

## **ABSTRACT**

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### **THE INFLUENCE OF PHYSICAL ENVIRONMENT ON GUEST EXPERIENCE WITH MODERATION OF HOTEL CLEANLINESS AT THE APURVA KEMPINSKI BALI**

(xvi+130 pages; 6 figures; 47 tables; 15 appendices)

Based on the guest reviews at The Apurva Kempinski Bali, it is found that this hotel has challenges with guest experience. Physical environment is found to be one of the manifestations that shape guest experience. The purpose of this research is to find out the influence of physical environment on guest experience (GE) with moderation of hotel cleanliness (HC) at The Apurva Kempinski Bali. The physical environment in this research focused on three variables, which are hotel ambience (HA), hotel layout (HL), and hotel furnishing (HF). This research uses quantitative approach. Data is collected through distribution of Google Forms questionnaire. The population for this research is unknown. The Lemenshow formula is used to determine a minimal sample size of 97 individuals, the final sample collected was 103 responses. All data results have successfully passed the validity and reliability tests conducted using SPSS 27. Additionally, data results using SmartPLS 4 have passed the outer model test. The P-value of the direct effects of hotel ambience on guest experience; and hotel furnishing on guest experience show a significant results. However, the P-value for the direct effects of hotel layout on guest experience have insignificant results; the moderating effects of hotel cleanliness between the physical environment elements and guest experience have insignificant results as well. The recommendation for The Apurva Kempinski Bali is to maintain their good performance for hotel ambience and hotel furnishing to elevate the guest experience.

**Keywords: The Apurva Kempinski Bali, Hotel Ambience, Hotel Layout, Hotel Furnishing, Hotel Cleanliness, Guest Experience**

References: 74 (2019 - 2024)

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*Berdasarkan ulasan tamu di The Apurva Kempinski Bali, ditemukan bahwa hotel ini memiliki tantangan dalam pengalaman tamu. Lingkungan fisik merupakan salah satu manifestasi terwujudnya pengalaman tamu. Penelitian ini berfokus pada tiga variabel dari lingkungan fisik, yaitu suasana hotel (HA), tata letak hotel (HL), dan perabotan hotel (HF), untuk mengetahui pengaruh lingkungan fisik terhadap pengalaman tamu (GE) dengan kebersihan hotel (HC) sebagai moderasi di The Apurva Kempinski Bali. Penelitian ini menggunakan metode kuantitatif. Data dikumpulkan melalui penyebaran kuesioner Google Forms. Populasi dalam penelitian ini tidak diketahui. Metode Lemenshow digunakan untuk menentukan jumlah sampel minimal 97 orang, dengan sampel akhir terdiri dari 103 responden. Seluruh hasil data berhasil melewati uji validitas dan reliabilitas yang dilakukan dengan menggunakan SPSS 27. Selain itu, hasil data dengan menggunakan SmartPLS 4 telah lolos uji outer model. Nilai P-value untuk pengaruh langsung suasana hotel terhadap pengalaman tamu; dan perabotan hotel terhadap pengalaman tamu menunjukkan hasil yang signifikan. Namun, nilai P-value untuk pengaruh langsung tata letak hotel terhadap pengalaman tamu tidak signifikan; pengaruh moderasi dari kebersihan hotel antara lingkungan fisik dan pengalaman tamu juga menunjukkan hasil yang tidak signifikan. Rekomendasi yang dapat diberikan kepada The Apurva Kempinski Bali adalah mempertahankan kinerja yang baik untuk suasana dan perabotan hotel guna meningkatkan pengalaman tamu.*

**Kata Kunci:** *The Apurva Kempinski Bali, Suasana Hotel, Tata Letak Hotel, Perabotan Hotel, Pengalaman Tamu*

**Referensi:** *74 (2019 - 2024)*