

PENGARUH *HOTEL ATTRIBUTES* TERHADAP *REVISIT INTENTION*
(Survei Terhadap Tamu yang Sudah Menginap di Augusta Hotel Pelabuhanratu)

SKRIPSI

Diajukan sebagai salah satu syarat untuk mendapatkan gelar Sarjana Pariwisata
pada Program Studi Manajemen Pemasaran Pariwisata



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LEMBAR HAK CIPTA
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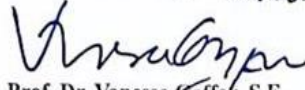
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(Survei Terhadap Tamu yang Sudah Menginap di Augusta Hotel Pelabuhanratu)

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ABSTRAK

Adli Widya (1908867), “Pengaruh *Hotel Attributes* Terhadap *Revisit Intention*”
(Survey terhadap tamu yang sudah menginap di Augusta Hotel Pelabuhanratu)
dibawah bimbingan Prof. Dr. Vanessa Gaffar, S.E., Ak., MBA dan Endah Fitriyani,
S.Par, M.M.Par.

Tujuan dari penelitian ini adalah untuk mengetahui bagaimana pengaruh dari *hotel attribute* terhadap *revisit intention* di Augusta Hotel Pelabuhanratu. Variabel bebas (X) dalam penelitian ini adalah *hotel attribute* yang terdiri dari beberapa subdimensi yaitu fasilitas, lokasi, kualitas layanan, harga dan keamanan serta yang menjadi variabel terikat (Y) adalah *revisit intention*. Metode yang digunakan adalah survei menggunakan *simple random sampling* dengan jumlah responden 386 tamu yang sudah menginap di Augusta Hotel Pelabuhanratu. Teknik analisis data yang digunakan adalah regresi berganda dengan menggunakan bantuan program IBM SPSS for Windows 25.0. Hasil penelitian menunjukkan bahwa secara bersama-sama variabel *hotel attribute* memberi pengaruh signifikan pada *revisit intention* di Augusta Hotel Pelabuhanratu. Secara terpisah keseluruhan dimensi dari variabel *hotel attribute* berpengaruh signifikan terhadap *revisit intention*.

Kata kunci: *Hotel Attribute, Revisit Intention*

ABSTRACT

Adli Widya (1908867), "The Influence of *Hotel Attributes* on *Revisit Intention*"
(Survey of guests who have stayed at the Augusta Hotel Pelabuhanratu) under the guidance of Prof. Dr. Vanessa Gaffar, S.E., Ak., MBA and Endah Fitriyani, S.Par, M.M.Par.

The purpose of this research is to find out how hotel attributes influence revisit intention at Augusta Hotel Pelabuhanratu. The independent variable (X) in this research is the hotel attribute which consists of several sub-dimensions, namely facilities, location, service quality, price and safety and the dependent variable (Y) is revisit intention. The method used was a survey using simple random sampling with a total of 386 guests who had stayed at the Augusta Hotel Pelabuhanratu as respondents. The data analysis technique used is multiple regression using the IBM SPSS for Windows 25.0 program. The research results show that together the hotel attribute variables have a significant influence on revisit intention at Augusta Hotel Pelabuhanratu. Separately, all dimensions of the hotel attribute variable have a significant effect on revisit intention.

Keywords: Hotel Attribute, Revisit Intention

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