

ABSTRACT

This study was conducted with the main objective of analyzing the extent of the influence of facility variables, service quality, and price, both partially and simultaneously, on the level of guest satisfaction of those staying at Sandi Agung Villa. This research employs a quantitative approach, focusing on guests who have visited Sandi Agung Villa as the subject of study. The study's population consisted of all visitors to the villa, and a sample of 97 respondents was selected using appropriate sampling methods. To analyze the data, various statistical techniques were used, including validity and reliability tests to test study instruments, classical assumption tests to ensure the feasibility of the regression model, and multiple linear regression analysis to see the relationship between variables. In addition, partial and multiple correlation analysis, the coefficient of determination (R^2) test, as well as the F test and t test were used to test the significance of the influence of each variable. The study indicated that the three independent variables of facilities, service quality, and price had a positive and significant effect on the dependent variable, including guest satisfaction, both individually (partial) and simultaneously (simultaneous). In other words, improvements in the provision of adequate facilities, quality service, and competitive prices directly contribute to increased customer satisfaction. Based on these findings, the study recommends that the management of Sandi Agung Villa proactively review and improve the available facilities, including conducting routine maintenance on existing ones to keep them in optimal condition. In addition, it is important for management to continue to foster and supervise staff performance so that service standards remain consistent and in line with guest expectations. On the other hand, pricing strategies also need to be evaluated regularly to remain competitive in the market while still maintaining the quality of services offered.

Keywords: facilities, service quality, price, and guest satisfaction.

ABSTRAK

Penelitian ini dilaksanakan dengan tujuan utama untuk menganalisis sejauh mana pengaruh variabel fasilitas, kualitas pelayanan, dan harga baik secara parsial maupun simultan terhadap tingkat kepuasan tamu yang menginap di Sandi Agung Villa. Penelitian ini menggunakan pendekatan kuantitatif dengan objek studi para tamu yang telah berkunjung ke Sandi Agung Villa. Populasi dalam penelitian mencakup seluruh pengunjung villa, dengan pengambilan sampel sebanyak 97 responden melalui metode sampling yang relevan. Untuk menganalisis data, digunakan berbagai teknik statistik, antara lain Uji Validitas dan Reliabilitas guna menguji instrumen penelitian, Uji Asumsi Klasik untuk memastikan kelayakan model regresi, serta Analisis Regresi Linier Berganda untuk melihat hubungan antar variabel. Selain itu, digunakan pula Analisis Korelasi Parsial dan Berganda, Uji Koefisien Determinasi (R^2), serta Uji F dan Uji t untuk menguji signifikansi pengaruh masing-masing variabel. Hasil penelitian menunjukkan bahwa ketiga variabel independen fasilitas, kualitas pelayanan, dan harga memiliki pengaruh positif dan signifikan terhadap variabel dependen yaitu kepuasan tamu, baik secara individu (parsial) maupun bersamaan (simultan). Dengan kata lain, peningkatan dalam penyediaan fasilitas yang memadai, pelayanan yang berkualitas, serta harga yang kompetitif secara langsung berkontribusi pada peningkatan kepuasan pelanggan. Berdasarkan temuan tersebut, peneliti merekomendasikan agar pihak manajemen Sandi Agung Villa secara proaktif meninjau dan meningkatkan fasilitas yang tersedia, termasuk melakukan perawatan rutin terhadap fasilitas yang ada agar tetap dalam kondisi optimal. Selain itu, penting bagi manajemen untuk terus membina dan mengawasi kinerja staf agar standar pelayanan tetap konsisten dan sesuai dengan harapan tamu. Di sisi lain, strategi penetapan harga juga perlu dievaluasi secara berkala agar tetap bersaing di pasar, namun tetap mempertahankan kualitas layanan yang ditawarkan.

Kata Kunci: *Fasilitas, Kualitas pelayanan, Harga, Kepuasan tamu*