

## **ABSTRACT**

The purpose of this research is to determine the influence of service quality, price perceptions and facilities on tourist satisfaction at the Holiday Inn Resort Baruna Bali. This research was conducted at the Holiday Inn Resort Baruna Bali with a sample size of 100. With the analytical techniques used were validity tests, reliability tests, classical assumption tests, which consisted of normality tests, multicollinearity tests, and heteroscedasticity tests, multiple linear regression analysis, which included partial correlation analysis, multiple correlation analysis, coefficient of determination analysis, t-test and f-test. The results of the t test obtained a value of  $t_{count1} = 3.279 > t_{table} = 1.985$  and the regression coefficient had a positive sign of 0.243 with a value of  $Sig. = 0.001 < 0.05$ . This proves that service quality has a positive and significant effect on tourist satisfaction at the Holiday Inn Resort Baruna Bali. The value of  $t_{count2} = 2.785 > t_{table} = 1.985$  and the regression coefficient has a positive sign of 0.376 with a  $Sig. = 0.006$  is less than 0.05. This proves that price perceptions have a positive and significant effect on tourist satisfaction at the Holiday Inn Resort Baruna Bali. The results of the t test obtained a value of  $t_{count3} = 2.272 > > t_{table} = 1.985$  and the regression coefficient had a positive sign of 0.427 with a value of  $Sig. = 0.025 < 0.05$ . This proves that facilities have a positive and significant effect on tourist satisfaction at the Holiday Inn Resort Baruna Bali. Based on the results of the F test,  $F_{count} = 13.062 > F_{table} = 2.70$  with a significant value of  $0.000 < 0.05$ . This means that at the  $\alpha = 95\%$  level, service quality, price perception and facilities simultaneously have a positive and significant effect on tourist satisfaction. The magnitude of the influence of service quality, price perception and facilities is 26.8% on tourist satisfaction, while the remaining 73.2% is influenced by other factors outside the research.

Keywords: Service Quality, Price Perception, Facilities, Tourist Satisfaction

## ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui pengaruh kualitas pelayanan, persepsi harga dan fasilitas terhadap kepuasan wisatawan Holiday Inn Resort Baruna Bali. Penelitian ini dilakukan di Holiday Inn Resort Baruna Bali dengan jumlah sampel sebanyak 100. Dengan teknik analisis yang dipakai uji validitas, uji reliabilitas, uji asumsi klasik, yang terdiri dari uji normalitas, uji multikolinearitas, dan uji heteroskedastisitas, analisis regresi linier berganda, yang meliputi analisis korelasi parsial, analisis korelasi berganda, analisis koefisien determinasi, uji t- test dan uji f-test. Hasil uji t diperoleh nilai  $t_{hitung1} = 3,279 > t_{tabel} = 1,985$  dan koefisien regresi bertanda positif 0,243 dengan nilai Sig. = 0,001 < 0,05. Hal ini membuktikan kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan wisatawan pada Holiday Inn Resort Baruna Bali. Nilai  $t_{hitung2} = 2,785 > t_{tabel} = 1,985$  dan koefisien regresi bertanda positif 0,376 dengan nilai Sig. = 0,006 kurang dari 0,05. Hal ini membuktikan persepsi harga berpengaruh positif dan signifikan terhadap kepuasan wisatawan pada Holiday Inn Resort Baruna Bali. Hasil uji t diperoleh nilai  $t_{hitung3} = 2,272 > > t_{tabel} = 1,985$  dan koefisien regresi bertanda positif 0,427 dengan nilai Sig. = 0,025 < 0,05. Hal ini membuktikan fasilitas berpengaruh positif dan signifikan terhadap kepuasan wisatawan pada Holiday Inn Resort Baruna Bali. Berdasarkan hasil uji F, diperoleh  $F_{hitung} = 13,062 > F_{tabel} = 2,70$  dengan nilai signifikan 0,000 < 0,05. Ini berarti bahwa pada taraf  $\alpha = 95\%$  secara simultan kualitas pelayanan, persepsi harga, dan fasilitas berpengaruh positif dan signifikan terhadap kepuasan wisatawan. besarnya pengaruh kualitas pelayanan, persepsi harga, dan fasilitas adalah sebesar 26,8% terhadap kepuasan wisatawan, sedangkan sisanya sebesar 73,2% dipengaruhi oleh faktor lain diluar penelitian.

Kata Kunci : Kualitas Pelayanan, Persepsi Harga, Fasilitas, Kepuasan Wisatawan