

The Influence of Service Quality, Facilities and Location on The Decision to Stay at The Bountie Hotel and Convention Center Sukabumi

**Riani Prihatini Ishak*, Dina Mayasari Soeswoyo, Julia Ratnawulan
Skawanti, Rian Andani**

Sekolah Tinggi Pariwisata Bogor

**rianipishak@stpbgor.ac.id*

Abstract

Purpose of this study is to assess the influences among service quality, facility and location to stay decision use service inn on The Bountie Hotel and Convention Center Sukabumi. This is a quantitative-descriptive research using multiple linear regression test. The sampling technique used the probability sampling, simple random sampling, and sampled customers who stayed and was calculated using Slovin formula. As for sample which in set in research this is 100 consumers had stayed at this hotel. Collection data method used on this study by questionnaire corresponding with criteria study. The result of this study shows that (1) service quality variable has a positive and significant effect on the decision to stay, (2) facilities s have a positive and significant effect on the decision to stay, (3) location has a positive and significant effect on the decision to stay and (4) service quality, facilities and location altogether have positive and significant effect on the decision to stay at The Bountie Hotel and Convention Center Sukabumi.

Keywords: service quality, facility, location, stay decision

A. Introduction

Development business on moment this colored with various type competition in all fields. Seeing these conditions, the company is increasingly requires the right strategy to achieve sales targets. With the increasingly dynamic development of technology, a person is required to act quickly and precisely so as not to lose out in the competition. The development of business competition in Indonesia is a phenomenon that very interesting for us, especially related to economic globalization the more open opportunity for businessman foreign for compete snatch local consumers. Impact globalization causing fast development industry service which consists from various industry as telecommunication, transportation, banking, and hospitality (Ishak & Azizah, 2022). When purchasing a service, consumers frequently struggle to select the right service provider who will meet their expectations. This challenge arises due to the intangible nature of services, making it difficult for consumers to evaluate service quality until after they have experienced it (Winata, 2023)

One area that we can observe its development is West Java Province. The rapid development of the number of hotels in West Java has resulted in very tight competition in the hotel business. The Bountie Hotel & Convention Center Sukabumi is one of the pride hotels of the Sukabumi people. This hotel is a three-star hotel and one of the hotels with its own management. The location itself is on Jl. Siliwangi no 90, Cikole Kota Sukabumi. This hotel is located in the city center and is a hotel with the most complete facilities in Sukabumi City. The impact of the imbalance between the growth in the number of hotels and the number of tourist visits also seems to have an impact on this hotel, it can be seen that in the last few months this hotel has experienced fluctuating growth. The following data has been obtained regarding the number of guests staying at The Bountie Hotel & Convention Center Sukabumi in the last few months.

Based on table 1 it can be seen that there are fluctuations which tend to decrease the number of guests staying at The Bountie Hotel & Convention Center Sukabumi. The decrease in the number of guests deciding to stay at The Bountie Hotel & Convention Center Sukabumi was caused by several problem variables. One of the variables that causes a decrease in the number of guests staying is the service quality variable, where the service provided by The Bountie Hotel & Convention Center Sukabumi is less than optimal. The purpose of this study is as following, (1) to find out whether the quality of service affects the decision to stay, (2) to find out whether the facilities affect the decision stay overnight, (3) to find out whether the location affects the decision to stay and (4) to find out whether the quality of service, facilities and location simultaneously affect the decision to stay.

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Although existing research has extensively explored the impact of service quality, facilities, and location on hotel guests' decision-making processes, there is a lack of research specifically focusing on Bountie Hotels and Convention Center Sukabumi. Previous research done by (Hidayat et al., 2021) regarding influence of muslim-friendly facilities, prices, and locations on decisions to stay at three and four-star hotels in Mataram City has conclusion that facilities, prices and location have an effect on the guest decision to stay at hotels in Mataram city. Another research about the influence of services, facilities and locations to purchasing decisions and customer satisfaction on Warkop Dewa Sidoarjo indicated that services, facilities and locations have a positive and significant influence on purchasing decisions and customer satisfaction (Setyoningrat et al., 2019).

Table 1. Number of occupancy at The Bountie Hotel & Convention Center Sukabumi Period March 2021- February 2022

| No | Month | Year | Amount |
|-------|-----------|------|--------|
| 1 | March | 2021 | 1,947 |
| 2 | April | 2021 | 1,210 |
| 3 | May | 2021 | 1,230 |
| 4 | June | 2021 | 3,252 |
| 5 | July | 2021 | 1,280 |
| 6 | August | 2021 | 1,760 |
| 7 | September | 2021 | 2,171 |
| 8 | October | 2021 | 1,976 |
| 9 | November | 2021 | 1,697 |
| 10 | December | 2021 | 1,243 |
| 11 | January | 2022 | 1,300 |
| 12 | February | 2022 | 1,356 |
| 13 | March | 2022 | 1,271 |
| Total | | | 21,693 |

Source: Visitor count report from The Bountie Hotel & Convention Center Sukabumi(2023)

Understanding that hotel's unique context, including its target market, competitive environment, and local attractions, is critical to developing strategies to improve satisfaction and loyalty of guests. Therefore, it is an urgency to conduct research examining the influence of service quality, facilities and location on guests' decisions to stay at Bountie Hotel and Sukabumi Convention Center, in order to provide actionable insights for hotel

management. The purpose of this study was to analyze the influence of service, facilities, and location on decision to stay (Yulistia, 2020).

B. Literature Review

Service Quality

According to (Indrasari, 2019) Service quality is the fulfillment of customer needs and desires accompanied by accuracy in conveying desires in order to balance the customer's desires. Service quality is the customer's comprehensive opinion of the service the company provides, whether the service can achieve their expectations or not. Service quality involves meeting customer needs and expectations, as well as being punctual. It encompasses all services provided by the company while the customer is present (Arianto & Muhamad, 2018). Service quality is a model that describes consumer conditions in the form of expectations for service from past experiences, word of mouth promotions and advertising by comparing the service they expect with what they receive or feel (Kotler & Keller, 2016).

There are five dimensions to measure service quality identified by customers, namely: 1) Tangibles, in particular, the ability of a company to disclose its existence to third parties; 2) Reliability, this relates to the company's ability to provide the right service the first time without errors and to deliver its services within the agreed time frame; 3) Responsiveness, for the willingness and ability of staff to assist customers and respond to their requests, and to inform when and then to provide timely service; 4) Assurance, specifically, employee behavior can foster customer trust in the company, and companies can create meaning and 5) Empathy, this is giving sincere and individual or personal attention given to customers by trying to understand customer desires. Where is expected to be in accordance with what customers expect when they come to the company (Ishak & Utami, 2022)

Facility

Facilities are the provision of equipment that can make it easier for users to carry out their activities. Facilities are facilities that make it easier for consumers to carry out their activities. Companies that have more complete facilities will often be the choice of consumers (Setiawan et al., 2023). According to Kotler & Armstrong (2019) Facilities are existing physical resources before services can be provided to consumers. Examples of facilities include: condition of facilities, equipment, interior and exterior design, and level, cleanliness, especially those closely related to what is desired, experienced, or accepted directly by society. The facilities are in line with expectations of consumers will attract the attention of consumers to come and make companies can win business competition. Facility dimensions (Annishia & Prastiyo, 2019)

are divided into 2 parts, there are a) physical facilities, are anything in the form of objects or which can be differentiated, which has a role can facilitate and streamline a business and b) money facilities, are anything that can facilitate an activity as a result of the "value of money". The facilities indicators in hotel companies are in the form of bedroom with all amenities, restaurant with supporters, additional facilities (sports facilities or entertainment), ballroom for certain events, parking space and other supporting facilities (Setiawan et al., 2023).

Location

According to (Yulistia, 2020) a location is a special place that can be used for economic activities. Location is the position of a company in a strategic area for maximizing profits (Efrianto, 2016). The right location for a business is close to consumers. The location or distribution channel is moving goods from producers to consumers. Distribution channels to address key gaps in time, place, and ownership separating goods and services from those who will use them. Apart from that, for service companies specific locations often influence revenue more than they influence costs. The definition of location according to Setiyaningrum (2015) says that Distribution channels (locations) or marketing channels are a business structure consisting of interrelated organizations, starting from the place of origin of the product to the final seller with the aim of transferring the product and ownership to the final user, namely private consumers or users”.

In this case there are three types of interactions that influence location, namely (Setiyaningrum, 2015): 1) Customers come to the service provider (company). If the situation is like this then location becomes very important. Companies should choose places close to consumers so that it is easy to reach, in other words it must be strategic; 2) The service provider comes to the customer. In this case the location is not that important, but it is what must be taken into account is that the delivery of services must remain of high quality; 3) Service providers and customers interact through intermediaries, meaning service providers and consumers interact through certain means such as telephones, computers. In this case location becomes very unimportant as long as communication between the two parties is carried out well.

Based on the definitions above, it can be concluded that location is a place distribution channels and where transactions occur between product or service providers and customers who interact with each other, negotiate, and where the location or headquarters of a company is planning company strategy, as well as marketing its products or services. Deep consideration in location selection is an important thing in a company, because of environmental selection. A good location can provide comfort and convenience for consumers

to visit. Consideration of factors is also important in considering location selection, this is explained according to Tjiptono (2017) selecting a physical location requires careful consideration of some of the following factors are access, visibility, spacious and expansion (Ardista & Wulandari, 2020).

Consumer Stay Decision

Consumers will consider a product or service purchased, a purchasing decision is very necessary decide which product or service to purchase (Ishak, 2022). Purchasing decisions are a consumer decisions are influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people and process, thus forming an attitude in consumers to process all information and draw conclusions in the form of responses that emerge as to what product to buy (Syahputra & Herman, 2020). It also defines the decision to stay overnight as an action in making consumer decisions for choose an inn or hotel that will be used as a temporary residence

According to (Syahputra & Herman, 2020) the overnight decision indicators are as follows: 1) problem recognition, when consumers recognizing what problems or needs must be met, 2) information search, where consumers looking for various information about various choices of goods or services required, 3) Evaluation of alternatives, consumers will evaluate the benefits and suitability of the value of the product or service to be purchased from the various alternatives available and 4) Purchase Decision, namely the consumer makes a choice on one alternative and makes a purchase, 5) Post-purchase behavior, namely consumers will experience a level of satisfaction based on experience with the product or services (Kotler & Keller, 2016).

Decision making as an attitude in determining the customer's will to determine a hotel or inn to be used as a place of residence in the short term. Consumer determination is a decision to make a choice to use or not, decisions are taken carefully if supported by information or data. According to Kotler & Keller (2009) in Ishak & Rabbania (2022) purchase decision is an integration process used to combine knowledge to evaluate two or more alternative behaviors and choose one of them. Consumer decisions are an approach to solving problems in human activities to buy goods or services to fulfill their wants and needs. The decision-making process is a problem-adjusting approach that consists of five stages carried out by consumers. They are problem recognition, information search, alternative evaluation, decision making, and post-purchase behavior.

C. Research Methods

This research method is used quantitative methods because the data processed was ratio data and the focus of this research is to determine the

magnitude of the influence between the variables studied. The method used in this study is the research method quantitative. The author conducted research at The Bountie Hotel & Convention Center Sukabumi from February to April 2022. The population in this study were visitors to The Bountie Hotel & Convention Center Sukabumi who used the services and facilities of the hotel. While the sample in this study was 100 respondents, the calculated value was rounded off using the Slovin' formula $n = N/(1+ Ne^2)$, error rate 10% from population of 21,693. Data collection techniques in this study are interview, questionnaire and literature study (Sugiyono 2018).

Data analyses series carried out in this research include validity test, a parameter that is able to show the degree of validity of a research tool/instrument; reliability test is used to measure the questionnaire which is an indicator of the variable; multiple regression analysis is used to determine how much influence the independent variables have, namely: service quality, facilities and location on consumer purchasing decisions in purchasing decisions for lodging services; the F test is used to show whether all the independent variables included in the model simultaneously or together have an influence on the dependent variable; Coefficient Determination (R^2) test aims to measure how far the model's ability to explain the variation in the dependent variable and T-test is used to show whether an independent variable individually affects the dependent variable (Efrianto, 2016).

D. Result and Discussion

From a survey of 100 respondents, it was discovered that the most common classification according to gender was male, 54% of all respondents, while only 46% of all respondents were female. Most of the respondents were over 30-40 years old, 45%, followed by the 20-30 year old group at 22%, the rest were over 40 years old, namely 25% and 8% were people under 20 years old. The majority of respondents, 40%, work as civil servants, in second place are the TNI/POLRI with 24%, the others are private employees and students.

From the calculation of the index numbers, a conclusion can be drawn that the service quality variable in this case has a fairly high index, namely 74.92. Referring to the order of existing parameters, the parameter of accuracy in providing service is in first place with an index value of 75.6. Furthermore, the indicator of employees who understand guest needs is in second place with an index value of 75.2, while the indicator of response to complaints is given was in third place, namely 74.8, followed by friendliness and politeness in fourth place, namely 74.6, and the last was responsiveness in handling complaints given, namely 74.4. These five indicators are highly perceived by respondents.

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Referring to the calculation of the index numbers previously discussed, a conclusion can be drawn that the facility variable in this case has a fairly small index, namely 74.92. Referring to the top order of existing parameters, the clean and comfortable room parameter is ranked first with an index size of 76. Then this is followed by the indicator for the availability of restaurants where the restaurant is clean, where the number is 74.6. Meanwhile, the indicator of comfortable family facilities along with a comfortable lobby is in 3rd and 4th place with a value of 73.4 and 73, then finally the indicator of adequate parking is 47.2. These five indicators are perceived as low.

From the calculation of the index numbers above, a conclusion can be drawn that the location variable has a medium index of 67.68. Referring to the order of indicators, easy to reach is in first place with an index value of 74.2. Then followed by the indicator close to public facilities with an index value of 74. Meanwhile the indicator for a safe and comfortable environment is in third place with an index value of 72, then the indicator close to smooth traffic flow is in fourth place with an index value of 71, and finally the indicator for parking spaces. area with an index value of 47.2. These five indicators were perceived as moderate by respondents.

Referring to the calculation of the index numbers above, a conclusion can be drawn that the overnight decision variable has a high index of 75.24. Based on the order of indicators, the indicator that is the priority choice is in first place with an index value of 77.2. The second position will not move with an index value of 75.8. Then followed by the indicator of satisfaction with services with an index value of 75, the fourth position is the indicator of recommending to others with an index value of 74.8, and the last is the indicator of suitability to needs with an index value of 73.8. These five indicators are highly perceived by respondents. It can be seen from table 2 that the value of R calculated for all indicators tested is positive and greater than the value of r table.

Table 2. Test validity and reliability

| Variable | Statement Items | r-count | r-table |
|-----------------|-----------------|---------|---------|
| Service Quality | 1 | 0.791 | |
| | 2 | 0.769 | |
| | 3 | 0.811 | 0.198 |
| | 4 | 0.738 | |
| | 5 | 0.785 | |
| Facility | 1 | 0.765 | |
| | 2 | 0.716 | |
| | 3 | 0.701 | 0.198 |
| | 4 | 0.744 | |

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| Variable | Statement Items | r-count | r-table |
|---------------------|-----------------|---------|---------|
| | 5 | 0.755 | |
| Location | 1 | 0.723 | |
| | 2 | 0.682 | |
| | 3 | 0.599 | 0.198 |
| | 4 | 0.704 | |
| | 5 | 0.764 | |
| Decisiom to Stay | 1 | 0.746 | |
| | 2 | 0.766 | |
| | 3 | 0.714 | 0.198 |
| | 4 | 0.723 | |
| | 5 | 0.717 | |

Source: Data primary which processed with SPSS 26 (2022)

So, it can be concluded that all of the indicator items used in this study passed the validity test and were declared valid. Meanwhile reliability test results as shown on Table 3 explains that alpha coefficient values of the variables studied show the same results are various. Will but, all items statement variable independent (X) and variable dependent (Y) the own score coefficient Alpha bigger than 0.60. With thus could concluded that tool measuring which used in study this is reliable.

Table 3. Results Test Reliability Variable Study

| Variable | Cronbach Alpha | Cut of Value |
|-------------------------|-------------------|--------------|
| Quality Service | 0.836 | 0.600 |
| Facility | 0.655 | 0.600 |
| Location | 0.721 | 0.600 |
| Decision Stay overnight | 0.784 | 0.600 |

Source: Data primary which processed with SPSS 26 (2022)

Normality test aim for test is in model regression variable dependent and variable independent both of them have distribution normal or not (Ghozali, 2006). Results of normality testing by analysis.

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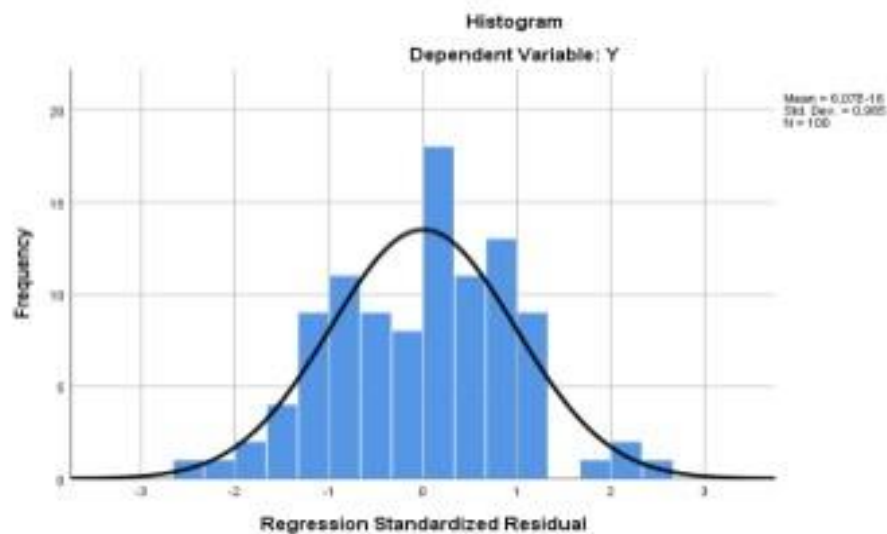


Figure 1. Histogram

Source: Data primary which processed with SPSS 26 (2022)

Histogram chart above shows the pattern of normal distribution and shaped symmetrical, no whiny (skewness) to right or to left. Besides histogram chart, normality also could detected with use graph normal probability plot. On the normal probability plot graph in on seen dot, dot, dot spread coincide in around line diagonal, as well as its spread follow directions diagonal line. From both graphs such then could stated that model regression on study this fulfil assumption normality.

The multicollinearity test aims to test whether it is in the regression model found exists correlation between variable independent test results show that there are no variables have a value VIF is greater than 10 and the tolerance value is less than 10% which means that there is no correlation between independent variable which is greater than 95 %, so could concluded that no there is multicollinearity between variable independent in model regression. Or with say other model regression in study this free from symptom multicollinearity.

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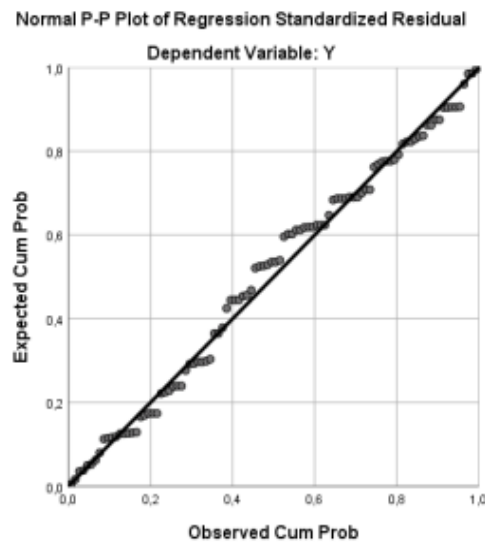


Figure 2. Chart Normal probability plot
Source: Data primary which processed with SPSS 26 (2022)

Results test of heteroscedasticity could be seen through scatters plot on Picture 6 From the scatterplot below, it can be seen that the points are spread out randomly either above or below zero on the Y axis and does not form something pattern certain. With thus could concluded that no happen heteroscedasticity on model regression, by because that model regression in This research is feasible to be used to predict the decision to stay based on input variable independent which covers service quality, facility and location

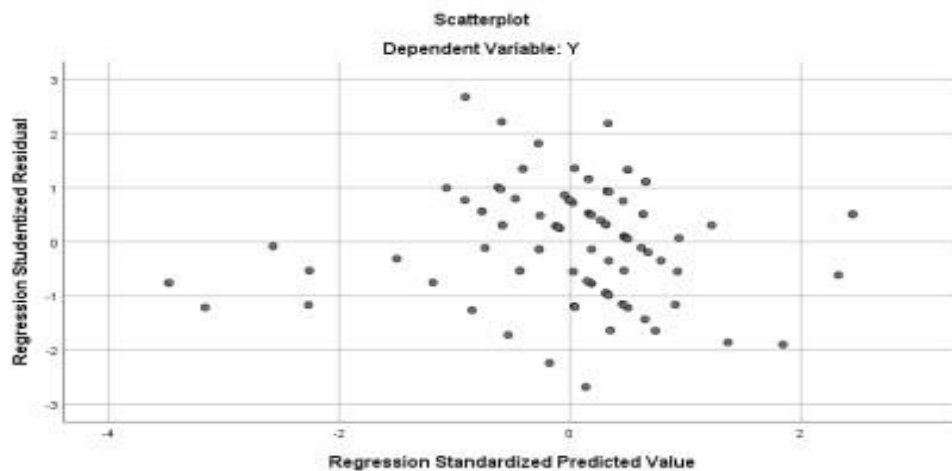


Figure 3. Results of Heteroscedasticity Test (Scatterplots)
Source: Data primary which processed with SPSS 26 (2022)

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Table 4. Results of t-Test

| Model | Unstandardized Coefficients | | Unstandardized Coefficients | t | sig |
|-----------------|-----------------------------|------------|-----------------------------|-------|------|
| | B | Std. Error | Beta | | |
| Constant | 1.015 | 1.330 | | .763 | .447 |
| Service quality | .318 | .073 | .345 | 4.381 | .000 |
| Facility | .360 | .102 | .320 | 3.529 | .001 |
| Location | .334 | .111 | .266 | 2.994 | .003 |

Source: Data primary which processed with SPSS 26 (2022)

The t value calculated for the service quality variable is 4.381 with a significance level of 0.000. Because the tcount value is greater than ttable or $4.381 > 1.984$ and the significance value is $0.000 < 0.05$, H_0 is rejected and H_1 is accepted. It was concluded that the service quality variable had a positive and significant effect on the decision to stay overnight. The t-count value of the facility variable is 3.529 with a significance level of 0.001. Because the tcount value is greater than ttable or $3.529 > 1.984$ with a significance value of $0.001 < 0.05$, H_0 is rejected and H_1 is accepted. Therefore, it can be concluded that the facility variable has a positive and significant influence on permanent decisions. The T-value calculated for the location variable is 2.994 with a significance level of 0.003. Because the calculated t-value is greater than the t table or $2.994 > 1.984$ and the significance value is $0.003 < 0.05$, H_0 is rejected and H_1 is accepted. From this it can be concluded that the facility variable has a positive and significant influence on the decision to stay overnight.

Table 5. Results of F-Test

| Model | Sum of Squares | Df | Mean Squares | F | Sig. |
|------------|----------------|----|--------------|--------|-------------------|
| Regression | 483.146 | 3 | 161.049 | 63.300 | .000 ^b |
| Residual | 244.244 | 96 | 2.544 | | |
| Total | 727.390 | 99 | | | |

Source: Data primary which processed with SPSS 26 (2022)

Based on the ANOVA test or F-test which can be seen in Table 7, then it can be obtained F-count of 63.300 with a significance level of 0.000. Since the probability is much smaller than 0.05 (0.000 is less than 0.05) and F count is greater than F table (63.300 greater than 2.698) then it can stated that independent variable which covers service quality (X1), facility (X2), and location (X3) simultaneously or together influence decision stay variable (Y) in a significant manner. Coefficient determination is used for measure how much

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big percentage change or variation from variable dependent can explained by change or variation from variable independent. By knowing the value of the coefficient of determination can be explained kindness from the deep regression model predict variable dependent. The higher its score the coefficient of determination the better the ability of the independent variable in explain behavior variable dependent. Results testing coefficient determination can be seen from score adjusted R square on analysis regression double.

Table 6. Coefficient Determination

| R | R-Square | Adjusted R-Square | Std. Error of The Estimate |
|------|----------|-------------------|----------------------------|
| .815 | .664 | .654 | 1.59506 |

Source: Data primary which processed with SPSS 26 (2022)

Based on Table 8 the coefficient of determination has an adjusted R square of 0.654. This means that 65.4% of the decision to stay (Y) can be explained by the independent variables, namely service quality, facilities and location. While the rest (100% - 65.4% = 34.6%) is explained by other variables outside the model that are not explained in this study.

Based on the results of the analysis it can be seen that the service quality has a positive and significant effect on the decision to stay. The results of this study are supported by previous research conducted by (Hidayat et al., 2021) entitled influence of muslim-friendly facilities, prices, and locations on decisions to stay at three and four-star hotels in Mataram City shows that the service quality variable has a significant influence on purchasing decisions at Mataram City. This indicates that by providing qualified service to guests, the guests will make a decision to stay at The Bountie Hotel and Convention Center Sukabumi. The results of this study are supported by previous research conducted by (Wanda, 2015) titled Influence of price and service on purchase decision at Lulu Mart Samarinda Mini Market and showed that Service variables have a significant influence on purchasing decisions at Lulu Mart Samarinda. This result is also in accordance with Kotler & Keller (2016) definition on service is any action or activity that can be offered by one party to another, basically intangible and does not result in any ownership. According to Kotler & Keller (2016), service quality is the totality of features and characteristics of a product or service that depends on the ability to satisfy stated or implied needs. Service includes all activities necessary to receive, process, deliver and fulfill customer orders and track any erroneous activities (Payne, 2008). Service involves the act of selling to a buyer by providing satisfaction to the consumer

or buyer, so that the buyer feels appreciated and can receive goods or services according to his or her desires to Purchase (Peter & Olson, 2005).

The result also shows that facilities have a positive and significant effect on the decision to stay. The results of this study are supported by previous research conducted by Setyoningrat et al. (2019) the influence of services, facilities and locations to purchasing decisions and customer satisfaction on Warkop Dewa Sidoarjo shows that facilities variable has a significant influence on purchasing decisions at Warkop Dewa Sidoarjo. This research is supported by a study conducted by Lempoy (2015) with the research title The Impact of Price, Location and Facilities on Decisions to Use Tourist Parks Toar Lumimuut (Taman Eman) Sonder, shows that facilities have a significant influence on purchasing decisions.

This shows that with the more and complete facilities provided, the higher the level of the customer's decision to stay. The facilities are in line with expectations of consumers will attract the attention of consumers to come and make companies can win business competition (Annishia & Prastiyo, 2019). According to Firdiyansah (2017) perceptions obtained from customer interactions with facility influential to service quality the in the eyes of customer. The better service quality in eye consumer, so will be bigger the trend consumer for the use service company. High-quality service is crucial in the service industry to ensure customer satisfaction and encourage repeat business. purchases (Risnawati, et al. 2019) Enhanced service quality, along with improved facilities and a strategic restaurant location, can significantly enhance customer satisfaction (Kurniawan & Soliha, 2022).

Location has a significant effect on decisions to stay based on the results of the analysis it can be seen that the location has a positive and significant effect on decision to stay. This research is supported by research conducted by (Hidayat et al., 2021) with entitled influence of muslim-friendly facilities, prices, and locations on decisions to stay at three and four-star hotels in Mataram City shows that location variable has a significant influence on purchasing decisions at Mataram City. This indicates that a hotel with a strategic location and is easy to reach will be better able to improve consumer' behaviour to decide to come and stay at The Bountie Hotel and Convention Center Sukabumi. A good location can provide comfort and convenience for consumers to visit. Consideration of factors is also important in considering location selection, this is explained according to Tjiptono (2017). This is in accordance with research according to Yulistia (2020) location has strength to succeed or destroy strategy company. By Therefore, service providers must really consider, select and choose location which responsive to possibility change economy, demographics, culture, competition, and future regulations. This is also in accordance with research according to Yulistia (2020) location

has strength to succeed or destroy strategy company. By Therefore, service providers must really consider, select and choose location which responsive to possibility change economy, demographics, culture, competition, and future regulations.

Refer to the magnitude of the coefficient of determination (R^2) which indicates the contribution of the simultaneous influence between three variables service quality, facilities and location indicates positive influence on stay decision at this hotel. This research is supported by research conducted by (Santoso, 2016) with the title the role of quality and service, price and atmosphere of fast food restaurants on purchasing decisions and consumer satisfaction, stating that purchasing decisions have a significant influence on customer satisfaction.

E. Conclusion

Based on the discussion of this results of this research, the conclusions obtained on the influence of service quality, facilities and location on the decision to stay at The Bountie Hotel and Convention Center Sukabumi can be concluded: (1) the results of the correlation analysis of the relationship between service quality and the decision to stay shows that service quality give a very strong influence to decision to stay. This is in line with existing theory and previous research; (2) The results of the correlation analysis of the relationship between facilities and the decision to stay also indicate very positive relationship between service quality and the decision to stay overnight. This is in line with existing theory and previous research; (3) from the correlation analysis of the relationship between location and the decision to stay, it shows that there is a very strong relationship between location of the hotel and the decision to stay. This is in line with existing theory and previous research; (4) it can be concluded that there is a very strong relationship between the independent variables and the dependent variable where the variables of service quality, facilities and location as a whole have a positive and significant influence on the guest' decision to stay. These results comply with existing theories and previous research.

It would be good for future studies, researchers could examine other variables besides service quality, facilities and location such as price, branding, promotion and advertising, innovation product, consumer behavior, guest psychology, etc as independent variables in relation to the decision to stay as the dependent variable. From the research that has been carried out, it can be seen that service quality has the greatest influence compared to facility and location variables on decision to stay variables. This matter deserves attention, where in daily operation management should be able to improve service quality in order to increase customer stay decisions in the process. As for facilities, the

hotel should continue to pay attention to what facilities are needed by consumers and follow up suggestions given by consumers, so that the facilities that consumers want can always be delivered and may increase consumer satisfaction. Regarding location, hotels should continue to provide a safe and comfortable environment, ease of obtaining parking or even easy access roads, so that consumers will feel comfortable and satisfied when using this hotel services.

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