

ABSTRACT

This study aims to determine the partial and simultaneous influence of service quality, facilities, and price on guests' decisions to stay. The research was conducted at The One Legian Hotel. The population includes both domestic and international guests who stayed at The One Legian Hotel, with a sample size of 100 respondents. Data analysis techniques used in this study include Validity Test, Reliability Test, Classical Assumption Test, Multiple Linear Regression Analysis, Partial Correlation Analysis, Multiple Correlation Analysis, Coefficient of Determination Test, F-Test, and t-Test. The results indicate that service quality has a positive and significant effect on guests' decisions to stay; facilities have a positive and significant effect on guests' decisions to stay; price has a positive and significant effect on guests' decisions to stay; simultaneously, service quality, facilities, and price significantly influence guests' decisions to stay. The researcher recommends that The One Legian Hotel should strive to provide excellent service, adequate facilities, and appropriate pricing to encourage repeat stays. The hotel is also advised to enhance staff capabilities in delivering services, improve any lacking facilities, and evaluate the pricing strategies offered.

Keywords: Service Quality, Facilities, Price, Guest Stay Decision

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan, fasilitas dan harga secara parsial dan simultan terhadap keputusan tamu menginap. Penelitian ini dilakukan di The One Legian Hotel. Populasi menggunakan tamu domestik maupun mancanegara yang menginap di The One Legian Hotel dan sampel sebanyak 100 responden. Teknik analisis data menggunakan Uji Validitas, Uji Reabilitas, Uji Asumsi Klasik, Analisis Regresi Linier Berganda, Analisis Korelasi Parsial, Analisis Korelasi Berganda, Uji Koefisien Determinasi, Uji F dan Uji t. Dari hasil penelitian dapat dilihat bahwa kualitas pelayanan berpengaruh positif dan signifikan terhadap keputusan tamu menginap, fasilitas berpengaruh positif signifikan terhadap keputusan tamu menginap, harga berpengaruh positif dan signifikan terhadap keputusan tamu menginap dan secara simultan kualitas pelayanan, fasilitas dan harga berpengaruh signifikan terhadap keputusan tamu menginap. Saran yang dapat diberikan peneliti adalah The One Legian Hotel diharapkan berupaya untuk memberikan pelayanan yang baik, fasilitas memadai dan harga yang sesuai, agar nantinya konsumen sering menginap di The One Legian Hotel, meningkatkan kemampuan karyawan dalam memberikan pelayanan, melakukan pengadaan fasilitas yang masih kurang dan melakukan evaluasi terhadap harga yang ditawarkan.

Kata Kunci: Kualitas Pelayanan, Fasilitas, Harga, Keputusan Tamu Menginap