

# ***PSYCHOLOGICAL FACTORS THAT INFLUENCE THE DECISION TO STAY AT HOTEL AMIR SYARI'AH SUNGAI PAKNING***

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## ***Abstract***

*This study aims to determine the psychological factors that influence the decision to stay at the Hotel Amir Syari'ah Sungai Pakning. This type of research is observational by distributing questionnaires to 100 respondents using the probability sampling method of selecting samples. The results of this study indicate that motivation to get a mean score of 4,77 is classified in a very high class, perceptions of getting a mean score of 4,77 are classified as very high class, attitudes get a mean score of 4,91 classified as very high class, learning gets a mean score of 4,96 is classified as very high class. So the most dominant psychological factor influencing the decision to stay at the Hotel Amir Syari'ah Sungai Pakning is Learning, while the lowest psychological factor influencing the decision to stay at the Hotel Amir Syari'ah Sungai Pakning is Perception.*

***Keywords:*** *Psychological factors, Decision to stay*