

The comes about of inquire about conducted Laila Tri Susanti Katemung, (2018) and Yosafat Puji Hastoko, Stevany, (2022) state that price policy has an effect on Staying Decisions, unlike The comes about of inquire about conducted by Caroline Tokiano, (2024) which states that price policy has no effect on Staying Decisions.

### b). Research Gap Analysis of Customer Satisfaction on Staying Decisions

The findings of studies carried out by Ridho Rafqi Ilhamalimy, (2024) and Aris Budiono, (2024) which state that customer satisfaction affects overnight decisions, differ from the findings of studies carried out by Lily Harlina Putri, (2024) which states that client pleasure is unrelated to overnight decisions.

### c.) Research Gap Analysis of Social Media Marketing on Staying Decisions

The findings of studies carried out by Citra Susgiono Putri, (2024) and Maria Magdalena Batee, (2019) which state that social media has an effect on overnight decisions, , differ from the findings of studies carried out by Gumiliar Tintan Mulyansyah, (2021) and Kadek Riyan Putra, (2021) which state that social media has no impact on decisions made overnight.

Based on the description described, the authors will try to conduct

research which is submitted as a thesis with the title **"Analysis of Price Perceptions, Customer Satisfaction and Social Media Marketing on Staying Decisions"**

## LITERATURE REVIEW
### Stay Decision

Purchasing decisions are the result of consumer considerations that are impacted by financial, money related, mechanical, political, social, item, cost, area, advancement, physical prove, the individuals included, and trade forms. all of this information shapes consumer attitudes and helps in making decisions to choose products to buy (Bellia, 2019). to choose the product to buy (Bellia, 2019). Meanwhile, according to Tjiptono (2005) purchasing decisions are a process in which users identify the problems they face, search for data related to specific item or brands, and assess how effective each of these choices is in solving these problems. Furthermore, this process will lead to the final decision to buy.

Based on the understanding of several studies above, the authors conclude that stay decisions are formed through a process of consumer consideration which is influenced by various factors such as economic conditions, technology, culture, and other factors. Consumers will usually recognize the problem they want to solve, find data around a specific item or brand, and assess existing options. This process helps them decide which product is best suited to meet their needs or solve the problem at hand.

### Price Perception

Cost is the sum of cash (also a few items in the event that conceivable) required get a number of combinations of items and administrations, Swasta & Irawan (Hartini, 2020). Cost is one of the foremost critical qualities assessed by consumers, and supervisors got to be completely mindful of the part of cost in forming shopper states of mind, Mowen and Mino (Efrianto & Suwitho, 2020).

Therefore, in pricing the company must be able to determine the sales price according to the intended market share so that sales of service products and market share increase. In certain situations consumers are very sensitive to price Concurring to Kotler and Armstrong (2020) Cost is the total amount of money paid for a good or service, or the total amount of value that customers exchange for the advantages of possessing or using the good or service.

Based on the over understanding, it can be concluded that cost could be a whole of cash and / or other angles (non-monetary) used to obtain merchandise or administrations. Estimating could be a reasonably complex and troublesome issue in a company. Setting costs could be a basic choice that bolsters the fruitful operation of benefit and non- benefit organizations and this choice isn't easy to form. On the one hand, a cost that's as well costly can rapidly increment short-term benefits, but on the other hand it'll be troublesome for customers to reach, on the other hand, in the event that the cost is as well moo, advertise share can take off, but the commitment edge and net benefit earned will diminish, other than that a few buyers may see the quality as destitute. Hotels have various types of room prices. Room prices vary depending on the type, area, and facilities provided. For example, standard, deluxe, and suite room prices.

### Customer satisfaction

Agreeing to Stop in (Irawan 2021), communicating client fulfillment may be a customer's feeling in reaction to the merchandise or administrations that have been devoured. Agreeing to Kotler and Keller (2021), client fulfillment is as takes after: "Fulfillment reflects a person's judgment of a product's seen execution in relationship to desires. In case The client is disillusioned when the execution falls short of expectations. The customer is satisfied if it meets their desires. The client is thrilled in the unlikely event that it surpasses them" which suggests that fulfillment reflects a person's judgment around the seen execution of a item in connection to desires. On the off chance that execution is distant The client is disillusioned from desires. The client is satisfied if the execution satisfies expectations. If it exceeds expectations, the customer is cheerful.

Bahrudin, M., and Zuhro, S. (2021), state that client fulfillment is an assessment of choices caused by certain obtaining choices and encounters in utilizing or devouring products or administrations. In the interim, Tjiptono (2021) conceptualizes client fulfillment as a feeling that emerges as the yield of an appraisal of the encounter of employing a item or benefit. Based on a few definitions from the specialists over, it can be concluded that customer fulfillment could be a result of the comparison between desires and execution gotten in employing a item or benefit.

**Social Media Marketing**

According to Chaffey (2019) Social media marketing is one part of a digital marketing strategy that involves communication between companies through social media to customers to encourage positive engagement with the company and its brand.

According to Dhamri (2020) Social media marketing can be utilized by companies in establishing good relationships with customers. Companies are required to be able to influence customers through the information conveyed. The presence of social media marketing makes information easy and cheap to disseminate. Therefore, companies are required to be able to package information so that it is interesting and able to entice consumers to buy the products offered.

According to Wibasuri et al., (2020) Social media displaying may be a handle that engages individuals to development their web, things, or organizations through online social channels and to communicate by utilizing a much greater community that incorporates a more essential likelihood of advancing than through customary publicizing channels.

According to Sugiyono (2021) "A hypothesis is a temporary answer to the research problem statement, where the research problem has been formulated in the form of a question. This hypothesis will only be accepted if it is proven by the collected data. The following are the research's hypotheses:

H1: It is suspected that the price perception partially does not possess a favorable and critical influence on the choice to stay at the Grand Darussalam Hotel.

H2: It is suspected that customer satisfaction partially features a positive and critical impact on the choice to remain at the Grand Darussalam Hotel.

H3: It is suspected that Social Media partially has a beneficial and significant effect on Staying Decisions at Grand Darussalam Hotel.

**METHODOLOGY**

Based on the investigate conducted by the creator on the factors to be examined, this inquire about strategy is affiliation inquire about which points to display the structure, factuality and precision of realities based on the relationship between factors. learning. Inquire about concurring to Sugiyono (2017) is investigate that points to decide the relationship between two or more factors. In this think about, it is conceivable to form a hypothesis that can clarify, anticipate and control indications. Where this study was carried out was at the Grand Darussalam Hotel, Jl. Darussalam No.32A, Sei Sikambing D, Kec. Medan Petisan, Medan City, North Sumatra 20112. The time of this research was carried out at the time of issuance of the research permit, namely on May 05, 2024. The population of this study were visitors to the Grand Darussalam hotel. The population of this study were visitors to the Grand Darussalam hotel.

**RESULTS AND DISCUSSION**

**Results**
**Validity Test and Reliability Test**

**Table 1. Validity Test Results**

| Item Statement | Corrected Item Total Correlation | Information |
|---|---|---|
| X1.1 | 0,724 | Valid |
| X1.2 | 0,659 | Valid |
| X1.3 | 0,769 | Valid |
| X2.1 | 0,791 | Valid |
| X2.2 | 0,605 | Valid |
| X2.3 | 0,773 | Valid |
| X2.4 | 0,710 | Valid |
| X3.1 | 0,606 | Valid |
| X3.2 | 0,450 | Valid |
| X3.3 | 0,733 | Valid |
| X3.4 | 0,603 | Valid |
| y.1 | 0,772 | Valid |
| Y.2 | 0,558 | Valid |
| Y.3 | 0,657 | Valid |
| Y.4 | 0,795 | Valid |

Source: Data processed by SPSS 26 (2024)

Based on the factual test comes about over, it is known that the relationship esteem of the associated things is 0.361, so the information is pronounced substantial.

**Table 2. Reliability Test Results**

| No. | Variable | Cronbach Alpha | Results |
|---|---|---|---|
| 1 | Price Perception (X1) | 0,758 | |
| 2 | Customer Satisfaction (X2) | 0,800 | Reliable |
| 3 | Social Media Marketing (X3) | 0,773 | |

| 4 | Stay Decisions (Y) | 0,773 | |

Source: Researcher (2024)

It is known from the table above that the Cronbach alpha esteem for all inquire about factors is > 0.60, so it can be expressed that the realibiltas test comes about are pronounced solid (dependable).

**Normality Test Results**

**Table 3. Kolmogorove-Smirnov Normality Test Results**

| One-Sample Kolmogorov-Smirnov Test | | |
|---|---|---|
| | | Unstandardized Residual |
| N | | 100 |
| Normal Parameters[a,b] | Mean | .0000000 |
| | Std. Deviation | 1,99356366 |
| Most Extreme Differences | Absolute | .080 |
| | Positive | .054 |
| | Negative | -.080 |
| Test Statistic | | .080 |
| **Asymp. Sig. (2-tailed)** | | **.110[c]** |

Source: Researcher (2024)

Based on the information within the table over, It is evident that the asymp.sig (2-tailed) esteem is 0.110 > 0.05 so consequently, it may be said that this investigate is ordinary and has met the ordinariness test prerequisites 2.032.

**Multicollinearity test results**

**Table 4. Multicollinearity test results**

| Coefficients[a] | | Collinearity Statistics | |
|---|---|---|---|
| | | Tolerance | VIF |
| Model | | | |
| 1 | Price Perception | ,195 | 5,131 |
| | Customer Satisfaction | ,703 | 1,422 |
| | Social Media Marketing | ,194 | 5,145 |
| a. Dependent Variable: Stay Decision | | | |

Source: Researcher (2024)

Based on the above table, the multicollinearity test indicates that there is no multicollinearity because each variable's VIF esteem is 0.10.

**Heteroscedasticity Test Result**

**Table 5. Heteroscedasticity Test Result**

| Coefficients[a] | |
|---|---|

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | ,683 | ,807 | | ,846 | ,399 |
| | Price Perception | -,025 | ,121 | -,048 | -,210 | ,834 |
| | Customer Satisfaction | ,020 | ,048 | ,051 | ,422 | ,674 |
| | Social Media Marketing | ,061 | ,113 | ,124 | ,541 | ,589 |
| a. Dependent Variable: ABS_RES | | | | | | |

Source: Researcher (2024)

Price perception, customer satisfaction, and social media marketing are the three independent variables that were examined, and the results in the above table show that all of them had significant values (Sig) more than 0.05. This indicates that the evidence for the existence of heteroscedasticity in the relapse is insufficient. Put another way, there doesn't seem to be a large heteroscedasticity problem because the error variation in this regression model seems to be constant.

**Multiple linear regression test results**

**Table 6. Multiple linear regression test results**

| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| 1 (Constant) | 1,861 | 1,385 | | 1,344 | ,182 |
| Price Perception | ,099 | ,207 | ,078 | ,478 | ,633 |
| Customer Satisfaction | ,473 | ,082 | ,492 | 5,748 | ,000 |
| Social Media Marketing | ,288 | ,194 | ,241 | 1,484 | ,141 |

Source: Researcher (2024)

Based on the table over, the relapse condition is gotten as takes after:

$$Y = 1.861 + 0.99\ X1 + 0.473\ X2 + .288 X3 + e$$

View statement:

1. The relapse condition appears a steady esteem of 1.861, which implies that the variable is in a steady state of 1.861.
2. The relapse condition appears the esteem of the regression coefficient b1= 0.99 and contains a positive sign which suggests that in case the X1 variable increments by one unit, the subordinate variable on the choice to remain will too increment by 0.99 accepting that there are no other factors examined in this consider.
3. The relapse condition appears the relapse coefficient esteem b2= 0,473 and includes a positive sign, which implies that in case the X2 variable increments by one unit, the subordinate variable choice

4. The relapse condition appears the relapse coefficient esteem b3= 0, 288 and is positive, which suggests that in case the X3 variable increments by one unit, the subordinate variable choice.

**Simultaneous Test Results (F Test)**

**Table 7. Simultaneous Test Results (F Test)**

| ANOVA$^a$ | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 403,295 | 3 | 134,432 | 32,800 | ,000$^b$ |
| | Residuals | 393,455 | 96 | 4,098 | | |
| | Total | 796,750 | 99 | | | |
| a. Dependent Variable: Decision to Stay | | | | | | |
| b. Predictors: (Constant), Social Media, Customer Satisfaction, Price Policy | | | | | | |

Source: Researcher (2024)

Based on the table over, the calculated F esteem is 32.800 with a critical esteem of 0.000. This appears that the esteem of f check is more prominent than f table (32,800 > 2.70) and the esteem and noteworthy is less than 0.000 (0.000).

**Partial Test Results (T Test)**

**Table 8. Partial Test Results (T Test)**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1,861 | 1,385 | | 1,344 | ,182 |
| | Pricing Policy | ,099 | ,207 | ,078 | ,478 | ,633 |
| | Customer Satisfaction | ,473 | ,082 | ,492 | 5,748 | ,000 |
| | Social Media Marketing | ,288 | ,194 | ,241 | 1,484 | ,141 |

Source: Researcher (2024)

Based on the test comes about over, the t table esteem= n-k (100-4) is 96 noteworthy 5% (0.05) is 1.66 At that point gotten:

1. The t-value for the consistent variable is 1.344 which is more noteworthy than the t-table esteem (1.344 > 1.66), and the noteworthiness esteem is 0.182 which is more prominent than 0.05. This implies that the steady variable contains a critical impact on the choice to remain (Y), so the theory related to the steady variable is acknowledged.

2. The t esteem of the variable Cost Discernment (X1) is 0.478 features a positive impact, which is littler than the t table (0.478< 1.66) and is critical at 0.633,

which is more prominent than 0.05. This implies that the cost discernment variable (X1) does not have a noteworthy impact on the choice to remain (Y), so the speculation related to the variable is rejected.

3. The t esteem of the Benefit Quality variable (X2) is 5.478 includes a positive impact, which is more prominent than the t table (5.478< 1.66) and is critical at 0.00, which is littler than 0.05. This implies that the benefit quality variable (X2) features a critical impact on the choice to remain (Y), so the speculation related to the variable is acknowledged.

4. The t esteem of the social media promoting variable (X2) is 1.484 encompasses a positive impact, which is more noteworthy than the t table (5.478 < 1.66) and is noteworthy at 0.141, which is littler than 0.05. This implies that there is no relationship between the service quality variable (X2) and noteworthy impact on the choice to remain (Y), so the theory related to the variable is rejected.

**Determination Test Results**

**Table 9. Determination Test Results**

| Model Summary | | | | |
|---|---|---|---|---|
| Mode l | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,711ᵃ | ,506 | ,491 | 2,024 |
| a. Predictors: (Constant), Social, Customer Satisfaction, Price Perception | | | | |

Source: Researcher (2024)

Based on the assurance test comes about within the table over, it appears that:

1. Balanced R Square of 0.491 implies that 49.1% of the variables affecting the choice to remain are clarified by cost recognitions, client fulfillment and social media marketin. Whereas the remaining 50.9n be clarified by other components not inspected in this consider.

2. Standard Mistake of Evaluated implies measuring the variety of the anticipated esteem. Standard Blunder of Evaluated can moreover be called standard deviation. From the table over, the Standard Blunder of Evaluated is 2.024. The littler the standard deviation, the way.

**DISCUSSION**
**The Effect of Price Perception on stay decisions**

Based on the comes about of the think about, The effect of price perception on the decision to stay was found to be insignificant. The relapse coefficient for the cost recognition variable (0.099) appears a positive relationship with the choice to remain, but the t-test comes about appear that this impact isn't statistically critical. Typically demonstrated by the t-value (0.478) which is littler than the t-table esteem (1.66) and the noteworthiness esteem (0.633) which is more noteworthy than 0.05. Subsequently, it can be concluded that cost discernment does not have a critical impact on the choice to remain within the setting of this

ponder.

**Effect of Customer Satisfaction on stay decisions**

According to the findings of the study, The effect of customer satisfaction on the decision to stay was found to be insignificant. Regression analysis of the customer satisfaction variable (5.748) demonstrates a positive link with the decision to stay, but the t-test findings show that this effect is statistically significant. This is demonstrated by the significance value (0.00), which is less than 0.05, and the t-value (0.478), which is less than the t-table value (1.66). Thus, in the context of this study, it can be said that pricing perception significantly affects the decision to stay.

**The influence of ocial Media Marketing on stay decisions**

The results of the study indicate that The influence of social media marketing on accommodation decisions was found to be insignificant. Regression analysis of the customer satisfaction variable (0.288) demonstrates a favorable relationship with the decision to stay, but the t- Test findings indicate that no statistically significant data exists effect. This is indicated by the t-value (1.484) it falls below the t-table value (1.66) as well as the significance worth (0.141) which is greater than 0.05. Thus, in the context of this study, it can be said that price perception has no discernible impact on the decision to stay.

**CONCLUSIONS**

The following explanation of the findings can be provided in light of the studies mentioned above:
1. Price perception has a major impact on the choice to some extent to stay at the Grand Darussalam Hotel Medan.
2. Decisions about overnight stays are significantly influenced by service quality to some extent Grand Darussalam Hotel Medan.
3. Social media marketing partially has a major impact on the choice to stay at Grand Darussalam Hotel Medan.
4. Price perceptions, service quality and social media marketing simultaneously have a major impact on overnight stay decisions at Grand Darussalam Hotel Medan.

**Acknowledgment**

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