Abstrak
Hotel provides services and facilities due to tourism activities. Tight competition among hotel today requires the promotion and management of the provision of a good hotel room. Room rental rates and promotional activities have an important role so that the hotel business can withstand the competition. The purpose of this study was to determine the extent of the influence of room rental rates and promotion costs to the room occupancy rate at the Hotel Bumi Ayu. The sample in this research is data taken over three years beginning in 2012-2014 and calculations using monthly data. Determination of the sample using purposive sampling method. The analysis tool used is multiple linear regression. Processing data using SPSS 16.0. The results showed that the variable room rental rates and a significant negative effect on the occupancy rate and variable costs of promotion and significant positive effect on the level of occupancy at the Hotel Bumi Ayu.

Keywords: Room rental rates, promotional costs, occupancy rates