

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh harga, kualitas pelayanan, dan fasilitas terhadap keputusan tamu menginap pada Villa Bali Asri. populasi dalam penelitian ini adalah karyawan pada Villa Bali Asri dengan mengambil sampel sebanyak 100 responden. Data dianalisa menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linier berganda, analisis korelasi parsial, analisis korelasi berganda, uji analisis determinasi, uji f dan uji t. Hasil uji analisis determinasi dari penelitian ini ditemukan bahwa harga, kualitas pelayanan, dan fasilitas secara simultan memberikan kontribusi naik turunnya keputusan menginap di Villa Bali Asri sebesar 52,3%, serta hasil penelitian menunjukkan bahwa (1) harga berpengaruh positif signifikan terhadap keputusan menginap, diperoleh nilai t-hitung 2,086 > t-tabel 1,985 dengan nilai koefisien regresi sebesar 0,212, (2) kualitas pelayanan berpengaruh positif signifikan terhadap keputusan menginap, diperoleh nilai t-hitung 4,966 > t-tabel 1,985 dengan nilai koefisien regresi sebesar 0,447, (3) fasilitas berpengaruh positif signifikan terhadap keputusan menginap, diperoleh nilai t-hitung 4,678 > t-tabel 1,985 dengan nilai koefisien regresi sebesar 0,308, dan (4) secara simultan harga, kualitas pelayanan, dan fasilitas berpengaruh positif signifikan terhadap produktivitas keputusan menginap, diperoleh nilai f-hitung 50,524 > f tabel 2,699 dengan nilai koefisien regresi sebesar 0,000 dan dari hasil regresi linier berganda sebesar $Y = -1,084 + 0,212X_1 + 0,447X_2 + 0,308X_3 + e$

Berdasarkan hasil tersebut dapat disimpulkan bahwa harga, kualitas pelayanan, dan fasilitas berpengaruh positif secara parsial dan simultan terhadap keputusan menginap pada Villa Bali Asri

Kata Kunci: Harga, Kualitas Pelayanan, Fasilitas, dan Keputusan Menginap

Abstract

This study aims to determine the effect of price, service quality, and facilities on guests' decisions to stay at Villa Bali Asri. The population in this study were employees at Villa Bali Asri by taking a sample of 100 respondents. Data were analyzed using validity test, reliability test, classical assumption test, multiple linear regression analysis, partial correlation analysis, multiple correlation analysis, determination analysis test, f test and t test. The results of the determination analysis test from this study found that price, service quality, and facilities simultaneously contributed to the ups and downs of the decision to stay at Villa Bali Asri by 52.3%, and the results showed that (1) the price has a significant positive effect on the decision to stay, the t-count value is 2.086 > t-table 1.985 with a regression coefficient value of 0.212, (2) the service quality has a significant positive effect on the decision to stay, obtained a t-count value of 4.966 > t-table 1.985 with a regression coefficient value of 0.447 (3) the facilities have a significant positive effect on the decision to stay, obtained by a t-count value of 4.678 > t-table of 1.985 with a regression coefficient value of 0.308, (4) the price, service quality, and facilities simultaneously have a significant positive effect on the productivity of the decision to stay, obtained an f-count value of 50.524 > f table 2.699 with a regression coefficient value of 0.000 and from the results of multiple linear regression of $Y = -1.084 + 0.212X_1 + 0.447X_2 + 0.308X_3 + e$. Based on these results it can be concluded that price, service quality, and facilities have a partial and simultaneous positive effect on the decision to stay at Villa Bali Asri.

Keywords: Price, Quality of Service, Facilities, and Decision to Stay