ABSTRAK

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ANALISIS PENGARUH *EMPLOYEE BEHAVIOUR, PHYSICAL EVIDENCE, ROOM AMENITIES, FOOD QUALITY* TERHADAP *CUSTOMER SATISFACTION* DALAM MEMBENTUK *BEHAVIOURAL INTENTIONS* PADA TAMU DI HOTEL THE APRUVA KEMPINSKI

(XX + 124 halaman: 15 gambar; 30 tabel; 5 lampiran)

Perhotelan menjadi salah satu penyokong kegiatan pariwisata di manapun kegiatan ini ada. Penginapan-penginapan digolongkan dengan berdasarkan jumlah kamar, fasilitas, kualitas pelayanan, dan harganya Hotel The Apurva Kempinski yang ber alamatkan di Jl. Raya Nusa Dua Selatan, Benoa, Kec. Kuta Selatan, Bali adalah salah satu hotel dan resort yang luas dan megah serta salah satu hotel yang masih baru berdiri dibanding hotel-hotel kecil dan besar lainnya disekitar daerah Nusa Dua, Bali. Hotel ini berdiri pada 1 Febuari 2019, yaitu tepat beberapa hari sebelum pandemi Covid-19 di Indonesia dimulai. Bangunan dari Hotel The Apurva Kempinski ini memiliki bangunan arsitektur bernuansa nusantara dan area hotel memiliki lahan yang sangat luas dan membentang panjang kebelakang hingga langsung tembus dengan bibir pantai.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Food Quality, Physical Evidence, Room Amenities,* dan *Emoloyee Behaviour* terhadap *Customer Satisfaction* dan *Customer Satisfaction* dalam membentuk *Behavioural Intentions* pada pelanggan Hotel The Apurva Kempinski, Nusa Dua, Bali. Manfaat yang diharapkan dari penelitian ini adalah memberikan kontribusi pada pengembangan teori dan penelitian pemasaran, serta bermanfaat bagi Hotel The Apurva Kempinski dalam menelaah pengaruh variabel *Food Quality, Physical Evidence, Room Amenities,* dan *Emoloyee Behaviour* terhadap *Customer Satisfaction* dan *Customer Satisfaction* dalam membentuk *Behavioural Intentions.*

Penelitian ini merupakan penelitian dengan metode kuantitatif dengan pengolahan data menggunakan SPSS 22.0. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 103 responden dengan karakteristik responden pria dan wanita berumur 18-65 tahun, berdomisili di Indonesia, pernah menginap di hotel The Apurva Kempinski Bali dalam kurun waktu 1 tahun terakhir, pengambil keputusan menginap dan membayar biaya penginapan di hotel The Apurva Kempinski Bali dengan uang anda sendiri, pernah menyantap makanan di hotel The Apurva Kempinski Bali dalam kurun waktu 1 tahun terakhir, pernah berinteraksi dengan staff hotel The Apurva Kempinski Bali dalam kurun waktu 1 tahun terakhir.

Hasil penelitian menunjukkan bahwa variabel yang memiliki pengaruh terbesar adalah *Customer Satisfaction* terhadap variabel *Behavioural Intentions* sebesar 0,558; kemudian variabel yang memiliki pengaruh terbesar kedua adalah variabel *Food Quality* terhadap variabel *Customer Satisfaction* sebesar 0,345; terbesar ketiga variabel *Employee Behaviour* terhadap variabel *Customer Satisfaction* sebesar 0,241; terbesar keempat *Physical Evidence* terhadap variabel *Customer Satisfaction* yang memiliki pengaruh sebesar 0,127, dan terbesar kelima variabel *Room Amenities* terhadap variabel *Customer Satisfaction* sebesar 0,097.

Kata Kunci: *Food Quality, Physical Evidence, Room Amenities, Employee Behaviour*

ABSTRACT

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ANALISIS PENGARUH *EMPLOYEE BEHAVIOUR, PHYSICAL EVIDENCE, ROOM AMENITIES, FOOD QUALITY* TERHADAP *CUSTOMER SATISFACTION* DALAM MEMBENTUK *BEHAVIOURAL INTENTIONS* PADA TAMU DI HOTEL THE APRUVA KEMPINSKI

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Hospitality is one of the supporters of tourism activities wherever these activities exist. Lodgings are classified based on the number of rooms, facilities, quality of service, and price. The Apurva Kempinski Hotel is located at Jl. Raya Nusa Dua Selatan, Benoa, South Kuta, Bali is one of the spacious and magnificent hotels and resorts as well as one of the hotels that is still newly established compared to other small and large hotels around the Nusa Dua area, Bali. This hotel was established on February 1, 2019, which is just a few days before the Covid-19 pandemic in Indonesia began. The building of The Apurva Kempinski Hotel has architectural nuances of the archipelago and the hotel area has a very wide area and stretches long backwards until it directly penetrates the shoreline.

This study aims to determine how the influence of Food Quality, Physical Evidence, Room Facilities, and Emoloyee Behavior on Customer Satisfaction and Customer Satisfaction in forming Behavioral Intentions at The Apurva Kempinski Hotel customers, Nusa Dua, Bali. The expected benefit of this research is to contribute to the development of marketing theory and research, as well as useful for The Apurva Kempinski Hotel in examining the effect of Food Quality, Physical Evidence, Room Facilities, and Emoloyee Behavior variables on Customer Satisfaction and Customer Satisfaction in forming Behavioral Intentions.

This research is a quantitative method with data processing using SPSS 22.0. Data collection was carried out by distributing questionnaires to 103 respondents with the characteristics of male and female respondents aged 18-65 years, domiciled in Indonesia, had stayed at The Apurva Kempinski Bali hotel in the last 1 year, decision makers stayed and paid lodging fees at The Apurva Kempinski hotel. Apurva Kempinski Bali with your own money, have eaten at The Apurva Kempinski Bali hotel in the last 1 year, have interacted with the staff of The Apurva Kempinski Bali hotel in the last 1 year.

The results showed that the variables that had the greatest influence were Customer Satisfaction on the Behavioral Intentions variable of 0.558; then the variable that has the second largest influence is the Food Quality variable on the Customer Satisfaction variable of 0.345; the third largest variable Employee Behavior on the Customer Satisfaction variable is 0.241; the fourth largest Physical Evidence on the Customer Satisfaction variable which has an influence of 0.127, and the fifth largest Room Amenities variable on the Customer Satisfaction variable of 0.097.

Keywords: Food Quality, Physical Evidence, Room Amenities, Employee Behaviour