

***IMAGE ON THE DECISION TO STAY AT  
THE GRANDHIKA HOTEL SETIA  
BUDI MEDAN***

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***ABSTRACT***

*This study aims to analyze how much the influence of advertising and brand image on the decision to stay at the GrandhikaSetia Budi Hotel Medan. The sampling technique in this study is non random sampling method. Based on the sample selection criteria, it was determined that there were 90 respondents. In this study using multiple regression analysis techniques, to test the simultaneous influence F test was used and to test the partial effect used the T test. The results of this study indicate that partially advertising has a positive and significant effect on the decision to stay based on the t test  $(5,985) > t \text{ table } (1,662)$  and the significance value is  $0,000 < 0,1$ . Brand image influences positive and significant on the decision to stay based on t test  $(6,946) > t \text{ table } (1,662)$  and the significance value is  $0,000 < 0,1$ . Advertising and brand image have a positive and significant effect on the decision to stay count  $> f_{\text{tabel}} (29,608) > (2,36)$ .*

***Keywords: Advertising, Brand Image, and Decision to Stay***