

ABSTRAK

Astri Kurnia Dwiariani, 1100305, Pengaruh Atribut Hotel Dalam Upaya Meningkatkan Keputusan Menginap Tamu The Luxton Bandung (Survey Pada Tamu Individu Yang Menginap di The Luxton Bandung). Di bawah bimbingan Prof.Dr.H Eeng Ahman,M.S. dan Dewi Pancawati N., S.Pd.,MM.

Industri pariwisata merupakan industri yang paling diunggulkan di beberapa Negara di dunia. Salah satu bagian dari industri tersebut adalah Hotel. Hotel merupakan sarana akomodasi yang harus mampu mengakomodir semua keinginan tamu selama menginap. Persaingan usaha akomodasi hotel sangat tinggi seiring tumbuhnya hotel baru di Provinsi Jawa Barat salah satunya di Kota Bandung yaitu The Luxton Bandung. Rendahnya keputusan menginap yang dimiliki The Luxton Bandung dikalangan wisatawan menjadi salah satu permasalahan yang dihadapi. Agar dapat memperbaiki keputusan menginap di kalangan wisatawan yaitu salah satunya dengan lebih meningkatkan performa hotel dari sisi atribut hotel. Tujuan dalam penelitian ini untuk mencari hasil temuan pengaruh atribut hotel terhadap keputusan menginap The Luxton Bandung. Dalam penelitian ini, variabel bebas (X) yang digunakan yaitu Atribut Hotel yang terdiri dari dimensi *security(X1)*, *quality and dependability of service(X2)*, *reputation(X3)*, *physical appearance(X4)*, *location(X5)* and *price(X6)* dan variabel terikat (Y) yaitu keputusan menginap yang terdiri dari dimensi pilihan produk, pilihan merek, pilihan saluran pembelian, penentuan waktu pembelian, dan jumlah pembelian.. Jenis penelitian yang digunakan adalah deskriptif verifikatif, dan metode yang digunakan adalah survei dengan teknik *insidental sampling*, dengan jumlah *sample* sebanyak 100 tamu individu (responden) yang menginap di hotel The Luxton Bandung. Teknik analisis data dan uji hipotesis yang digunakan adalah teknik regresi berganda. Tanggapan responden terhadap atribut The Luxton Bandung berada di kategori cukup tinggi. Dimensi *location* memperoleh nilai tertinggi sedangkan dimensi *quality and dependability of service* memperoleh nilai terendah. Tanggapan responden terhadap keputusan pembelian memperoleh nilai tinggi. Dimensi penentuan waktu pembelian mendapatkan penilaian paling tinggi dan dimensi jumlah pembelian memperoleh nilai terendah. Berdasarkan pengujian SPSS 20.0 for windows menunjukkan adanya pengaruh yang simultan dan parsial antara atribut hotel dan keputusan menginap di hotel The Luxton Bandung.

Kata Kunci: Atribut Hotel, Keputusan Menginap, The Luxton Bandung

ABSTRACT

Astri Kurnia Dwiariyani, 1100305, *The Influences of Hotel Attributes in Efforts to Improve Guest Stay Decision in The Luxton Bandung (Survey to the Individuals Guests who Stay at The Luxton Hotel Bandung)*. Under the guidance by Prof. Dr. H. Eeng Ahman, MS., and Dewi Pancawati Novalita, S.Pd.,MM.

The tourism industry is an industry that is most favored in some countries in the world. One part of it is the hotel industry. Hotels are accommodation facilities that desire to be able to accommodate all guests during the stay. Hotel accommodation business competition is very high as the growth of new hotels in the province of West Java in Bandung one of them is The Luxton Hotel Bandung. Low-owned guest stay decision The Luxton Bandung among travelers is one of the problems that hotel faced. In order to improve the stay decision or purchase decision among tourists is by improving the performance hotel attributes. The purpose of this research to seek the influence or the effect of attributes hotel to guest stay decision in The Luxton Bandung. In this study, the independent variable (X) were used that attribute Hotel consisting of dimension security (X1), quality and dependability of service (X2), reputation (X3), physical appearance (X4), location (X5) and price (X6) and the dependent variable (Y) that the decision to stay composed of dimensional product choice, brand choice, purchase channel selection, timing of purchases and the number of purchases. This type of research is descriptive verification, and the method used is a survey technique incidental sampling, with a sample of 100 individuals (respondents) who stay at the Luxton Bandung. Data analysis techniques and test hypothesis is multiple regression techniques. The respondents to attribute Luxton Bandung is in the category is quite high. Dimensions location obtained the highest score while the dimensions of quality and dependability of service obtained the lowest score. Responder on purchasing decisions get high scores. Dimensional determination of the time of purchase to get the highest ratings and dimensions of the purchase amount obtained the lowest score. Based on the test SPSS 20.0 for windows indicate that simultaneous and partial effect between the hotel and the attributes of the decision to stay at The Luxton Bandung hotel.

Keyword: *Attributes Hotel, Guest Stay Decision, Purchase Decision, The Luxton Bandung*