

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh Covid-19 dan kondisi makro ekonomi terhadap sektor perhotelan khususnya *average room rate* hotel di Daerah Istimewa Yogyakarta. Analisis dalam penelitian ini menggunakan metode *Vector Error Correction Model* (VECM) dengan data runtun waktu (*time series*) secara bulanan periode Januari 2019 hingga Desember 2022. Berdasarkan hasil uji menunjukkan bahwa pandemi Covid-19, jumlah wisatawan, dan PDB berpengaruh positif dan signifikan terhadap industri perhotelan khususnya *average room rate* (ARR) dalam jangka panjang. Adapun inflasi berpengaruh negatif dan signifikan terhadap industri perhotelan khususnya *average room rate* (ARR) dalam jangka panjang dan jangka pendek di Daerah Istimewa Yogyakarta 2019 – 2022.

Kata kunci: *Average room rate*, Covid-19, Daerah Istimewa Yogyakarta, Inflasi, Jumlah Wisatawan, Hotel, Produk Domestik Bruto, VECM.

ABSTRACT

This study to analyze the effect of Covid-19 and macroeconomic conditions on the hotel sector, especially the average room rate of hotels in the Special Region of Yogyakarta. The analysis in this study uses the Vector Error Correction Model (VECM) method with monthly time series data for the period January 2019 to December 2022. Based on the test results, it shows that the Covid-19 pandemic, the number of tourists, and GDP have a positive and significant effect on the hotel industry, especially the average room rate (ARR) in the long term. Meanwhile, inflation has a negative and significant effect on the hotel industry, especially the average room rate (ARR) in the long term and short term in the Special Region of Yogyakarta 2019-2022.

Keywords: Average room rate, Covid-19, Special Region of Yogyakarta, Inflation, Number of Tourists, Hotels, Gross Domestic Product, VECM.