

THE INFLUENCE OF SERVICE QUALITY AND FACILITIES ON THE DECISION OF GUESTS TO STAY AT THE GRAND CITYHALL HOTEL MEDAN

¹Ranti Novita Br Pakpahan, ²Rahmat Hidayat

^{1,2} Tourism Management, Sekolah Tinggi Ilmu Manajemen Sukma Medan.

ARTICLE INFO

Keywords:

Quality of Service,
Facilities,
Decision to stay.

E-mail:

Rantinovita11@gmail.com
Rahmathidayat@gmail.com

ABSTRACT

The reason of this studies is to discover whether or not there is an influence on carrier best and facilities. The pattern in this commentary turned into one hundred visitors staying at Grand Cityhall, sampling using a non-chance sampling technique with incidental sampling. truth analysis using more than one linear regression check, hypothesis check using the coefficient of determination check (R^2), partial check (t take a look at), and simultaneous test (F take a look at), and statistical processing the use of SPSS 22. The effects confirmed that the provider changed into right, and centers had been capable of offer an evidence in the course of their lifetime of the variable of the decision to stay, besides that in part good carrier and right centers have an tremendous influence at the selection to live. simultaneously desirable provider and centers have a first rate effect on visitor hobby.

Copyright © 2023 Jurnal Ekonomi. All rights reserved.

It is licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License \(CC BY-NC 4.0\)](https://creativecommons.org/licenses/by-nc/4.0/)

1. INTRODUCTION

The lodge industry is a region that continues to grow in Indonesia [1]. The first-class of resort services and facilities is a figuring out aspect in the delight of in a single day guests. A excessive level of customer satisfaction can have a superb effect on lodge pride. boom the variety of site visitors and improve the hotel's picture inside the eyes of clients. The excellent of offerings and centers provided by means of the inn ought to meet purchaser expectations in order that customer pleasure is excessive. properly carrier fine consists of pleasant, speedy and expert carrier. further, the centers furnished with the aid of the hotel must meet the desires of guests, consisting of easy and at ease rooms, sports centers, restaurants, etc. This take a look at discusses the impact of carrier great and facilities on guest delight. This studies is anticipated to provide enter for lodges to growth guest satisfaction.

Many stuff can affect the progress and decline of the hospitality business, considered one of which is how the resort can appeal to clients and hold them by using offering the great best provider so that visitors are glad with the services provided. as soon as upon a time i was a guest and additionally a employee on the resort. For the excellent of service, in my opinion, there had been not enough people because a few did no longer respond well to site visitors, as an instance rude language, and excessive voices, sharp glances or stares, in the centers section once I worked on the motel no longer but fully open centers consisting of swimming pool, gymnasium, sauna & spa, and so is the bar, the first time site visitors sense are the centers, and the rooms, for the rooms are pretty accurate, and plenty of obstacles are broken long time walking. The services here are all sorts of offerings supplied by the motel while the visitor is at the lodge, which include offerings furnished by way of the receptionist, bell boy, room service and housekeeping.

Further to correct carrier first-rate, facilities additionally play a position in attracting clients. centers are centers that make it less complicated for customers to perform an interest [2]. Consumers nowadays are critical purchasers who are very careful in spending money. facilities are one of the customer considerations in making selections. At nearly the equal fee stage, the extra whole the centers supplied via the motel, the extra happy the customer will be and he will continue to pick the employer as a concern preference based at the belief he enjoys of the centers to be had [3].

The effect of the imbalance among the boom within the variety of hotels and the quantity of tourist visits additionally appears to have an effect in this inn, it is able to be seen that during current years this hotel has experienced quite a drastic withdrawal of visitors.

some of the outcomes of studies at the effect of service fine and centers on visitors' selections to stay that have been performed nation that the impact of carrier exceptional and facilities has a full-size impact on visitors' decisions to stay [4] [5] [6] [7].

The Influence Of Service Quality And Facilities On The Decision Of Guests To Stay At The Grand Cityhall Hotel Medan. Ranti Novita Br Pakpahan, et.al

Whilst the research was accomplished on the Receptionist health club at the Grand Cityhall hotel Medan, the researcher located immediately several problems arising each from the reception itself and the restrictions that existed at the Grand Cityhall resort inclusive of services and all centers such as SPA, Sauna and different facilities, for you to make visitors who visit or stay bored to death within the lack of current facilities and offerings, it is better to apply Product know-how, it may additionally be stated that the officers master records about tourist points of interest around the inn, and recognize know-how in English.

Services and facilities are pretty gradual and much less is finished with the aid of officials or folks that work, because of the period of time the officers reply to visitors, which has an effect on the high-quality of provider and centers for visitors even as within the inn.

2. LITERATURE REVIEW

Service quality

Service first-class has grow to be one of the stage factors that have an effect on organizational achievement. first-rate development is strongly driven by situations of rivalry or opposition among companies [8]. Provider high-quality can also be interpreted as an enterprise's capacity to fulfill or exceed client expectancies to obtain the favored carrier. high-quality is something this is felt by clients who can provide perceptions based at the service they experience through the services furnished and offers the right for customers so as to check it as an entire [3].

Right provider exceptional can have a nice effect on corporations, which includes: growing purchaser pride, patron loyalty and improving company picture. The first-rate of income carrier, specifically giving precedence to the sales provider organization, can be assessed and the satisfactory of the organisation's offerings supplied is classified and the intention is to satisfy customers by means of supplying gives and services that meet customer requirements [9]. Carrier first-class is the achievement of customer wishes and goals accurately to express desires so that it will stabilize client expectations themselves [10].

Indicators Service quality

Kotler in [10]. Mentions five signs of service great, namely:

- a. Physical proof. It's far the bodily manifestation of the corporation that customers can see.
- b. Empathy. It's miles a manifestation of the company's ability to care for its clients.
- c. Reliability. It is the shipping of services which are guaranteed to be rapid and dependable, that are done based totally on the potential of the enterprise.
- d. Responsive. Speedy agency carrier to conquer customer grievance.
- e. Assure. Ensuring provider through knowledge and courtesy of personnel a good way to create customer confidence inside the agency.

Facility

Hospitality services consist of all centers and infrastructure furnished by using lodges for purchaser wishes, which include: rooms, restaurants, bars, swimming pools, fitness facilities and others. facilities that meet consumer needs can increase customer pleasure and have an effect on purchaser selections in choosing hotels. centers are facilities furnished with the aid of groups that could impact clients to pick them [2]. Clients should be satisfied, because if they may be no longer glad they may depart the business enterprise and become purchaser competitors. this could purpose a decrease in income and in turn will lessen profits.

Facilities are centers furnished by the resort. essentially, this facility is a thing that determines the selection of human beings to live or live at a particular lodge[11].

Indicators Facility

Facility indicators [2]. Symptoms that The signs of the group are:

- a. Regional making plans. Incorporate something in terms of high-quality and fashion this is combined and crafted to encourage information and responsive people who pay interest.
- b. Space planning. Covers interior and architectural design, which includes the location of visitors gadgets
- c. System. something that gives convenience and other infrastructure to purchasers who use.
- d. Lighting fixtures and shade. The association of the location of the mild channel pattern and the room in which it's far placed is designed consistent with the sort of activities achieved in the room itself.

Decision To stay

The consumption stage is the degree inside the client choice-making method where customers determine whether to shop for and use a products or services or not. customer choice in hospitality is someone's preference to live at a lodge [12]. The customer selection in choosing a resort is the important thing to the continuity of the motel cycle due to the fact consumers are assets. visitor selections are specially purchaser decisions whilst choosing a lodge as an area to stay, which is basically defined via customer conduct.

Customer choices are one element contained in consumer behavior. The decision to live is an action in creating a consumer's decision to select to stay briefly in an resort or resort [13].

Client selection is a client choice this is influenced via the economic financial system, technology, politics, tradition, product, price, place, promoting, bodily proof, humans and system, consequently forming an attitude in purchasers to technique all records and draw conclusions inside the form of responses that appear what product to shop for [14].

Indicators Decision To Stay

The following are five indicators for the decision to stay [3]. as follows :

- The emotions and moods of customers have an effect on the customer's evaluation of the offerings in query
- Dramaturgy, the concept of dramaturgy that's generalized inside the context of carrier advertising sociology.
- Position and state of affairs concept position is a hard and fast of behaviors that are discovered through revel in and verbal exchange reviews are completed by using positive people in social interactions.
- Control idea, validating or providing some stage of manage
- customers to sense confident in what they are doing and shopping for.
- Patron compatibility, the role of other customers receiving services on the identical time is also no longer as vital in determining the entire provider experience of a specific consumer.

3. METHOD

Populace is a generalized area inclusive of objects and subjects that have positive quantities and traits decided by researchers to be studied and then conclusions drawn [15]. resort Grand Cityhall has 250 rooms with a mean occupancy rate of 72% every day so the populace taken on this have a look at is non-public guests of the Grand Cityhall inn so the population calculation in March is $250 \times 0.72 = 180 \times 30$ days = 5,400. So that in March the populace taken on this observe were all five,400 visitors staying at the Grand CityHall inn Medan.

The sample is part of the number and characteristics of the population [15].

$$n = \frac{N}{1 + N \cdot e^2}$$

Description:

N : Population

n : Sample

e : Estimated error rate

Based at the dialogue above, the pattern used on this study amounted to 100 respondents the use of the slovin method, particularly:

$$n = \frac{5400}{1 + 150(10\%)^2}$$

$$n = \frac{5400}{1 + 5400(0,1)^2}$$

$$n = \frac{5400}{1 + 5400(0,01)}$$

$$n = \frac{5400}{54,01}$$

$$n = 99,981$$

Operational definition of variables

Based on the formulation of the problem, the variables in this study can be identified as follows:

The Influence Of Service Quality And Facilities On The Decision Of Guests To Stay At The Grand Cityhall Hotel Medan. Ranti Novita Br Pakpahan, et.al

- The unbiased variable (impartial variable) is a variable that influences the based variable, which includes provider great (X1)
- The impartial variable (unbiased variable) is a variable that influences the dependent variable, which consists of the high-quality of the power (X2)
- The dependent variable (the established variable) is the variable this is inspired via the independent variable, specifically the decision to stay (Y).

Tabel 1. Operasionalisasi Variabel Penelitian

no	Variabel	Definisi	Indikator	Skala Ukur
1	Service quality	Service nice has end up one of the degree elements that have an effect on organizational fulfillment. pleasant development is strongly driven by conditions of contention or competition between organizations [8].	<ol style="list-style-type: none"> Bodily proof Empathy Reliability Responsive 	Likert
2	Facility	Hospitality services consist of all centers and infrastructure furnished with the aid of resorts for patron desires, along with: rooms, restaurants, bars, swimming swimming pools, health facilities and others. centers that meet purchaser wishes can boom client delight and affect patron choices in choosing lodges. centers are centers supplied by companies which could influence clients to choose them [2].	<ol style="list-style-type: none"> Nearby planning Area making plans Gadget Lights and color 	Likert
3	Decision To Stay	The intake degree is the degree within the consumer decision-making process where consumers determine whether or not to buy and use a products or services or no longer. customer desire in hospitality is a person's choice to live at a motel [12].	<ol style="list-style-type: none"> The feelings and moods of clients affect Dramaturgy Position and situation idea function Manipulate theory 	Likert

Data Analysis Model

This study uses quantitative descriptive data analysis methods, and the analytical model used in this study is multiple linear regression, with an equation model.

$$Y = a + b_1X_1 + b_2X_2 + e$$

Where:

Y = Decision to stay

X1 = Quality of service

X2 = Facility

a = Constant

b1 = Regression Coefficient of Price Variable

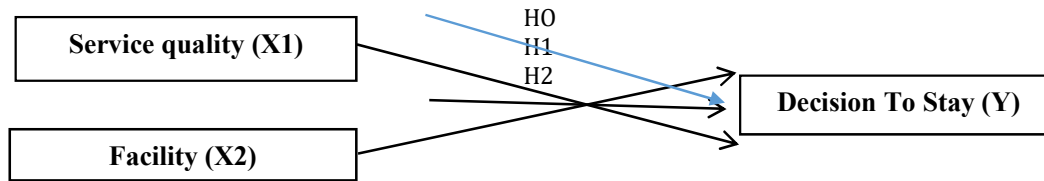
e = Error of Term (variable not examined)

Framework

The most vital factor in a good inn is while you can make a choice to stay at that inn, it may be stated that correct provider exceptional can boom hobby in staying at a Grand Cityhall motel, then true and suitable facilities additionally cause interest in staying at a Grand Cityhall lodge, for this reason quality good or appropriate offerings and facilities can affect interest in staying at Grand Cityhall accommodations [5] [4] [7].

Based at the theoretical foundation and former research, a theoretical framework may be developed as provided in the following figure:





The hypothesis is a temporary answer to the research problem formulation and is based on empirical facts obtained through data collection. The speculation is a transient solution to the studies hassle system and is based totally on empirical information received via data serie [15]. The speculation on this study is whether there may be a dating between service exceptional (X1) with the selection to live (Y) and centers (X2) with the selection to live (Y).

1. Coefficient of dedication (R2).

To degree how tons the model's capacity to give an explanation for the bond variable. The extra the price of the coefficient of dedication (close to one), it may be said that the impact of the impartial variable (X) is big on the established variable (Y)

2. Simultaneous take a look at (F check)

This test pursuits to see the effect of provider great concurrently on client delight, the take a look at is carried out at a ninety five% self assurance stage or mistakes charge $\alpha = 0.05$ (5%), with the following criteria:

- a) If $F_{count} \leq F_{table}$, then H_0 is familiar, H_1 is rejected, meaning that concurrently this research has no effect;
- b) If $F_{count} > F_{table}$, then H_0 is rejected, H_1 is usual, meaning that concurrently this research has an impact.

3. Partial test (t test)

Partial take a look at is achieved to peer the effect of the excellent of service, facilities and locations at the choice to live, with the aid of trying out:

- a) If $t_{count} \leq t_{table}$ then H_0 is established, H_1 is rejected, which means that this studies has no effect partially;
- b) If $t_{count} > t_{table}$ then H_0 is rejected, H_1 is widely wide-spread, meaning that this studies has an impact partly.

4. RESULT AND DISCUSSION

Validity and Reability Test Results

Table 2 Validity of Service Quality Variable Instruments (X1)

Instrumen	Validitas Value		Conclusion
	Rhitung	Rtabel	
Service 1	0,624		Valid
Service 2	0,719		Valid
Service 3	0,760	0,1975	Valid
Service 4	0,739		Valid

From table 2 it can be seen that the test results for each instrument of service quality variable (X1) have a rcount of 0.1975, thus it can be concluded that overall the statement instrument of the service quality variable used is valid.

Table 3 Validity of Facility Variable Instruments (X2)

Instrumen	Validitas Value		Conclusion
	Rhitung	Rtabel	
Facility 1	0,839		Valid
Facility 2	0,830		Valid
Facility 3	0,876	0,1975	Valid
Facility 4	0,876		Valid

From desk 3 it can be seen that the test results of each facility variable instrument (X2) have an rcount of 0.1975 thus it can be concluded that overall the statement instrument of the service quality variable used is valid.

Table 4 Validity of Decision To Stay Variable Instruments (X3)

Instrumen	Validitas Value		Conclusion
	Rhitung	Rtabel	
Decision To Stay 1	0,728		Valid
Decision To Stay 2	0,627		Valid
Decision To Stay 3	0,794	0,1975	Valid
Decision To Stay 4	0,679		Valid

From table 4 it can be seen that the test results of each facility variable instrument (X2) have an rcount of 0.1975 thus it can be concluded that overall the statement instrument of the service quality variable used is valid.

The reliability check is carried out to ensure that the instrument used is a reliable, regular and stable tool if used repeatedly at one-of-a-kind instances. The device is stated to be reliable, the calculated Cronbach's alpha price > Cronbach's alpha tolerance (0.6). The consequences of the reliability test may be seen as follows:

Table 5 Results of Research Instrument Reliability

No	Variabel	Nilai Cronbach's Alpha	Kesimpulan
1	Service Quality (X1)	0,771	Reliabel
2	Facility (X2)	0,831	Reliabel
3	Decision To Stay (Y)	0,781	Reliabel

The reliability check results display that the Cronbach's alpha price of all variables is greater than 0.6, so it can be concluded that this studies questionnaire is stated to be reliable.

Hasil Uji Regresi Linier Berganda

Table 6. Coefficients^a

Model		Coefficients ^a			T	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	6.488	1.077		6.022	.000
	Service Quality	.088	.051	.100	1.716	.089
	Facility	.550	.040	.804	13.819	.000

a. Dependent Variable: Decision To stay

Based totally on the take a look at consequences above, the a couple of linear regression equation is received as follows:

$$Y = 6.488 + 0.088 + 0.550$$

In the multiple linear regression model, the constant value of the decision to stay is 6,488, meaning that if the independent variable (X) has a value of 0, then the dependent variable (Y) the value is 6,488. The regression coefficient of the independent variable is not positive, meaning that the decision to stay at Grand Cityhall Medan cannot be influenced by service quality.

Coefficient of Determination (R²)

The coefficient of dedication aims to degree how plenty the capability of the independent variable is in explaining the structured variable. The coefficient of willpower can be visible inside the following table:

Table 7 check results of the Coefficient of determination (R2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.824 ^a	.679	.672	.91532

a. Predictors: (Constant), Facility, Service quality

The Influence Of Service Quality And Facilities On The Decision Of Guests To Stay At The Grand Cityhall Hotel Medan. Ranti Novita Br Pakpahan, et.al

The coefficient of determination obtained was 0.679 or 67.90% indicating that the variables of service quality, facilities and location were able to explain the variations that occurred in the decision to stay at the Grand Cityhall Hotel Medan, while the rest was explained by other variables not examined in this study.

Simultaneous Test (F Test)

Simultaneous test (F test) was conducted to see the effect of service quality simultaneously on the decision to stay. This test is carried out at a 95% confidence level or a level of $\alpha = 0.05$ (5%) with the following tests:

1. If $F_{count} \leq F_{table}$, then H_0 is accepted, H_1 is rejected, meaning that simultaneously this study has no effect.
2. If $F_{count} > F_{table}$, then H_0 is rejected, H_1 is accepted, meaning that simultaneously this research has an effect

Table 8 Simultaneous Test Results (F Test)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	171.642	2	85.821	102.433	.000 ^b
	Residual	81.268	97	.838		
	Total	252.910	99			

a. Dependent Variable: Decision to Stay

b. Predictors: (Constant), Facility, Service quality

Based on the table it can be seen that the F_{count} value is 102.433 > the F_{table} value is 3.09 and the significant value is 0.000 < the alpha value is 0.05. Then the decision taken H_0 is rejected H_1 is accepted. Accepting H_1 indicates that the independent variables of service quality (X_1) and facilities (X_2) are able to explain the bond variable (Y), as well as the service quality and facilities variables, which simultaneously have a positive and significant effect on guest decisions.

Partial Test (t Test)

Partial test (t test) aims to look the effect of carrier best, emblem photo and fee on client delight with the following standards:

1. If $t_{count} \leq t_{table}$, then H_0 is standard, H_1 is rejected, meaning that concurrently this studies has no impact.
2. If $t_{count} > t_{table}$, then H_0 is rejected, H_1 is everyday, meaning that in part this examine has an effect.

Table 9 Partial Test Results (t test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.488	1.077		6.022	.000
	Service quality	.088	.051	.100	1.716	.089
	Facility	.550	.040	.804	13.819	.000

a. Dependent Variable: Decision to stay

Based on the table it can be seen that:

The t_{count} value for the service quality variable is 1.716 > t_{table} 1.975 and a significant value of 0.089 < from alpha 0.05 then H_0 is accepted, H_1 is rejected, so partially the service quality variable has no positive effect on the decision to confess;

The t_{count} value for the facility variable is 13.819 > t_{table} 1.975 and a significant value of 0.000 < from alpha 0.05 then H_0 is rejected, H_1 is accepted, so partially the facility variable has a positive and significant effect on the decision to stay.

The results of testing the first hypothesis show that the variables of service quality and facilities are able to explain the variables that occur in the decision to stay at the Grand Cityhall Hotel Medan, this is evidenced by the coefficient of determination (R^2) obtained by 0.679 or 67.90%, while the rest is explained by the variable others that were not examined in this study.

The Influence Of Service Quality And Facilities On The Decision Of Guests To Stay At The Grand Cityhall Hotel Medan. Ranti Novita Br Pakpahan, et.al

The results of testing the second hypothesis show that the variables of service quality and facilities simultaneously have a positive and significant effect on the decision to stay at the production section of the Grand Cityhall Hotel. 87.4% about the location that has been obtained by previous researchers.

5. CONCLUSION

Concurrently the coefficient of dedication received is 0.679 or 67.ninety% indicating that the variables of carrier high-quality and centers are capable of give an explanation for the versions that occur inside the selection to live. Then the choice taken by using H0 is rejected, and H1 is regularly occurring. thus the ability variable has a fantastic and massive impact at the decision to live, but, service great does no longer have an effect on the selection to live. Within the multiple linear regression model, the regression coefficient of the impartial variable is effective, that means that the selection to stay has a fantastic impact. The decision of guests on the Grand Cityhall motel Medan can be influenced by the centers, at the same time as the fine of provider does no longer affect the choice to stay.

REFERENCES

- [1] H. Hermawan, E. Brahmanto, and F. Hamzah, *Pengantar Manajemen Hospitality*. PT. Nasya Expanding Management, 2018. doi: <https://doi.org/10.31227/osf.io/7cymx>.
- [2] E. Desembrianita, D. Soelistya, M. Solichah, and T. A. Putra, "Peran Fasilitas Dan Pelatihan Budidaya Ikan Sidat Dalam Meningkatkan Skill Serta Dampaknya Bagi Pemberdayaan Ekonomi Masyarakat Di Kecamatan Kebomas Gresik," *DedikasiMU J. Community Serv.*, vol. 4, no. 4, p. 460, Nov. 2022, doi: 10.30587/dedikasimu.v4i4.4500.
- [3] S. Rahayu and D. Syafe'i, "Pengaruh Kualitas Pelayanan, Harga Dan Promosi Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan," *Jesya*, vol. 5, no. 2, pp. 2192–2107, Jun. 2022, doi: 10.36778/jesya.v5i2.808.
- [4] A. Anwar and S. H. Putra, "Pengaruh Kualitas Pelayanan, Fasilitas dan Lokasi terhadap Keputusan Menginap di Hotel Travellers Suites Medan," *Juripol (Jurnal Institusi Politek. Ganesha Medan)*, vol. 3, no. 1, pp. 35–42, Feb. 2020, doi: 10.33395/juripol.v3i1.10478.
- [5] N. K. Mayuni, "Pengaruh Kualitas Pelayanan, Fasilitas dan Lokasi Terhadap Keputusan Menginap di fave hotel sunset seminyak bandung," *Maj. Ilm. Widyacakra*, vol. 2, no. 2, pp. 79–93, 2019.
- [6] A. . N. M. S. Ningrat, I. G. A. Mertayasa, and S. B. Turker, "Pengaruh Kualitas Pelayanan, Fasilitas, dan Lokasi terhadap Keputusan Tamu Menginap di Alron Hotel Blambangan Kuta Badung Bali," *J. Ekon. bisnis, dan Hum.*, vol. 1, no. 2, 2022.
- [7] R. A. L. P. Ramli, I. N. Agustiani, and R. Y. B. Silalahi, "Pengaruh Kualitas Pelayanan, Fasilitas dan Lokasi Terhadap Keputusan Menginap di Travelodge Hotel Batam," *Tour. Sci. J.*, vol. 7, no. 1, pp. 97–112, Mar. 2022, doi: 10.32659/tsj.v7i1.153.
- [8] E. Fiqihtha, E. Kuraesin, and L. Muniroh, "Pengaruh Kualitas Pelayanan Dan Brand Image Terhadap Kepuasan Pelanggan," *Manag. J. Ilmu Manaj.*, vol. 2, no. 3, p. 376, Dec. 2020, doi: 10.32832/manager.v2i3.3713.
- [9] S. Sandy and S. Sunargo, "Pengaruh Harga, Kualitas Produk Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pada Pt Benteng Indo Bangunan," *Jesya*, vol. 6, no. 1, pp. 128–135, Sep. 2022, doi: 10.36778/jesya.v6i1.887.
- [10] M. Indrasari, *Pemasaran & Kepuasan Pelanggan*. Surabaya: Unitomo Press, 2019.
- [11] F. Alfisyahri, A. Fadli, E. H. Sihombing, R. Septiani, and S. Chaniag, *Relevansi antara Kualitas Pelayanan dan Fasilitas Produk dengan Tarif (Biaya Tol) Sebagai Alternatif pendukung untuk kepuasan pengguna jalan tol*. Jawa Barat: CV.Adanu Abimata, 2020.
- [12] V. D. Kristanto and D. U. Wahyuni, "Pengaruh Fasilitas Dan Promosi Terhadap Keputusan Menginap Di The Win Hotel Surabaya," *J. Ilmu dan Ris. Manaj.*, vol. 8, no. 5, pp. 1–15, 2019.
- [13] M. A. . Dr.Salim Al Idrus, M.M., *Kualitas Pelayanan dan Keputusan Pembelian*. Malang: Media Nus Creative, 2019.
- [14] O. T. Oktaviady, Istiatin, and E. Kustiyah, "Keputusan menginap ditinjau dari kompetensi pemasar, fasilitas dan brand image (studi pada hotel ramada suites by wyndham di surakarta)," *J. Ilm. edunomika*, vol. 05, no. 02, pp. 1305–1314, 2021.
- [15] M. Prof. Dr. H.M. Sidik Priadana and Ch. Denok Sunarsi, S.Pd., M.M., *Metode Penelitian Kuantitatif*. Tangerang: Pascal Books, 2021.