

The Influence Of Service Quality And Facilities On Interest In Revisiting At Grand Arkenso Parkview Semarang Hotel

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Abstract .This study takes the title *Effect of Service Quality and Facilities on Interest in Visiting Again at Grand Arkenso Parkview Semarang Hotel*. The purpose of this study was to analyze the effect of service quality and facilities on interest in visiting again. This study uses a survey design, which is a study that takes samples from a population using a questionnaire as a data collection tool. The samples us was 96 respondents Grand Arkenso Parkview Semarang Hotel. Data analyze in this study uses multiple linear regression methods. The results of this study are the quality od service (X^1) has a positive and significant effect on interest in visiting again, facility (X^2) has a positive and significant effect on interest in visiting again. Based on the F test, it shows that the quality of service and facilities has a simultaneous and significant effect on interest in visiting again at Grand Arkenso Parkview Semarang Hotel. Based on multiple regression test, from the two regression coefficient values of the independent variables (service quality and facilities) that most influence on the dependent variable (interest in visiting again) is the service quality that is equal to 0.440.

Keywords Service Quality, Facilities, and Interest in Visiting Again.

INTRODUCTION

The hotel industry is a service industry that combines products and services. The design of the building, interior and exterior of hotel rooms and restaurants, the atmosphere created in hotel rooms, restaurants as well as the food and drinks sold along with all existing facilities are examples of the products being sold. Meanwhile, the service being sold is the friendliness and skill of the hotel staff or employees in serving their customers.

Service quality is centered on fulfilling needs and desires and accuracy of delivery to match customer expectations. Services here are all kinds of services provided by the hotel while the guest or consumer is at the hotel, including services provided by the receptionist, bell boy, room service, security, cleaning, service, etc. It is hoped that the superior quality of service will attract consumers to make repeat purchases of the products we offer.

Apart from good service quality, facilities also play a role in attracting consumers. Facilities are means that make it easier for consumers to carry out an activity. Facilities are one of the considerations for consumers in making choices. At almost the same price level, the more complete the facilities provided by the hotel, the more satisfied the customer will be and he will continue to choose that company as a priority choice based on the perception he has of the facilities available. According to Tjiptono (2006) Perceptions obtained from customer interactions with facilities influence the quality of the service in the eyes of customers.

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METHOD

The method used is a quantitative research method using regression and correlation research designs. To obtain data, researchers conducted a survey at the Grand Arkenso Parkview Hotel Semarang by distributing questionnaires to a total sample of 96 people over a period of 3 months (April - July 2023)

RESULTS AND DISCUSSION

Results :

Multiple Linear Regression Analysis

From the table it can be explained as follows

- The regression coefficient on the service quality variable (X1) of 0.440 is positive. This means that if there is an increase of 1 unit in the service quality variable (X1) where other factors are constant, it will increase consumer decisions by 0.440.
- The regression coefficient on the facility variable (X2) of 0.406 is positive. This means that if there is an increase of 1 unit in the facility variable (X2) where other factors are constant, the consumer's decision will be 0.406.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.218	2.366		1.783	.078
	Kualitas Pelayanan (X1)	.337	.070	.440	4.810	<.001
	Fasilitas (X2)	.313	.070	.406	4.446	<.001

a. Dependent Variable: Minat Menginap Kembali (Y)

Anova Test (F-test)

Based on the ANOVA test or F-test which can be seen in the table, an Fcount of 73.002 can be obtained with a significance level of <0.001. Because the probability is much smaller than 0.05 (<0.001 smaller than 0.05) and Fcount is greater than Ftable (73.002 greater than 3.09) it can be stated that the independent variables include service quality (X1) and facilities (X2) simultaneously or together significantly influences the repeat visit interest variable (Y).

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	669.834	2	334.917	73.002	<.001 ^b
	Residual	426.666	93	4.588		
	Total	1096.500	95			

a. Dependent Variable: Minat Menginap Kembali (Y)

b. Predictors: (Constant), Fasilitas (X2), Kualitas Pelayanan (X1)

Coefficient of Determination Test (R^2)

Based on the table, the coefficient of determination has an adjusted R square of 0.603. This means 60.3% interest in repeat visits (Y) which can be explained by independent variables, namely service and facility quality variables. Meanwhile, the remainder (100% - 60.3% = 39.7%) is explained by other variables outside the model which are not explained in this research.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.782 ^a	.611	.603	2.142

a. Predictors: (Constant), Fasilitas (X2), Kualitas Pelayanan (X1)

Discussion :

The Influence of Service Quality on Interest in Revisiting

From the results of data processing, a positive beta coefficient value of 0.440 was obtained and a significance value of <0.001 (<0.05) was obtained, which indicates that the service quality variable has an influence on interest in repeat visits.

The Influence of Facilities on Interest in Revisiting

From the results of data processing, a positive beta coefficient value of 0.406 was obtained and a significance value of <0.001 (<0.05) was obtained, which indicates that the facility variable has an influence on interest in repeat visits.

Simultaneous Influence of Service Quality and Facilities on Interest in Revisiting

From the results of data processing, an Fcount value of 73.002 was obtained with a significant value of <0.001 (<0.05), meaning that the quality of services and facilities influences the interest in repeat visits.

In the determination results, the adjusted r square value obtained a value of 0.603 with a percentage of 60.3%. So it can be explained that the service quality and facility variables have a big influence on the repeat visit interest variable.

The Service Quality Variable Has the Most Positive and Significant Influence on Interest in Revisiting

From the results of data processing, the service quality variable gets a larger positive beta coefficient value, namely 0.440 with a significant value of <0.001 (<0.05), while the positive beta coefficient value for the facilities variable is 0.406 with a significant value of <0.001 (<0.05).

CONCLUSION

Based on the research results and data analysis results, several conclusions can be drawn as follows:

1. There is a positive and significant influence from the service quality variable on the repeat visit interest variable.
2. There is a positive and significant influence from the facility variable on the return visit interest variable.
3. There is a simultaneous positive and significant influence of the service and facility quality variables on the repeat visit interest variable.
4. Service quality is the variable that has the most positive and significant influence on repeat visit interest.

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