

ABSTRACT

This study aims to determine the effect of service quality, facilities and location on guest decisions to stay at the Royal Regantris Kuta Hotel. The population in this study were guests, 75 people, who stayed at Royal Regantris Kuta. The data was analyzed using the Validity Test, Reliability Test, Classical Assumption Test, Multiple Linear Regression Analysis, Partial Correlation Analysis, Multiple Correlation Analysis, Coefficient of Determination Test, F-Test and T-Test. The results of the determination of the study found that the quality of service, facilities and location simultaneously contributed to the guest's decision to stay at 78%, and the results showed that: (1) service quality has a significant positive effect on guest decisions, obtained a t-count value of 11.572 t-table value of 1.66 and a significance of $0.000 < 0.025$; (2) facilities have a significant positive effect on guest decisions, obtained a t-count value of 7.349 > t-table value 1.66 and a significance of $0.000 < 0.025$; (3) location has a significant positive effect on guest decisions, obtained a t-count value of 7.720 > t-table value 1.66 and a significance of $0.000 < 0.025$; and (4) simultaneously service quality, facilities and location on guest decisions, obtained an F-count value of 83.791 > F-table value 2.73 and a significance of $0.000 < 0.05$. Based on these results it can be concluded that the quality of service, facilities and location have a partial and simultaneous effect on guest decisions staying at the Royal Regantris Kuta hotel.

Keywords: Facilities, Guest Staying Decisions, Location, Service Quality

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan, fasilitas dan lokasi terhadap keputusan tamu menginap pada Hotel Royal Regantris Kuta. Populasi dalam penelitian ini adalah tamu yang menginap pada Royal Regantris Kuta dengan mengambil sampel sebanyak 75 tamu. Data di analisa menggunakan Uji Validitas, Uji Reliabilitas, Uji Asumsi Klasik, Analisis Regresi Linier Berganda, Analisis Korelasi Parsial, Analisis Korelasi Berganda, Uji Koefisien Determinasi, Uji F dan Uji t. Hasil determinasi dari penelitian ditemukan bahwa kualitas pelayanan, fasilitas dan lokasi secara simultan memberikan kontribusi terhadap keputusan tamu menginap sebesar 78% serta hasil penelitian menunjukkan bahwa (1) kualitas pelayanan berpengaruh positif signifikan terhadap keputusan tamu menginap, diperoleh nilai t-hitung 11,572 nilai t-tabel 1,66 dan signifikansi $0,000 < 0,025$, (2) fasilitas berpengaruh positif signifikan terhadap keputusan tamu menginap, diperoleh nilai t-hitung 7,349 > nilai t-tabel 1,66 dan signifikansi $0,000 < 0,025$, (3) lokasi berpengaruh positif signifikan terhadap keputusan tamu menginap, diperoleh nilai t-hitung 7,720 > nilai t-tabel 1,66 dan signifikansi $0,000 < 0,025$ dan (4) secara simultan kualitas pelayanan, fasilitas dan lokasi terhadap keputusan tamu menginap, diperoleh nilai F-hitung 83,791 > nilai F-tabel 2,73 dan signifikansi $0,000 < 0,05$. Berdasarkan hasil tersebut dapat disimpulkan bahwa kualitas pelayanan, fasilitas dan lokasi berpengaruh secara parsial dan simultan terhadap keputusan tamu menginap pada hotel Royal Regantris Kuta

Kata Kunci: Kualitas Pelayanan, Fasilitas, lokasi, Keputusan Tamu Menginap