

ABSTRAK

Esalitta Meidiana (1600490), “Pengaruh *Service Convenience* Terhadap *Revisit Intention*” (Survei terhadap tamu individu yang pernah menginap di Ardan Hotel Bandung) di bawah bimbingan Dr. Vanessa Gaffar, S.E., Ak., MBA dan Rijal Khaerani, M.Stat.

Penelitian ini bertujuan untuk menganalisis pengaruh *service convenience* yaitu *decision convenience*, *access convenience*, *transaction convenience*, *benefit convenience* dan *post-benefit convenience* terhadap *revisit intention* di Ardan Hotel Bandung. Metode penelitian yang digunakan adalah *explanatory survey* yang melibatkan seluruh populasi untuk diteliti. Jumlah responden dari penelitian ini terdiri dari 100 tamu individu yang pernah menginap di Ardan Hotel Bandung. Teknik analisis yang digunakan dalam penelitian ini menggunakan teknik analisis Regresi Linear Berganda dengan menggunakan bantuan aplikasi SPSS 25 for Windows. Hasil dari penelitian ini menunjukkan bahwa *Service Convenience* mempengaruhi *Revisit Intention* di Ardan Hotel Bandung secara simultan sedangkan secara parsial *service convenience* dengan total 5 dimensi terdapat 3 dimensi yang berpengaruh terhadap *revisit intention* diantaranya *decision convenience*, *access convenience*, *post-benefit convenience* dan 2 dimensi lainnya yaitu *access convenience*, *transaction convenience* tidak memiliki pengaruh secara parsial terhadap *revisit intention*.

Kata kunci : *Service Convenience*, *Decision Convenience*, *Access Convenience*, *Transaction Convenience*, *Benefit convenience*, *Post-benefit convenience*, *Revisit Intention*, Hotel, Ardan Hotel Bandung.

ABSTRACT

Esalitta Meidiana (1600490), “The Effect of Service Convenience to Revisit Intention” (Survey on individual guest who have stayed at Ardan Hotel Bandung) under the guidance of Dr. Vanessa Gaffar, S.E., Ak., MBA dan Rijal Khaerani, M.Stat.

This study aims to analyze the effect of service convenience, namely decision convenience, access convenience, transaction convenience, benefit convenience and post-benefit convenience on revisit intention at Ardan Hotel Bandung. The research method used is an explanatory survey involving the entire population to be studied. The number of respondents from this study consisted of 100 individual guests who had stayed at Ardan Hotel Bandung. The analytical technique used in this study uses the Multiple Linear Regression analysis technique using the SPSS 25 for Windows application. The results of this study indicate that Service Convenience affects Revisit Intention at Ardan Hotel Bandung simultaneously while partially service convenience with a total of 5 dimensions, there are 3 dimensions that affect revisit intention including decision convenience, access convenience, post-benefit convenience and 2 other dimensions. namely access convenience, transaction convenience does not have a partial effect on revisit intention.

Keywords : *Service Convenience, Decision Convenience, Access Convenience, Transaction Convenience, Benefit convenience, Post-benefit convenience, Revisit Intention, Hotel, Ardan Hotel Bandung.*