

ABSTRACT

This study aims to determine the effect of service quality, price and facilities partially and simultaneously on guest satisfaction. This research was conducted at Toya Devasya Geopark Resort and Villas. The population of guests staying at Toya Devasya Geopark Resort and Villas and a sample of 100 respondents. Data analysis techniques used 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. From the results of the study it can be seen that: service quality has a significant positive effect on guest satisfaction, price has a significant positive effect on guest satisfaction, facilities have a significant positive effect on guest satisfaction, simultaneously service quality, price and facilities have a significant effect on guest satisfaction. The magnitude of the influence of the independent variables on guest satisfaction is 54.6%. Suggestions that can be given by researchers are that Toya Devasya Geopark Resort and Villas should provide training to employees, on certain days make a discount policy, increase wifi speed, always provide good service and provide a good response when consumers give complaints or negative reviews. not good after staying at Toya Devasya Geopark Resort and Villas.

Keywords: *Service Quality, Price, Facilities, Guest Satisfaction Stay*

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan, harga dan fasilitas secara parsial dan simultan terhadap kepuasan tamu menginap. Penelitian ini dilakukan di Toya Devasya Geopark Resort and Villas. Populasi tamu yang menginap di Toya Devasya Geopark Resort and Villas dan sampel sebanyak 100 responden. Teknik analisis data menggunakan Uji Validitas, Uji Reabilitas, Uji Asumsi Klasik, Analisis Regresi Linier Berganda, Analisis Korelasi Parsial, Analisis Korelasi Berganda, Uji Koefisien Determinasi, Uji F dan Uji t. Dari hasil penelitian dapat dilihat bahwa: kualitas pelayanan berpengaruh positif signifikan terhadap kepuasan tamu menginap, harga berpengaruh positif signifikan terhadap kepuasan tamu menginap, fasilitas berpengaruh positif signifikan terhadap kepuasan tamu menginap, secara simultan kualitas pelayanan, harga dan fasilitas berpengaruh signifikan terhadap kepuasan tamu menginap. Besarnya pengaruh variabel bebas terhadap kepuasan tamu menginap adalah 54,6%. Saran yang dapat diberikan peneliti adalah Toya Devasya Geopark Resort and Villas hendaknya memberikan pelatihan kepada karyawan, pada hari-hari tertentu membuat kebijakan pemberian potongan harga, menambah kecepatan wifi, selalu memberikan pelayanan dengan baik dan memberikan respon yang baik apabila konsumen memberikan keluhan atau review yang kurang baik setelah menginap di Toya Devasya Geopark Resort and Villas.

Kata Kunci: Kualitas Pelayanan, Harga, Fasilitas, Kepuasan Tamu Menginap