

ABSTRACT

The study aims to determine the effect of service quality, experiential marketing and price perceptions on guest satisfaction staying at Sense Canggu Beach Hotel. Data collection was carried out using a questionnaire to research respondents. The population in this study were all guests staying at Sense Canggu Beach Hotel and the sample was determined using the Slovin formula as many as 96 respondents. Data analysis was carried out using the 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 analysis results show that the t-count value is obtained at 5.857 with a significance level of 0.000 which shows that there is a partial and significant positive influence between service quality on guest satisfaction staying at Sense Canggu Beach Hotel. The t-count value is obtained at 2.042 with a significance level of 0.044 which shows that there is a partial and significant positive effect between experiential marketing on guest satisfaction staying at Sense Canggu Beach Hotel. The t-count value is obtained at 4.249 with a significance level of 0.000 which indicates a partial and significant positive influence between price perceptions on guest satisfaction staying at Sense Canggu Beach Hotel. The F-count value is obtained at 39.464 with a significance value of 0.000, which means that there is indeed a simultaneous and significant positive influence between service quality, experiential marketing and price perceptions on guest satisfaction staying at Sense Canggu Beach Hotel.

Keywords: Service Quality, Experiential Marketing, Price Perception and Guest Satisfaction

ABSTRAK

Penelitian bertujuan untuk mengetahui pengaruh kualitas pelayanan, *experiential marketing* dan persepsi harga terhadap kepuasan tamu menginap di Sense Canggus Beach Hotel. Pengumpulan data dilakukan dengan menggunakan kuesioner kepada responden penelitian. Populasi dalam penelitian ini adalah seluruh tamu menginap di Sense Canggus Beach Hotel dan sampel ditentukan menggunakan rumus Slovin sebanyak 96 orang responden. Analisis data dilakukan dengan menggunakan uji validitas dan reliabilitas instrumen penelitian, uji asumsi klasik yang terdiri dari uji normalitas, uji multikolinearitas, 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 5,857 dengan tingkat signifikansi sebesar 0,000 yang menunjukkan ada pengaruh positif secara parsial dan signifikan antara kualitas pelayanan terhadap kepuasan tamu menginap di Sense Canggus Beach Hotel. Nilai t_{hitung} didapat sebesar 2,042 dengan tingkat signifikansi sebesar 0,044 yang menunjukkan ada pengaruh positif secara parsial dan signifikan antara *experiential marketing* terhadap kepuasan tamu menginap di Sense Canggus Beach Hotel. Nilai t_{hitung} didapat sebesar 4,249 dengan tingkat signifikansi sebesar 0,000 yang menunjukkan adanya pengaruh positif secara parsial dan signifikan antara persepsi harga terhadap kepuasan tamu menginap di Sense Canggus Beach Hotel. Nilai F_{hitung} didapat sebesar 39,464 dengan nilai signifikansi sebesar 0,000 yang berarti bahwa memang betul ada pengaruh positif secara simultan dan signifikan antara kualitas pelayanan, *experiential marketing* dan persepsi harga terhadap kepuasan tamu menginap di Sense Canggus Beach Hotel.

Kata Kunci : Kualitas Pelayanan, *Experiential Marketing*, Persepsi Harga dan Kepuasan Tamu