

ABSTRACT

The study aims to analyze the effect of facilities, price and service quality on guest satisfaction staying at The Haven Bali Seminyak. Data collection was carried out using a questionnaire to research respondents. The population in this study were all guests of The Haven Bali Seminyak and the sample was determined using Hair's formula as many as 85 respondents. Data analysis was carried out using validity and reliability tests of research instruments, classical assumption tests consisting of normality tests, multicollinearity tests, heteroscedasticity tests, partial correlation analysis, multiple correlation analysis, multiple linear regression analysis, determination test, f test and t test. The results of the analysis show that the t-count value is obtained at 2.457 with a significance level of 0.016 which shows that there is a partial and significant positive influence between facilities on guest satisfaction staying at The Haven Bali Seminyak. The t-count value is obtained at 6.209 with a significance level of 0.000 which indicates that there is a partial and significant positive effect between price and guest satisfaction staying at The Haven Bali Seminyak. The t-count value is obtained at 4.417 with a significance level of 0.000 which indicates a partial and significant positive influence between service quality on guest satisfaction staying at The Haven Bali Seminyak. The F-count value is obtained at 50.175 with a significance value of 0.000 which means that there is indeed a simultaneous and significant positive influence between facilities, price and service quality on guest satisfaction staying at The Haven Bali Seminyak.

Keywords: Facilities, Price and Service Quality Guest Satisfaction

ABSTRAK

Penelitian bertujuan untuk menganalisis pengaruh fasilitas, harga dan kualitas pelayanan terhadap kepuasan tamu menginap pada The Haven Bali Seminyak. Pengumpulan data dilakukan dengan menggunakan kuisioner kepada responden penelitian. Populasi dalam penelitian ini adalah seluruh tamu The Haven Bali Seminyak dan sampel ditentukan menggunakan rumus Hair sebanyak 85 orang responden. Analisis data dilakukan dengan menggunakan uji validitas dan reliabilitas instrumen penelitian, uji asumsi klasik yang terdiri dari uji normalitas, uji multikoleniaritas, uji heteroskedastisitas, analisis korelasi parsial, analisis korelasi berganda, analisis regresi linier berganda, uji determinasi, uji f dan uji t. Hasil analisis menunjukkan nilai t_{hitung} didapat sebesar 2,457 dengan tingkat signifikansi sebesar 0,016 yang menunjukkan ada pengaruh positif secara parsial dan signifikan antara fasilitas terhadap kepuasan tamu menginap The Haven Bali Seminyak. Nilai t_{hitung} didapat sebesar 6,209 dengan tingkat signifikansi sebesar 0,000 yang menunjukkan ada pengaruh positif secara parsial dan signifikan antara harga terhadap kepuasan tamu menginap The Haven Bali Seminyak. Nilai t_{hitung} didapat sebesar 4,417 dengan tingkat signifikansi sebesar 0,000 yang menunjukkan adanya pengaruh positif secara parsial dan signifikan antara kualitas pelayanan terhadap kepuasan tamu menginap The Haven Bali Seminyak. Nilai F_{hitung} didapat sebesar 50,175 dengan nilai signifikansi sebesar 0,000 yang berarti bahwa memang betul ada pengaruh positif secara simultan dan signifikan antara fasilitas, harga dan kualitas pelayanan terhadap kepuasan tamu menginap The Haven Bali Seminyak

Keywords: Fasilitas, Harga, Kualitas Pelayanan, dan Kepuasan Tamu