

ABSTRACT

THE INFLUENCE OF LOCATION, PRICE, SHARIA HOTEL SYSTEM, SERVICE QUALITY ON THE DECISION TO STAY AT THE SRIKANDI TASIKMALAYA HOTEL

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Abstract. *This study aim was to find out: 1) how the location, price, sharia hotel system, service quality and the decision to stay at the Srikandi Tasikmalaya Hotel, 2) how the location, price, sharia hotel system, service quality on the decision to stay partially 3) or jointly. The analytical tools used are descriptive analysis and Multiple Linear Regression. The results of this study are: 1) the decision to stay is very appropriate, the location is strategic, the price has been appropriate, the sharia system is very good, and the service quality is good. 2) Partially, location and service quality have a significant positive effect on the decision to stay, while price has a non-significant negative effect, and the sharia system has a positive and insignificant effect on the decision to stay. 3) Taken together, the location, price, sharia hotel system and service quality significantly influence the decision to stay.*

Keywords: Hotel; Location; Price; Sharia; Stay Decision.

ABSTRAK

PENGARUH LOKASI, HARGA, SISTEM HOTEL SYARIAH DAN KUALITAS PELAYANAN TERHADAP KEPUTUSAN MENGINAP DI HOTEL SRIKANDI TASIKMALAYA

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Tujuan penelitian ini adalah untuk mengetahui: 1) bagaimana lokasi, harga, sistim hotel syariah, kualitas pelayanan dan keputusan menginap di Hotel Srikandi Tasikmalaya. 2) Pengaruh lokasi, harga, sistim hotel syariah, kualitas pelayanan terhadap keputusan menginap secara parsial 3) maupun bersama-sama. Alat Analisis yang digunakan adalah analisis deskriptif dan Regresi Linear Berganda. Hasil dari penelitian menyimpulkan bahwa: 1) pandangan konsumen bahwa keputusan menginap sangat tepat, lokasi strategis, harga sesuai, sistim syariah sangat baik, dan kualitas pelayanan baik. 2) Secara parsial bahwa lokasi dan kualitas pelayanan berpengaruh positif signifikan terhadap keputusan menginap, sementara harga berpengaruh negatif tidak signifikan, dan sistim syariah berpengaruh positif tidak signifikan terhadap keputusan menginap. 3) Secara bersama-sama bahwa lokasi, harga, sistim hotel syariah dan kualitas pelayanan berpengaruh secara signifikan terhadap keputusan menginap.

Kata kunci: Hotel, lokasi, harga, syariah, keputusan menginap.