

ABSTRAK

Mayangsari Nindiya Puteri, 0900921 “**Pengaruh Program *Service Convenience* Terhadap Keputusan Tamu Untuk Menginap Di Crown Hotel Tasikmalaya**” (Survei Pada Tamu Yang Menginap di Crown Hotel Tasikmalaya). Dibawah bimbingan Prof. Dr. H. Eeng Ahman, MS dan Dewi Pancawati Novalita, S.Pd.,MM.

Peningkatan sektor pariwisata harus didukung dengan meningkatkan sektor industri pendukung terutama sarana akomodasi seperti hotel. Pengembangan pariwisata di kota Tasikmalaya salah satunya dengan pengembangan produk wisata, yaitu akomodasi, amenities, aksesibility dan atraksi. Persaingan usaha akomodasi hotel pun begitu tinggi seiring tumbuhnya hotel-hotel baru yang berkembang di kota Tasikmalaya, salah satunya Crown Hotel yang merupakan salah satu hotel pelopor di Kota Tasikmalaya. Namun kurangnya minat tamu untuk menginap di Crown Hotel seiring berkembangnya hotel-hotel baru di Kota Tasikmalaya menunjukkan adanya masalah di Crown Hotel sehingga dilakukan strategi untuk meningkatkan keputusan menginap di Crown Hotel Tasikmalaya. Sample dalam penelitian ini adalah tamu yang menginap di Crown Hotel Tasikmalaya. Jenis penelitian yang digunakan deskriptif dan verifikatif dan metode yang digunakan *explanatory survey*. Sampel dalam penelitian ini adalah 100 responden, dengan teknik penarikan sampel yaitu *simple random sampling*. Teknik analisis data yang digunakan *Path Analysis*. Variabel independent dari penelitian ini adalah *service convenience* (X) yang memiliki dimensi yaitu *decision convenience*, *access convenience*, *transaction convenience*, *benefit convenience*, dan *post-benefit convenience*. Variabel dependent yaitu keputusan menginap (Y) yang terdiri dari pemilihan produk, pemilihan merek, pemilihan saluran pembelian, penentuan waktu pembelian, jumlah pembelian, dan metode pembayaran. Hasil penelitian menunjukkan bahwa tanggapan tamu tentang *service convenience* terhadap keputusan menginap secara umum dinilai tinggi. Faktor yang mendapat penilaian yang tinggi yaitu *post-benefit convenience*, sedangkan keputusan menginap yang memiliki penilaian paling tinggi ialah jumlah pembelian. Pembentuk dimensi *service convenience* yang memiliki pengaruh paling tinggi terhadap keputusan menginap adalah *post-benefit convenience*. Temuan penelitian menunjukkan bahwa *service convenience* memiliki pengaruh terhadap keputusan menginap.

Kata Kunci : *Service Convenience*, Keputusan Menginap

Mayangsari Nindiya Puteri, 2014

Pengaruh Program *Service Convenience* Terhadap Keputusan Tamu Untuk Menginap Di Crown Hotel Tasikmalaya

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

ABSTRACT

Mayangsari Nindiya Puteri, 0900921. **THE INFLUENCE OF SERVICE CONVENIENCE ON STAYING DECISION GUEST AT CROWN HOTEL TASIKMALAYA** (Survey On Individual Guest who stay at Crown Hotel Tasikmalaya). Thesis Under the guidance of Prof. Dr. H. Eeng Ahman, MS and Dewi Pancawati Novalita, S.Pd.,MM.

Travelling is one of the kinds of tourism activities that is supported by facilities and services provided by the public, employers and government. Tasikmalaya is one of the cities in West Java which has an attractive nature tourism, thus becoming one of the most visited place by the traveller. The development of tourism in Tasikmalaya done by one of the follow-up is the tourism product developing such as accommodation, amenities, accessibilities, and attraction. The increasing of tourism sectors must be supported by the increasing of industry sectors which the main sector is hotel. The competition of hotel accommodation is so high along with the others mushrooming hotels in Tasikmalaya, one of the hotel in Tasikmalaya is Crown Hotel. It is one of the pioneer hotel in tasikmalaya. Never the less, the lack of interest for guests to stay at the Crown Hotel along with others mushrooming hotels indicates that there's a problem at the Crown Hotel. Therefore, strategies are set to improve the decision of staying at the Crown Hotel Tasikmalaya. The type of this research used was descriptive and verificative. Furthermore, the method used was explanatory survey. There were 100 respondents in this research with randomized sampling and the data analysis used was Path Analysis. The independent variable of this research is Service Convenience (X) that has dimensions such as decision convenience, access convenience, transaction convenience, benefit convenience and post benefit convenience. The dependent variable is the decision of staying (Y) consisting of product selection, brand selection, purchase channel selection, purchase timing, purchase amount and method of payment. The result showed that the guests' responses of the service convenience toward the decision of staying at the hotel was the highest commonly. The highest graded factor was post benefit convenience, meanwhile the highest decision making on staying at the hotel was the amount of the purchase. The sculpting of dimension of service convenience that had the highest influence toward the decisions of staying was the post benefit convenience that had the influence in staying.

Mayangsari Nindiya Puteri, 2014

Pengaruh Program Service Convenience Terhadap Keputusan Tamu Untuk Menginap Di Crown Hotel Tasikmalaya

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

Keywords : Service Convenience, Staying Decision



Mayangsari Nindiya Puteri, 2014

Pengaruh Program Service Convenience Terhadap Keputusan Tamu Untuk Menginap Di Crown Hotel Tasikmalaya

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu