

**A. PENGARUH FASILITAS PELAYANAN, HARGA DAN LOKASI TERHADAP
KEPUTUSAN MENGINAP PADA HOTEL GRASIA SEMARANG**

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**C. THE INFLUENCE OF SERVICE FASILITIES, PRICE AND LOCATION ON
THE DECISION TO STAY TEMPORARILY AT THE GRASIA HOTEL
SEMARANG**

ABSTRACT

The hotel business competition which very rapid, fast and continuedly changing, make the investor of hotel business difficult to develop their hotels, such as built new rooms and get the competitors market. Therefore, it needs sales system planning , that are planning of develop purposes, strategy, structure, size and sales compensation, in order to increase professionalism to get the customers.

The main problem discuss in this research are change of fluctuation and less of customers achievement target between 2001-2005. Aims of this research are to study the influences of services, price and location to customers decisions to stay in Grasia hotel. This is a kind of explanatory research with 100 respondent. The written use qualitative and quantitative with regresi linier sederhana and regresi linier berganda analysis to analized the data. Hypotesis analysis using SPSS, can be concluded as follow:

- 1. 60% respondents think that services give by Grasia hotel is interesting since response gived complete facilities, good service and comfortable environment when they stay in grasia hotel. Variabel of services in increasing customers decisions to stay are 30% which is value service positively influence customers decisions to stay*
- 2. 46% respondents think that prices in Grasia hotel are the expensive. Since they compare the prices with the same class hotel and the discount is smaller than the others. So, it can be said that price is negatively influence the decisions to stay. Prices variabel to custimers decisions influences amount of 13,7%*
- 3. 42% respondets, think that Grasia hotel located in strategic area since it has good find wide parking area, save environment and close to the general facilities. So, location positively influences customers decisions to stay which is showeb by the variabel of location of 29,4%*
- 4. Service, price and location positively influence the customers decisions to stay. Customers decisions to stay in Grasia hotel are highly clasitied it can be proved by level of service, price and location influences to the decisions in the same time are 41,4%*

There are some suggest after analyzing the data increating service in order to make customer comfortable by keeping the hotel clean, keeping the hotel facilities, attitude and staff appearance. Price strategi and discount or make a member card for customers in orderto make them willing to rent room. Save environment both inside and outside in Grasia hotel and well organize parking area are also need to be develop to keep the comfortability in Grasia hotel.

Keywords : Service Facilities, Price, Location, Decision to stay temporarily

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