

**DISCOUNT PROMOTION ANALYSIS OF HOTEL CUSTOMERS LOYALTY  
(CASE STUDY OF HOTEL BOOKING IN GRESIK)**

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**ABSTRACT**

*This study aims to find out and obtain information about how discount promotions can affect customer loyalty.*

*The problem raised from the research is how discounts affect customer loyalty in ordering in the city of Gresik.*

*The technique of taking research subjects or informants used was purposive sampling, with the following criteria: 1) The informant had stayed at the Gresik hotel; 2) The informant has used the facilities provided by the hotel; 3) Aged 19 years and over, because that age is considered sufficient to be able to provide opinions and statements that do not change. More specifically, the criteria for the informants selected were three people with professional backgrounds related to event organizers, veterinarians, and one graphic designer. The data collection technique used is interviews, and the data analysis technique used is descriptive qualitative with a constant comparative method.*

*Based on the results of the study, it was found that according to the informants, there are several factors where discounts can affect customer loyalty, namely: 1) Discounts are very important in customer loyalty; 2) The range of discounts that should be given by the hotel ranges from 20% to 25%; 3) Hotel facilities are an important aspect that customers pay attention to in addition to discount promotions; 4) In a pandemic condition like this, discounts greatly affect customer loyalty; 5) Instagram app is very effective in promoting discounts because it is the most widely used; 6) Cultural and traditional events that are starting to be developed and packaged well make it a special attraction for tourists*

**Keywords :** *Promotion, Discount, Informant.*