

**PENGARUH MEMORABLE HOTEL EXPERIENCE TERHADAP  
REVISIT INTENTION DI PADMA HOTEL BANDUNG**

**SKRIPSI**

*Diajukan untuk Memenuhi Syarat Memperoleh Gelar Sarjana Pariwisata  
Program Studi Manajemen Resort dan Leisure*



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2020**

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## ABSTRAK

**Diny Syifa Fauzia, 1602367, “Pengaruh *Memorable Hotel Experience* terhadap *Revisit Intention* di Padma Hotel Bandung”** di bawah bimbingan Reiza Miftah Wirakusuma, S.ST.Par., M.Sc. dan Oce Ridwanudin, S.E., M.M.

Padma Hotel Bandung merupakan salah satu hotel bintang lima berskala nasional terbaik di Kota Bandung yang dihadapkan dengan masalah rendahnya kunjungan berulang dari tamu. Upaya untuk meningkatkan jumlah kunjungan berulang tamu dapat dilakukan Padma Hotel Bandung dengan meningkatkan *memorable hotel experience* yang dimiliki. Penelitian ini bertujuan untuk memperoleh temuan mengenai pengaruh *memorable hotel experience* sebagai variabel bebas (X) yang terdiri dari *attitude of the staff*, *room*, *location of the accommodation*, dan *breakfast* terhadap *revisit intention* sebagai variabel terikat (Y) di Padma Hotel Bandung. Penelitian ini menggunakan metode penelitian deskriptif dengan pendekatan kuantitatif. Data dikumpulkan dari 100 tamu yang menginap di Padma Hotel Bandung pada tahun 2019 melalui kuesioner. Pengambilan sampel dilakukan dengan teknik *convenience sampling*. Teknik analisis data dan uji hipotesis yang digunakan adalah regresi berganda. Hasil penelitian menunjukkan bahwa *memorable hotel experience* berpengaruh terhadap *revisit intention* dengan sub variabel *breakfast* yang memiliki pengaruh tertinggi. Sementara *attitude of the staff* tidak memiliki pengaruh yang signifikan terhadap *revisit intention*. Penelitian ini dapat digunakan sebagai evaluasi dan masukan untuk meningkatkan kinerja, kualitas pelayanan, hingga pengalaman di Padma Hotel Bandung.

Kata Kunci: *Memorable hotel experience*, *revisit intention*, Padma Hotel Bandung

## ABSTRACT

**Diny Syifa Fauzia, 1602367, “The Influence of Memorable Hotel Experience towards Revisit Intention in Padma Hotel Bandung” under the guidance of Reiza Miftah Wirakusuma, S.ST.Par., M.Sc. and Oce Ridwanudin, S.E., M.M.**

*Padma Hotel Bandung is one of the best five star national hotels in Bandung that faced with low repeat visit from guest. Effort to increase the number of repeat guest can be done by Padma Hotel Bandung by enhancing their memorable hotel experience. This study aims to obtain findings regarding the influence of memorable hotel experience as independent variable (X) which consisting of attitude of the staff, room, location of the accommodation, and breakfast on revisit intention as dependent variable (Y) at Padma Hotel Bandung. This study uses descriptive research methods with quantitative approach. Data were collected from 100 guests who stay at Padma Hotel Bandung in 2019 through questionnaire. Sampling was carried out by convenience sampling technique. Data analysis technique and hypothesis test in this research is multiple regression. The result show that memorable hotel experience has an effect on revisit intention with breakfast as sub-variable that have the highest influence. While attitude of the staff doesn't have a significant effect on revisit intention. This research can be used as an evaluation and input to improve the performance, service, and experience quality at Padma Hotel Bandung.*

*Keywords: Memorable hotel experience, revisit intention, Padma Hotel Bandung*

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