

ABSTRACT

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THE EFFECT OF CUSTOMER EXPERIENCES, FACILITIES, AND ATMOSPHERE TOWARD DECISION TO STAY AT HOTEL DANAU TOBA INTERNATIONAL MEDAN

(xiv + 103 ± Pages; 17 Figure; 39 Table; 8 Appendixes)

The hospitality industry is a rapidly growing industry, one of the hospitality industries in Medan is the Hotel Danau Toba International Medan. Several problems were found at the Hotel Danau Toba International Medan which will be the independent variables in this study, namely experience, customers, facilities and atmosphere on the decision to stay.

This study discusses the effect of independent variables on dependent variable, this study also contains 4 hypotheses that discuss the relationship between the factors of each variable.

This study use a quantitative method with primary data collected through a questionnaire with 100 respondents and uses non-probability sampling. Secondary data is taken through journals and internet sources as references then the data is processed using SPSS 25.0.

This study discusses the Hotel Danau Toba International Medan. The author found that there was a significant partial effect on customer experience, facilities and atmosphere on the decision to stay.

To improve guest stay decisions, the author recommends that hotel managers pay more attention to guest needs and provide training to hotel employees.

Keywords: Customer Experience, Facilities, Atmosphere, Decision to Stay

References: 49 (2015-2024)

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Industri perhotelan merupakan industri yang berkembang pesat, salah satu industri perhotelan di Medan adalah Hotel Danau Toba International Medan. Ditemukan beberapa masalah yang terdapat pada Hotel Danau Toba International Medan yang akan menjadi variable bebas dalam penelitian ini yaitu pengalaman, pelanggan, fasilitas dan suasana terhadap Keputusan menginap.

Penelitian ini membahas mengenai pengaruh independent variable terhadap dependent variable, penelitian ini juga berisikan 4 hipotesis yang membahas mengenai hubungan antara faktor-faktor setiap variable.

Penelitian ini menggunakan metode kuantitatif dengan data primer yang dikumpulkan melalui kuisioner dengan 100 responden dan menggunakan sampling non-probabilitas. Data sekunder diambil melalui jurnal dan sumber internet sebagai referensi kemudian data diproses menggunakan SPSS 25.0.

Penelitian ini membahas mengenai Hotel Danau Toba International Medan. Penulis menemukan bahwa adanya pengaruh significant secara parsial mengenai pengalaman pelanggan, fasilitas dan suasana terhadap Keputusan menginap

Untuk meningkatkan keputusan menginap tamu, penulis merekomendasikan kepada manajer hotel untuk lebih memperhatikan kebutuhan tamu dan memberikan pelatihan kepada para karyawan hotel.

Kata Kunci: Pengalaman Pelanggan, Fasilitas, Suasana, Keputusan Menginap

Referensi: 49 (2015-2024)