



Influence Implementation of CHSE, Prices and Facilities for Decisions to Stay During the COVID -19 Pandemic at Non-Star Resort Hotels

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Abstract

Government business in reduce the spread of Covid-19 is one of them is with method limit mobility Public so that influential to decline level occupancy hotel room.For help perpetrator effort field tourist especially risen hotels back, government take it out guidelines protocol health on a CHSE basis so that hotels can operational returning and staying guests permanent feel a man without afraid infected with Covid-19.Population in study this is all guests who have staying at non- star hotels in the Regency Bintan from in 2019-2020 with an average of 24,825 people and the number selected sample as many as 394 people.Study this use method quantitative with data collection using later questionnaire processed use SPSS application.From the results study show that The implementation of CHSE is in the category of VERY GOOD, Price and Facilities is in the GOOD category and the decision to stay is in the category of VERY GOOD.From the results of the t test on the Implementation of CHSE (X_1) it has an effect positive and significant on the decision to stay (Y), price (X_2) has an effect positive and significant on the decision to stay (Y), and the facilities (X_3) have an effect positive and significant on the decision to stay (Y).From the results of the F test shows exists influence in a manner simultaneous that CHSE Implementation (X_1), Price (X_2), Facilities (X_3) have an effect on the decision to stay (Y).

Aim Research: Research this aim for analyze hotel resorts in maintain effort During seen pandemic from Implementation of CHSE (X_1) which has been applied , the price (X_2) has been lowered During pandemic and facilities (X_3) provided by hotel resorts to guests' decision to stay (Y) during the Covid -19 pandemic.

Design/ methodology: Research quantitative , SPSS, Non-probability sampling, purposive sampling, questionnaires.

Findings: Facilities have influence in a manner dominant to decision stay.

Research Limitations/Implications: -

Novelty: Implementation of CHSE, prices, and facilities have influence in a manner same to decision visitor for stay overnight During the Covid-19 pandemic.

BACKGROUND

Riau Archipelago is one provinces in Indonesia which consist of from thousand island big and small have potential for one in field tourist from facet culture and nature (Pemerintah Provinsi Kepulauan Riau, 2022).one island in the Riau Archipelago which has potency big in field tourist is Island Bintan.Be in place strategy on the border of the country is superiority tourism owned by the Regency Bintan.Besides have potency tour from nature and culture, destinations tour this is also one door enter traveler abroad to Indonesia because appropriate relief with Singapore and Malaysia (cnnindonesia , 2020).

Regency Bintan is partial area big Regional Original Revenue originate from sector tourism (batamnews, 2020; BPS Bintan, 2020; cnnindonesia , 2020).For help strengthen economy it, is needed possible accommodation give safety and convenience for tourists who come for travel good traveler abroad nor traveler domestic (Regency BPS Bintan , 2020).Very owned accommodation Regency Bintan is a hotel with type *resort* starry or non- star because are in locations center tour namely Trikora Beach and Mount

Bintan. With many types of hotels *resort* such, create businessman *resorts* in the County Bintan racing interesting interest traveler for stay at *resorts* they with provide various facilities and services as well as choose pricing strategy. The variety facility good facility sport nor facility entertainment / recreation provided the resort is the main strategy in interesting visitor for stay. But the strategic effort that has done previously for interesting traveler must changed because exists the Covid-19 pandemic.

During pandemic, risk and devastation very high demand so the hotel is expected could manage matter (Arabadzhyan, et al., 2021). This is challenge yet once occur before and now faced by the industry hospitality moment this (Gursoy & G. Chi, 2020). There is enforcement regulation about guard distance social, improvement travel and mobility, as well appeal for at home just consequence decline Request in a manner significant for business hospitality where violation business hospitality for permanent operate (Bartik, et al., 2020). Decline demand in business hospitality is also road from decline visit traveler abroad nor domestic to Regency Bintan. Decline level total visit traveler foreign countries greatly impacted the level occupancy district hotel rooms Bintan which was at the beginning before pandemic have an average level occupancy room reach 60 to 70 percent, however moment pandemic only earn 3 to 5 percent level occupancy room (Tempo.co, 2020).

Non-Star Room Occupancy Rate (TPK) in the Regency Bintan in 2019 is 39.95 percent. Whereas in 2020 experienced decline Becomes of 9.77 percent. For restore level occupancy room and also raise return sector economy tourism, enactment Adaptation Habit New (AKB) to be step government for moment this however permanent with follow implementation health (Kaniasari, Mardotillah, & Masatip, 2021). Besides that take it out Policy strategy other for protect sector tourism is one of them is with offering CHSE certificate for industry tourist so is for hospitality (Kemenparekraf, 2020; Kemenparekraf, 2020; Kompasmedia, 2021). Change behavior consumer seen from decision purchase guest at the moment Covid -19 pandemic (Jurnal by Mekari, 2020), where consumer or visitor more notice how application standard appropriate cleanliness regulation implementation health with look from reviews on social media nor from *word of mouth* (liputan6, 2020).

Based on results pre-interview with *General Manager* and HRD to three non- star hotels Regency Bintan, namely New Marjoly Beach & Resort, De Bintan Villa & Resort, and Hello Bintan Beach Cottages have apply implementation of CHSE accordingly with scout protocol health provided by the government. The facilities provided are also adjusted with need visitor moment pandemic like facility entertainment / recreation, facilities inside room, up to restaurant with a varied menu. Likewise with price. Price offered the hotel is also very customized with circumstances with method give piece prices and offers other with meaning interesting hotel customers for stay overnight back.

Based on study before, many say from results his research that there is a number of influencing factors decision visitor for stay. Before decision for buy something product or services, there is a process that will road consumer that is search, selection, purchase, use, as well as evaluation product or service in accordance with needs and wants they (Firmansyah, 2018). In circumstances this Covid- 19 pandemic price and facilities can Becomes the most influential factor compared to with factor other because caused with appearance the current staycation trend pandemic. Appearance trend *vacation at the hotel* this caused by people who have died fed up are at home just because exists ban mobility cross area for traveling During the Covid-19 pandemic. *Staycation* basically is holiday abbreviation for relieve stress level, no traveling way outside domicile and only eat time a day (Besson, 2017). Become alternative for they travel without must leave House (Maharani & Mahalika, 2020).

Facilities available usually will more tend relied upon by tourists During *vacation at the hotel* (Kompas, 2020). Taan, Abdussamad, & Palangka (2020) in results his research state that the more good facilities provided so given decision consumer for stay overnight will increase because that became base decision is Adequate and available facilities. So is research Suci, Triastity, & Sumaryanto (2018) which states that facility proven have influence to decision stay overnight guest. Facility is things provided provider service for enjoyed by guests with aim give satisfaction maximum and possible Becomes consideration visitor for stay overnight with look facility Main and facilities supporters (Taan, Abdussamad, & Palangka, 2020).

It has been said before, was change extreme from behavior consumer currently due to the Covid- 19 pandemic. In study Jatmiko & Octavy Sandy (2020), implementation applied health party management proven have influence to decision visit guest at the moment Covid -19 pandemic to hotels in Jember City. So is inside study (Kaniasari, Mardotillah, & Masatip, 2021), whole activities carried out at the hotel with treat health could function Upgrade safety and convenience visitor During stay at the hotel. So that protocol health have influence to decision for visitor stay.

Based on exposure above, for Upgrade return level occupancy non- star hotel rooms in the Regency Bintan naturally no free from effort party hotel management for interesting visitor for stay at his place while adapt with change environment and behavior guests during the Covid -19 pandemic. Lots of news moment this is stated that change behavior consumer caused by the Covid-19 pandemic. Look for quiet location or no so crowded visitors be one alternative what they want permanent holiday however afraid will infected with the

Covid-19 virus at this time this. Could be known that with exists Covid -19 pandemic, a lot changing factors a decision purchase to decision stay overnight likewise with price. Lots of research the former said that price and facilities influence decision stay overnight guest at a hotel. However researcher still not yet find study the newest really discuss variable the in Century the Covid-19 pandemic.

Addition CHSE implementation which is Policy new in Century Covid -19 pandemic by the government add profession House for party hotel management because must adapt and apply Policy that creates a sense of trust and security returned by guests for stay. Until moment this, researchers also still a little find discussed literature is implementation of the implemented CHSE party hotel management has no effect to decision visitor for buy hotel room because until moment this researcher only a little find discussing research toward decision stay and more much discussed room scope operational in the management discussed CHSE implementation.

METHODOLOGY

The research design used in study this is quantitative. Population data sources taken from Regency Non-Star Hotel Room Occupancy Rate data Bintan BPS Province Riau Archipelago with the average number is 24,825. Taking sample with non-probability sampling technique using purposive sampling with formula slovin find results 394 respondents. Respondents taken from staying guests during a pandemic at a non- star resort hotel Regency Bintan. Data collection techniques using questionnaire and measurable use scale like. Data analysis using SPSS application with analytical test multiple linear regression, t test and F test for knowing influence from the variables.

RESEARCH RESULT

1. Implementation of CHSE

Table 1. Analysis Descriptive Variable Implementation of CHSE

Variable	Indicator	Means	Criteria
Execution (X1)	X1.1	4,33	Strongly agree /Very good
	X1.2	4.57	Strongly agree /Very good
	X1.3	4.64	Strongly agree /Very good
	X1.4	4.73	Strongly agree /Very good
	X1.5	4.78	Strongly agree /Very good
	X1.6	4.73	Strongly agree /Very good
	X1.7	4.48	Strongly agree /Very good
	X1.8	4.53	Strongly agree /Very good
	X1.9	4.47	Strongly agree /Very good
	X1.10	4,42	Strongly agree /Very good
	X1.11	4.03	Agree / Fine
	X1.12	3.82	Agree / Fine
	X1	4.46	Strongly agree /Very good

Results analysis descriptive on variables implementation of CHSE (X₁) performances results the overall variable average is 4.46, with criteria strongly agree / very good. Jatmiko & Sandy (2020), protocol health are in order second highest from factors other things that affect interest visit guest and make protocol health as factor important thing to do noticed implementation for guests feel comfortable and safe During stay at the hotel. Jatmiko and Faozen (2021) also said protocol health could be used as a hotel policy program and strategy for guests feel convenient and decided for stay. this done as form for arrange return need visitor in accordance with behavior guests during the Covid -19 pandemic for return trust visitor stay overnight back.

Hsieh, Chen, & Wang (2021), deep hotel efforts apply prevention of Covid -19 as well ability will regulation from government about offering guidelines protocol health and compliance in follow implementation until following employees guidelines protocol health in work possibility big visitor will book and stay at the hotel during pandemic. Japutra & Situmorang (2021), procedure standard for hygiene and sanitation has changed During the pandemic and the hotel has introduce standard new for health and risks with method ensure management Strong and minimized risks spread of the Covid-19 virus. Sigala (2020), a lot company in field tourist designing repeat return in the business with obey violence distance social and get together, create many outside activities room , upgrade procedure cleanup, and adoption standard protocol new health.

Protocol health so urgent during the Covid - 19 pandemic as step to stay can activity however permanent notice safety health together. Implementation from protocol health important CHSE based done because is good guidelines issued by the government alone follow suggestion from the Ministry of Health. Based on findings researcher to the three resort hotels, namely De Bintan Villa & Resort, New Marjoly

Beach & Resort, and Hello Bintan Beach Cottages which became location study has carry out protocol CHSE basis.this supported with average yield of guests who stay the explanation could okay as following.

(1) Media Dimension Information

First, Covid-19 Information.From the results of research data and observations researchers, resort hotels do not so give information about spread of Covid-19 in the area.However so, can seen from how party resort hotel management always appeal visitor for permanent pray protocol health in accordance with guidelines protocol existing health.Resort hotel management is also assisted by parties government specifically The arrival of the Covid -19 Task Force to the hotel resort for ask and give information to visitor related Covid-19 information.Second, guide CHSE implementation.Resort hotel management delivers information guide protocol health must carried out in a resort hotel environment with method installing media information shaped containing banner information related with appeal remind me

(2) Dimensions Implementation and Provision Facility Implementation of CHSE

First , inspection body temperature Inspection this done at the start door enter the hotel resort with use thermometer for knowing tall low guest 's body temperature stay at resort hotels.In accordance direction from government previously if temperature body high society urged for no do activity outside room because indicated fever which is one characteristic from contracting the Covid-19 virus.Second , availability means wash hand use soap and/ or hand sanitizer.this facility available at the door enter the resort hotel so that guests who have check temperature body can washing hand they before enter to the resort hotel environment area.Besides that means it is also available inside resort hotel environment and scattered in various point.Third , wear a mask.For avoid the spread of Covid-19 is one of them with permanent using a mask.From before visitor entering the hotel resort area until visitor enter to the resort hotel area and when are in the general area of the resort hotel, the resort hotel management is always reminder and obligatory visitor for permanent wearing a mask.Fourth , take care distance.The hotel resort has install sign for guard distance at various point facilities inside eco hotel resort.from party resort hotel management also said that employee they always organize and remind visitor for always guard distance especially in the general hotel resort area.

(3) Air Quality

First , circulation air.Circulation air in this resort hotel good because is a resort that has draft separate rooms so that have room open big. Visitor could open door room and window they so that ball air could done with fast.Likewise with restaurants , hotel resorts have draft room open so that could minimize contact tight with visitor other.Second , maybe no moist.Resolved previously because circulation air good so that swap air could done with fast and can inhibitor level humidity room.Third , entry ray sun.It has been explained in the first indicator that resort hotels have draft separate rooms so that have room free a lot Among room one with other.this reason easy ray sun for enter inside room because no obstructed by existing buildings.

(4) Cleaning and Disinfection

First , cleaning use disinfection done frequently and periodically.From the findings researcher , parties resort hotel management has do cleaning with use disinfection every before visitor enter room and after visitor stay overnight in the room the.Party resort hotel management also provides pause hours before visitor enter to room after he did cleaning.Likewise in places that are often passed by guests nor employee.Party management also said that they get help from government in provide disinfectant for used in cleaning.Besides from government , parties resort hotel management also bought supply disinfectant they alone.However still deficiency target information to visitor about how is the cleaning process with use disinfectant in resort hotel facilities so that it is on the indicator this get low average yield.Second , cleaning the AC filter regularly routine.Cleaning this has done in a manner routinely by the resort hotel because cleaning done maximum per prayer until three month once.Cleaning this also depends how much often Resort hotel rooms are used by guests staying overnight.Only just notes cleaning this only carried out by parties management and not there is information specially given to guest.this make visitor no know that air conditioner inside room they has clean in a manner routine or no.

PREVIOUS RESEARCH

No	Information Study	Topics	Research Results	Similarities / Differences
1.	<p>Jatmiko & Oktavy Sandy (2020) “Analysis Factors Influencing Visit Decisions To Hotels in Jember City At The Time Covid-19 Pandemic” Aware Travel: Journal Tourism Vol.3 No.2 p-ISSN 1858-0112 e-ISSN 1553737677</p>	<p>Purpose: 1. Analyze influencing factors decision visit visitor to the hotel in Jember City at this time the Covid-19 pandemic 2. Analyze dominant factor influence decision visit to the hotel in Jember City at this time the Covid- 19 pandemic Methodology: - Quantitative - Population: Guests decide visit at the hotel. - Proportional Random Sampling of 100 respondents - interview structured with association hotel manager</p>	<p>There are 4 (four) influencing factors in a manner simultaneous to decision visitor visit to hotels in Jember City, that is factor protocol health, abilities staff, accessibility, and facilities room. However dominant result in the regression test is variable Ability Staff where hotel staff should have understanding in serve visitor especially about protocol health.</p>	<p>Equation: - scope research, that is variable protocol health and facilities to decision visitor staying at the hotel during the Covid -19 pandemic - Type research: quantitative difference: - One difference independent variable used, ie location for look influence to variable depending (decision stay) - Research Locations earlier carried out in hotels in Jember City, meanwhile researcher do research at <i>the resort</i> Regency Bintan</p>
2.	<p>Pratiwi & Murtani (2020) “Analysis Factors Influencing Guest Decisions Stay at the Medan Syariah Brothers Hotel” Journal of FEB Vol.1 No.1 ISSN: 2721-8171</p>	<p>Purpose: New factors what only influences visitor in determinant variable independent to variable depends. Methodology: - Quantitative - Data collection through questionnaire - Sample: 92 respondents - <i>Non-probability sampling technique (sampling incidental sampling)</i> - Method data analysis: assumption test class, analysis regression double, test hypothesis through t and f tests, and analysis coefficient determination</p>	<p>A number of dominant factor with positive and significant influence influence decision staying at the Medan Syariah Brothers Hotel is variable facilities and location. However for variable price and quality service have results that affect it negative and no significant to decision stay.</p>	<p>same - scope research, that is variable facility influence to decision stay overnight - Type research: quantitative difference: - Research Locations earlier carried out at the Medan Syariah Hotel, meanwhile researcher do research at <i>the resort</i> Regency Bintan</p>

No	Information Study	Topics	Research Results	Similarities / Differences
3.	<p>Kaniasari , Mardotillah , & Masatip (2021) <i>"Health Protocol to Prevent Hotel Services During a Pandemic"</i> Journal Academy Medan Tourism Vol.9 No.1 e-ISSN 2656-0992 p-ISSN 1858-2842</p>	<p>Purpose: New Health Protocol Hotel application in the city of Bandung Methodology: - Descriptive quantitative - Population: 540 hotels (total whole types of hotels in the city of Bandung.Data for the second quarter and third quarter of 2020) - Sample: 225 samples (calculation formula Slovins ; 95% CI and 5% margin of error - interview to hotel - appointed respondents about Health Protocol Hotel application</p>	<p>awareness in understand importance protocol health by hotels in the city of Bandung in the second quarter and third quarter of 2020 experienced increase Adherence was initially 76% and increased to 25% at 2 weeks to 2.It also shows it worked coaching by the Bandung City Culture and Tourism Office about application protocol health in activities hospitality.</p>	<p>Equation: - Type research: quantitative difference: - Research Locations earlier carried out in hotels in the administrative area of the city of Bandung, meanwhile researcher do research at <i>the resort</i> Regency Bintan</p>
4.	<p>Taan , Abdussamad , & Palangka (2020) "Facilities and Location Against Consumer Decisions Stay at Grand Q Hotel Gorontalo City" ISSN: 2621-3230</p>	<p>Purpose: Update and test influence facilities and location to decision staying at Grand Q Hotel Gorontalo City Methodology: - Quantitative - Population <i>infinity</i> - Sampling technique: Accidental Sampling - Method data collection: Questionnaire with 96 respondents - analysis techniques: analysis multiple linear regression</p>	<p>Facilities and location you're welcome influential significant to decision for staying at Grand Q Hotel Gorontalo City.However for variable location influential positive however no significant to decision stay overnight because land less parking broad.Hen that the more strategy location work , eat will the more high desire from visitor for stay.</p>	<p>Equation: - Type research: quantitative - Variable independent and dependent are used same - Population <i>infinity</i> difference: - Different research locations - Sampling technique</p>
5.	<p>Annisa & Prastiyo (2019) "The Effect of Price and Facilities Against the Decision to Stay Guest at Best Western Premier Hotel The Hive Jakarta" P-ISSN:2442-5222; e-ISSN: 2655-8165</p>	<p>Purpose: New price and facilities to decision stay at Best Western Premier The Hive Hotel Methodology: - Quantitative - Population ; guests staying at Hotel Best Western Premier The Hive Jakarta - Sample: 88 respondents</p>	<p>Connection Among variable price and facilities to decision stay at Best Western Premier The Hive Hotel positive and strong.For variable price , has no effect significant to decision stay overnight visitor so that hypothesis first accepted.While on variables Amenities , no influential to decision stay.</p>	<p>Equation: - Type research: quantitative - Use variable facility for test influence to decision stay overnight visitor difference: - 1 (one) variable price - The research location took at the Best Western Premier Hotel The Hive Jakarta, meanwhile researcher research at <i>resorts</i> in the District Bintan</p>

No	Information Study	Topics	Research Results	Similarities / Differences
		<ul style="list-style-type: none"> - analysis techniques: analysis regression double with an assumption test classic 		
6.	<p>(Suci, Triastity, & Sumaryanto, 2018) "Affect Location, Quality Hotel Services and Facilities Against Stay Decisions Hotel Customers" Journal: Journal Economics and Entrepreneurship p-ISSN: 1412-193X; e-ISSN: 2654-4016</p>	<p>Purpose: Analyze in a manner significance influence from location , quality hotel services and facilities partial and simultaneous to decision guest stay at The Margangsa Hotel Surakarta Methodology: - Quantitative - Population: Customers who stay at The Margangsa Hotel Surakarta (total no known) - Sample: 100 respondents - analysis techniques: Test assumptions classic and testing hypothesis</p>	<p>There is influence significant from location , quality services and facilities to decision guest stay at The Margangsa Hotel Surakarta.</p>	<p>Equation: - Type research: Quantitative - Use variable location and facilities and test influence to decision visitor stay overnight</p> <p>difference: - 1 (one) variable that is quality service - Research location</p>
7	<p>Yuchin (Jerrie) Hsieh, Ya -Ling Chen, Yao-Chin Wang (2021) "Government and social trust vs.hotel response efficacy: A protective motivational perspective on hotel stay intentions during the COVID-19 pandemic" Journal: <i>International Journal of Hospitality Management</i> ISSN: 0278-4319 Published by Elsevier</p>	<p>Purpose: for explain and study intention customer for staying at the hotel during the Covid -19 pandemic Methodology: - Quantitative - 700 respondents via a crowdsourced website - modelling buy and sell structural used for analyze the collected data for test the proposed hypothesis</p>	<p>Customer perceived threat level in a manner significant reduce intention they for stay at the hotel.Otherwise , efficacy response customer individual in a manner significant Upgrade intention they for stay at the hotel.Besides that 's trust government and social , as well efficacy hotel responses , found in a manner significant Upgrade intention hotel stay with mediate effect perception threat and efficacy response individual.Study this is one effort first for apply PMT to explain intention stay overnight customers at the hotel during the COVID-19 pandemic.</p>	<p>Equation: Type study quantitative , discussion about implementation protocol health in hotels</p>
8	<p>(Arabadzhyan, Figini, & Zirulia, 2021) "Hotels, prices and risk premiums in extraordinary times:</p>	<p>Purpose: investigate hotel prices in milan due the Covid -19 pandemic from beginning pandemic appear until enactment policies new.</p>	<p>reaction live to Covid -19 pandemic with method adapt dropping prices drastic.With exists <i>locked</i> , partially big hotel decision for stop operational</p>	<p>thing: discussion prices during the Covid - 19 pandemic</p>

No	Information Study	Topics	Research Results	Similarities / Differences
	<p><i>The Milan hotel case during the first COVID-19 plague</i> Journal <i>History of Empirical Insights in Tourism Research</i> ISSN: 2666-9579 Published by Elsevier</p>	<p>Methodology: Data analysis via Booking.com with criteria certain</p>	<p>, while the hotel is still open During <i>lockdown</i> show stable price after lowered. In the end the hotel also issued a strategy with method free withdrawal of various short strategies others for maintain regular hotel operations walk.</p>	<p>difference: difference location and subject study</p>
9	<p>(Abrate, Quinton, & Pera, 2021) <i>"Relationship between price paid and hotel review rating: Confirmed expectations or placebo effect?"</i> Journal: <i>Tourism Management</i> ISSN: 0261-5177</p>	<p>Purpose: Analyze road from repair price to given review customer. Methodology: Gather review customer related price made for room from European hotel group. Use application analysis regression panel</p>	<p>Get results information for calibrate in a manner the same quality and revenue targets. Implications substantial covers approach integrated for segmentation as road for manage price , optimization income and reputation with more ok.</p>	<p>equation: analyze hotel room price</p>
10	<p>(Gao, Guillet, & Wang, 2021) <i>Attribute - Based Room Pricing (ABP) versus Traditional Room Pricing (TRP)"</i> Journal: <i>International Journal of Hospitality Management</i> ISSN: 0278-4319</p>	<p>Purpose: Analyze how price room based attribute (ABP) is different from price room traditional (TRP) in affect reaction consumer when consumer accept warning change price before vs after sales. Methodology: test</p>	<p>Generates TRP and ABP attitude alert , attitude brand , and intention similar visit for warning change price presale. However , ABP leads to more results profitable for warning change price post-sales. Study this give guide to hotel manager and OTA marketer about when must send one type message change price to customer.</p>	<p>thing: discussion about price to customer</p>

2. Price

Table 1.3 Analysis Descriptive Price Variable

Variable	Indicator	Means	Criteria
Price (X2)	X2.1	4,14	Agree / Fine
	X2.2	3.04	Doubtful
	X2.3	4.03	Agree / Fine
	X2.4	4,14	Agree / Fine
	X2.5	4,27	Strongly agree /Very good
	X2.6	4,32	Strongly agree /Very good
	X2	3.99	Agree / Fine

Results analysis descriptive on variables price (X2) give results the overall average of these variables is 3.99, with the criteria of agree/good. Arabadzhyan, et al., (2021), the current Covid-19 pandemic has made hotels able to react to sudden market changes with different management, one of which is changing the price settlement strategy out of anger at variations in demand and cost conditions. Gao, et al., (2021), hotel room prices often change due to dynamic demands and strategies in setting prices driven by the market, customers, or driven by competition.

Based on the findings of researchers for each hotel resort, namely De Bintan Villa & Resort, New Marjoly Beach & Resort, and Hello Bintan Beach Cottages, price hotel rooms followed current market price pandemic. This as a result from lonely visitor even only at 3-5% occupancy obtained by each resort hotel. They must arrange price room below the usual rate offered before pandemic for cover cost operation and maintenance so that the resort hotel remains walk though have many deficiency from facet services and facilities consequence from on price sell.

From decreasing / emphasizing price sell the in a manner no live could raises perception in society will quality obtained if they buy room with price cheap. Kim & Jang (2013), prices can also be Act as signal from given quality. Price is also sensitive thing if in fix it no calculated with ok. Katemung, et al., (2018), consumers always see price as the only factor to consider before buying if the consumer does not really understand what aspects of purchasing services. Plassman & Weber (2015), perceived experience visitor in a manner direct and not live have influence to expectation price and quality obtained During they stay. Usually, guest will choose price cheapest available but also want permanent get best quality.

(1) Price affordability

Before buying a product, both services and goods, it is normal to have illusions about the costs that will be incurred by potential guests. During the pandemic, resort hotels have lowered prices to entice guests to want to stay at their resort hotels. Even the set price is below the usual rate set party resort hotel management.

(2) Compatibility of price with product quality

As previously explained, price is a sensitive matter and can be a signal of the quality of the product being offered. From the researcher's point of view, even though the resort hotel management has lowered prices, they are still trying to maintain the quality of the products they offer. This quality is also readjusted to the pandemic situation so that guests feel safe and comfortable during their stay. However, this also gets its influence from the number of employees working. The decrease in employees during the pandemic caused delays in serving guests so that it could affect guest comfort during their stay.

(3) Competitive price

First, it can compete with other products. That is, competing here is the price set by each hotel resort that is competitive with one another. By setting prices as cheap as possible during the pandemic, each resort hotel can compete in attracting guests to stay. Second, prices vary. Price variations here are meant at certain times, such as on weekdays and weekends. Resort hotels provide different prices for guests to choose from and also in terms of price variations for the facilities provided, such as room only prices and room prices plus breakfast.

(4) Price compatibility with benefits

First, the benefits felt during the stay are in accordance with the price obtained. This proves that the prices charged by guests are in accordance with the benefits they get while staying at resort hotels during the Covid-19 pandemic. These benefits could be in terms of guests' desire to refresh their minds after just being at home during the pandemic and not being able to do cross-regional mobility. Second, before deciding guests feel the price is in accordance with the facilities offered by the hotel. This proves that before deciding to buy, guests have considered in advance the price and facilities that will be obtained during their stay. At the beginning before deciding to stay, the resort hotel management will provide a choice of room rates with a choice of room only prices or prices with room and breakfast during your stay. The rest, the price of other facilities can be chosen by guests while staying at the hotel resort.

3. Facility

Table 1.4 Analysis Descriptive Variable Facility

Variable	Indicator	Means	Criteria
Facility (X3)	X3.1	4,41	Strongly agree /Very good

	X3.2	4.38	Strongly agree /Very good
	X3.3	4,17	Agree / Fine
	X3.4	4.47	Strongly agree /Very good
	X3.5	4.00	Agree / Fine
	X3	4,28	Strongly agree /Very good

Results analysis descriptive on variables facility (X₃) event results the overall variable average the is 4.28, with criteria strongly agree / very good. Pratiwi & Murtani (2020), facilities alone is source power physical, facilities, and equipment others who have there is and has been previously provided by the hotel visitor stay overnight with meaning give convenience visitor During stay at the hotel. Annishia & Prastiyo (2019), the more complete the facilities provided by a hotel to guests, the more guests will choose the hotel as their top priority. From the findings of researchers on news portals, during the Covid-19 pandemic, many people felt bored staying at home because of the government's policy to work from home and not to move between regions. Therefore, resort hotels can be an alternative for those who want to freshen up their minds for a while because apart from having quite complete facilities they are also located in tourist locations that have good views. Suci, Triastity, & Sumaryanto (2018), hotels in the inclusion of their facilities should refer to the completeness, cleanliness and tidiness as well as the conditions and functions of the facilities offered.

Before choosing a hotel, one of the things they consider is the facilities. Guests will choose a hotel according to their wishes and needs at that time. Wijaya & Manurung (2019), based on the complete facilities provided, guests can carry out activities and fulfill their needs during their stay. Facilities in Rivaldo & Yusman (2021) are very important in the service industry, especially those that are directly related to what guests have heard directly. Facilities provided the hotel resort during the Covid -19 pandemic is almost same with facilities provided before the pandemic. Depends which facilities work sold. Besides it, resort hotels have variation accidental product changed for interesting interest traveler local.

Initially, at De Bintan Villa & Resort, New Marjoly Beach & Resort, and Hello Bintan Beach Cottages, the facilities provided get adjustment During Covid- 19 pandemic for interesting interest visitor local. No only In- room facilities, resort hotels are also changing their strategy in restaurants with offers a more extensive menu varies and also on other facilities with offer various profitable package as in time certain There are promotional packages together or family for eat at a restaurant. Besides it is also available package *family meeting* if want held an event at the resort hotel.

(1) Room and equipment

this prove that visitor agree provide facilities inside room During visitor stay overnight have amenities desired by guests. Based on findings researcher, parties resort hotel management said that facility in the room permanent provided with complete and equal like before exists pandemic and not have change.

(2) Restaurant along infrastructure

this show visitor highly agree that circumstances resort hotel restaurant during pandemic is very good. Based on findings researcher, circumstance resort hotel restaurant is very supportive and helpful in reduce due to the spread of Covid-19 the restaurant alone have draft room open. Besides that, the menu provided have variations and can said in accordance with Cook local.

(3) Facility addition like facility entertainment / sports

this show visitor agree that facility entertainment During pandemic rated ok. Lots of amenities entertainment provided by resort hotels for guests feel comfortable During stay overnight like pool swimming pool, karaoke, bar, and facilities entertainment other.

(4) The place parking

this show guests totally agree that the place the parking provided by the hotel resort is rated very well. The hotel resort has provide the place parking enough wide for vehicle wheel prayers and vehicles wheel empathy for staying guests with bring vehicle personal. Besides it, with location parking inside resort hotel area makes location parking a man because exists guard.

(5) Support facilities other

this show visitor agree that means supporters other provided resort hotels are rated ok. Support facilities provided form transportation between pick-up because location from the resort hotel itself is at far from center cities and seaports / airports local, scenery nice nature, and internet connection with provide *wifi* in resort hotel area. However has availability transportation between pick up, facilities this no so often used visitor because most visitor use vehicle personal. Likewise with *wifi*, based on location from non- star resort hotels that are located far from settlement inhabitant reason no stable owned network so that the hotel resort must use *wifi*. Though has availability *wi-fi*, still there is deficiency connection networks in the hotel resort environment.

4. decision to stay

Table 1.5 Analysis Descriptive The decision variable to stay

Variable	Indicator	Means	Criteria
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Decision to Stay (Y)	Y1	4.39	Strongly agree /Very good
	Y2	4.37	Strongly agree /Very good
	Y3	3.85	Agree / Fine
	Y4	4.04	Agree / Fine
	Y5	4.38	Strongly agree /Very good
	Y6	4.35	Strongly agree /Very good
	Y7	4.39	Strongly agree /Very good
	Y8	4,22	Strongly agree /Very good
	Y9	4,20	Agree / Fine
	Y10	4,14	Agree / Fine
	Y	4,23	Strongly agree /Very good

Results analysis descriptive variable on the decision to stay (Y) shows results the overall variable average the is 4.23, with criteria strongly agree / very good. Ressa, et al., (2019), purchasing decisions are the activities of someone who is directly involved in obtaining and using products offered by other parties. Pa da moment Covid -19 pandemic guest consider many matter before stay overnight because afraid infected. Erickson (2020) explains hotel room can become a medium for spreading viruses bacteria from staying guests before. Ignorance visitor about who uses room before them and how method the resort hotel is cleaning room be one consideration biggest. Likewise with equipment eat in the restaurant and also the public areas of the resort hotel. Jatmiko & Faozen (2021), decisions for stay overnight During pandemic consequence behavior visitor Becomes truly Choose what is safe and comfortable even not seldom still many hesitate to stay. Kristanto & Wahyuni (2019), before deciding to use the services of an inn, consumers have determined from the start by looking at the most important convenience factor and several other factors that can influence the decision, such as price, location, facilities, promotions, and so on. Baunsel, et al., (2018), companies in a set strategy must be able to attract consumers to buy their products so they can win the competition.

because that from findings researchers , many strategies have been done however own hotel resort management no so convinced that their strategy will accepted well by consumers. the strategy at first done so that the resort hotel can permanent operational though level housing area room they are very low. Resort hotel management understands the most important thing to do done moment the Covid-19 pandemic. Start from carry out protocol health CHSE based and following certification until get the certificate , degrade price , up to facilities that are not reduced and even add a number of facility small.

(1) Introduction need

First, self-will. Guest decide and own desire alone for staying at a resort hotel during Covid -19 pandemic with aim *staycation*. Second , fulfill need. Visitor choose staying at a resort hotel because felt could Fulfill his needs especially in form entertainment or refreshing thoughts during the Covid -19 pandemic.

(2) Search information

First , friends / relatives. Visitor agree that they get information regarding resort hotels before decision stay overnight from friend or his relatives. Second , advertisements / billboards. Visitor agree that they get information regarding resort hotels from the previous media decision stay. The medium used party management in marketing resort hotels is *social media Instagram, google, and online travel agents*.

(3) Evaluation alternative

First , compare based on quality. Visitor agree before decision for stay , guest selecting which resort hotels have good quality and fit with need from guest. Own resort hotel always precipitate quality product they for interesting visitor stay and order guests feel comfortable During stay. Second , have good image. Visitor agree in choose a hotel resort for stay , before they look from image of a hotel resort. Resort hotels always give good service for convenience guest. As said Previously , the products that hotel resorts offered were always noticed quality so that will awakened good image for hotel resorts.

(4) Purchase decision

First , appropriate need. Visitor choose the appropriate resort hotel their needs during the Covid- 19 pandemic. After identifying what are they request , guest will choose the appropriate resort hotel with need the. Resort hotels are type the inn has good view and located at location tour. This resort hotel is very suitable for staying guests for aim vacation , refreshing mind , and enjoy day the holiday. Second , price affordable. The guest could n't agree more that prices set by resort hotels can be they reach until at last visitor do booking room. During pandemic , hotel resorts indeed inhibitor price *speed* room even to below price usual *rates*. This done for interesting interest visitor for stay and also so that the hotel resort remains could operational during the Covid- 19 pandemic.

(5) behavior post purchase

First , recommend to others. Visitor agree after they stay at hotel resorts, they will recommend it to others like tell a story experience they During stay and deliver recommendation if there is friend or relatives those in

need lodging. Second, buy repeat. Visitor agree for do purchase repeat or stay overnight return later day. Besides it, from statement this also shows visitor satisfied with their service get During stay at resort hotels.

ANALYSIS

1. MULTIPLE LINEAR REGRESSION ANALYSIS

When done testing yadai possible results see in table following:

Table 1.6 Analysis Results Multiple Linear Regression

Variable	β	t-count	Sig.
(Constant)	5.170	2,785	0.006
X1	0.229	5,365	0.003
X2	0.232	3,632	0.032
X3	0.899	10006	0.003

R	R square	F-count	F-Sig.
0.742	0.550	158,788	0.001

Based on table 1.6, got entered inside buy and sell multiple linear regression as following:

$$Y = 5,170 + 0,229 + 0,232 + 0,899$$

same the could clear as following:

- 1) $\alpha = 5.170$. With the meaning if Implementation of CHSE (X_1), Price (X_2), and Facilities (X_3) description is 0, then my (Y) Stay Decision is 5,170.
- 2) $\beta_1 = 0.229$. In the sense of influence Implementation of CHSE (X_1) on Decision to Stay (Y) during the Covid -19 pandemic at non- star resort hotels Regency Bintan is positive. If every adding 1 value in the implementation of CHSE (X_1), then the decision to stay (Y) during the Covid -19 pandemic at a non- star resort hotel Regency Bintan will too increase of 0.229.
- 3) $\beta_2 = 0.232$. With the meaning of the effect of price (X_2) on the decision to stay (Y) during the Covid -19 pandemic at non- star resort hotels Regency Bintan is positive. If every addition of 1 value to the Price (X_2), then the decision to stay (Y) when Covid -19 pandemic at non- star resort hotels Regency Bintan will too increase of 0.232.
- 4) $\beta_3 = 0.899$. In the sense of influence Facilities (X_3) in the decision to stay (Y) during the Covid -19 pandemic at a non- star resort hotel Regency Bintan is positive. If every addition of 1 value to the facility (X_3), then the decision to stay (Y) when Covid -19 pandemic at non- star resort hotels Regency Bintan will too increase of 0.899.

2. HYPOTHESIS TEST

a) Influence CHSE Implementation Against Stay Decision

Based on hypothesis testing first with results significance $0.003 < 0.05$ and t value $5.365 > 1.9661$. Could is known that CHSE implementation is influential to decision stay overnight guest. Jatmiko & Octavy Sandy (2020), where factor protocol health have influence to visitor for decision visit or staying in Jember City at the moment the Covid-19 pandemic. Jatmiko & Faozen (2021), hotels can operate return with slow and can interesting consumer for stay overnight with apply protocol strict health in accordance with guidelines that have given. Torres, Pena, & Jamilena (2021), with the health protocol in place, guests must be able to adapt to this new thing because it concerns their safety while staying. Hsieh, Chen, & Wang, (2021), by setting health protocols by ensuring the safety and health of guests and employees, hotels can be opened in stages to welcome guests back. Sigala (2020), the implementation of health protocols in business can affect consumer interest in choosing to stay.

b) The Effect of Price on the Decision to Stay

Based on hypothesis testing second with results mark significance $0.032 < 0.05$ and t value $3.632 > 1.9661$. Could is known price influential to decision stay overnight guest. Katemung, et al., (2018); Setiawan, et al., (2020); Sukmawati & Setiawati (2021), price influential in decision purchase good in product service nor goods through a number of criteria formation price that is affordability price, suitability price with quality product, power Compete price and suitability price with benefits. Price yourself have significant impact to perceived quality so that could influence decision consumer for buy (Abrate, Quinton, & Pera, 2021). Honggoriansyah, Karo, & Permatasari (2020), price to decision stay overnight have connection no live but permanent have influence to decision visitor for stay. Consumers are selective and know important things before choosing a product as a result of the increasing number of the same product as the price offered affecting purchasing decisions (Setiawan, Simorangkir, & Purwati, 2020; Sukmawati & Setiawati, 2021). The tendency of customers to choose offers is also adjusted to their needs (Katemung, Kojo, & Rumokoy, 2018).

c) Influence Facility Against the Decision to Stay

Based on hypothesis testing third with results mark significance $0.003 < 0.05$ and t value $10.006 > 1.9661$. Could is known facility influential to decision stay overnight guest. Hartini (2017), physical facilities that facilitate guest activities during their stay influence consumer decisions to choose and stay again. Pratiwi & Murtani (2020), a strong decision to stay from guests can be decided from the better facilities owned by the hotel. Suci, Triastity, & Sumaryanto (2018), in business competition various efforts are made to attract guests to stay, one of which is to provide supporting facilities so that guests are interested in using the hotel. This needs to be considered because the physical facilities owned by the hotel are one of the main factors for guests choosing the hotel as their choice of accommodation. All facilities must be considered, otherwise guests will feel dissatisfied and will move to other competitors who have better facilities (Wijaya & Manurung, 2019). Rivaldo & Yusman (2021), facilities influence decision stay overnight visitor because staying guests could use various services provided by the hotel and facilities the balanced with given price the hotel.

The effect resort hotel facilities to decision stay overnight visitor could see from facilities provided. Many resort hotels chosen visitor because have more facilities complete especially the facilities entertainment compared to with the usual hotel, like enjoy natural around the hotel. This in accordance with interest visitor moment desired pandemic look for atmosphere new or refreshing thought because fed up must activity at home just in accordance with Policy encouraging government Public to reduce outdoor mobility house.

d) Influence Implementation of CHSE, Prices, and Facilities Against the Decision to Stay

Based on hypothesis testing hypothesis fourth with results significance $0.001 < 0.05$ and F value $158.788 > 2.6278$. Could confirmed that Implementation of CHSE (X_1), Price (X_2), and Facilities (X_3) owned influence in a manner together or simultaneous on the decision to stay non- star resort hotel guests Regency Bintan.

CONCLUSION

Based on results analysis testing data from influence implementation of CHSE, prices, and facilities to the decision to stay during the covid -19 pandemic at a non- star resort hotel in the Regency Bintan have empathy conclusion. First implementation of CHSE has implemented by hotel resorts and rated very well by guests. The price given by the hotel resort turned out to be good value from guest. Second facility get good results from guest. Third decision stay at a non- star resort hotel is desire visitor alone for stay overnight During pandemic. Fourth On the effect test there is Implementation of CHSE, Prices, and Facilities find results influential positive and significant in a manner part to decision stay.

- Implementation of CHSE, Prices, and Facilities have influence in a manner simultaneous to decision stay.
- Facility Becomes more factor dominant influence decision visitor for stay overnight During covid -19 pandemic in hotel resort.

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