ABSTRACT

This study aims to determine the effect of service quality, brand image, and location on guest satisfaction staying at Padma Resort Legian Hotel. The population in this study were guests staying at Padma Resort Legian Hotel and involved a sample of 95 respondents through accidental sampling technique. Data collection was carried out using a Likert scale questionnaire. Data analysis techniques using multiple linear regression. Hypothesis testing using the F test and T test at a significance rate of 5%. The results showed that partially service quality had a positive and significant effect on guest satisfaction staying at Padma Resort Legian Hotel by 0.176. Partially, brand image has a positive and significant effect on guest satisfaction staying at Padma Resort Legian Hotel by 0.466. Partially, location has a positive and significant effect on guest satisfaction staying at Padma Resort Legian Hotel by 0.407. Simultaneously service quality, brand image, and location have a positive and significant influence on guest satisfaction staying at Padma Resort Legian Hotel. This is evidenced by the results of multiple linear regression analysis Y = 1.767 + 0.176X1 + 0.466X2 + 0.407X3. In addition, the results of the value of the coefficient of determination, service quality, brand image, and location contributed 70.2% to guest satisfaction staying at Padma Resort Legian Hotel.

Keywords: Service Quality, Brand Image, Location and Guest Satisfaction.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan, citra merek, dan lokasi terhadap kepuasan tamu menginap di Hotel Padma Resort Legian. Populasi dalam penelitian ini adalah tamu yang menginap di Hotel Padma Resort Legian dan melibatkan sampel sebanyak 95 responden melalui teknik accidental sampling. Pengumpulan data dilakukan menggunakan kuesioner skala Likert. Teknik analisis data menggunakan regresi linier berganda. Uji hipotesis menggunakan uji F dan uji T pada tarif signifikansi 5%. Hasil penelitian menunjukkan bahwa secara parsial kualitas pelayanan memberikan pengaruh positif dan signifikan terhadap kepuasan tamu menginap di Hotel Padma Resort Legian sebesar 0,176. Secara parsial citra merek memberikan pengaruh positif dan signifikan terhadap kepuasan tamu menginap di Hotel Padma Resort Legian sebesar 0,466. Secara parsial lokasi memberikan pengaruh positif dan signifikan terhadap kepuasan tamu menginap di Hotel Padma Resort Legian sebesar 0,407. Secara simultan kualitas pelayanan, citra merek, dan lokasi memberikan pengaruh positif dan signifikan terhadap kepuasan tamu menginap di Hotel Padma Resort Legian. Hal ini di buktikan melalui hasil dari analisis regresi linier berganda $Y = 1,767 + 0,176X_1 + 0,466X_2 + 0,407X_3$. Selain itu hasil nilai dari koefisien determinasi determinasi, kualitas pelayanan, citra merek, dan lokasi memberikan kontribusi sebesar 70,2% terhadap kepuasan tamu menginap di Hotel Padma Resort Legian.

Kata kunci: Kualitas Pelayanan, Citra Merek, Lokasi dan Kepuasan Tamu.