The Effect Of Price And Facilities On Staying Decisions At Grand Mercure Maha Cipta Medan Angkasa Hotel

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Article Info	ABSTRACT
Keywords: Price, Facilities, Decision to Stay	The pupose of this study was to determine whether there is an effect of price and facilities on the choice of guests who stay. The sample of this study were 98 visitors who visited the Grand Mercure Maha Cipta Medan Angkasa Hotel in April-May 2024, sampling using the accidental sampling method, namely anyone who accidentally meets the researcher can be used as a sample, if it is deemed that the person who happened to be met is suitable as a data source. Data analysis uses Multiple Linear Regression tests, while data processing uses SPSS. The results showed that partially price had an effect on staying decision, facilities also had a positive and significant effect on staying decision, while simultaneously price and facilities had a positive and significant effect on staying decision.
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INTRODUCTION

Hotel is a type of accommodation that provides facilities. Facilities are a means to streamline functions and provide comfort. If a company provides more complete facilities, then consumers will be more satisfied and ultimately choose the hotel as a top priority. In addition to facilities, there are other factors that greatly influence a consumer's decision to stay at a hotel, including price. Hotels generally provide affordable prices for consumers, but the price also can not be a determining factor in determining the choice of consumers to stay, but the facilities can be a consideration because it has a product in the form of main facilities as a service product, namely rooms, or supporting facilities such as swimming pools, restaurants, laundry and others (Taan et al., 2020). The price is closely related to the facilities provided. A consumer will not pay more if the facilities he gets are not worth the money he spends (Alhamdi, 2023). Companies that set prices too high with poor facilities will cause consumer interest to stay decreased. Meanwhile, if the company sets a price that is too low with good facilities, it will reduce the profits that can be obtained by the company itself. Therefore, pricing and facilities provided must be balanced.

Price is the amount of money charged for a product or service to consumers. Price is very important for consumers in making a purchase decision, this is allegedly because the

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price set by the hotel management is too high, thus affecting the consumer's purchase decision to stay at the hotel (William et al., 2023). Hotels provide the best and attractive facilities to retain customers because consumers assume that the more complete the facilities provided and also supported by an attractive design, the more it will be in demand by consumers. If consumers are satisfied, they will make a re-purchase and recommend to others to visit (Ro'son et al., 2023). The facilities in question are physical facilities that support / provide convenience for guests in their activities/activities (Maladi & Sofiani, 2023). Completeness of hotel facilities is also able to encourage customers to continue to choose the hotel as a priority option.

The selection of Grand Mercure Maha Cipta Medan Angkasa Hotel as a research subject provides an opportunity to gain a deep insight into consumer preferences and expectations in Medan's local market. This allows the research to provide more relevant and useful results for hotel management as well as the hospitality industry in general. Guests staying at Grand Mercure Maha Cipta Medan Angkasa hotel are divided into two broad categories, namely individual guests and group guests, where individual guests include individual guests and families with the aim of a vacation, while the group itself includes government and corporate guests who stay with the aim of participating in activities. Knowing the factors that influence the decision to stay at a hotel can help hotel Management in developing a more effective marketing strategy. With a better understanding of how prices and amenities affect consumer decisions, hotel management can develop more effective marketing strategies. This could include price adjustments, facility improvements, or more targeted promotions.

METHODS

Data Types and Sources
The methodology utilized in this study is quantitative research, which adheres to scientific principles due to its adherence to concrete/empirical, objective, measurable, rational, and systematic rules. It earns its designation as quantitative due to the numerical nature of the research data and the utilization of statistical analysis (Sugiyono, 2019). Data collection in this study researchers used primary and secondary data sources.
1. Primary Data, namely data obtained directly from respondents through questionnaires, interviews and observations.
2. Secondary Data, that includes secondary data sources such as reports, books, organizational charts, online resources, and relevant literature addressing the research problem.

Data Collection Methods
A technique applied at the information gathering stage to obtain a collection of data from respondents depending on the research environment. In this study, data was collected through (Priadana & Sunarsi, 2021):
1. Field research:
   a. Observation. Also known as observation, involves paying attention to an object using all the sensory organs.

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b. Interview. Interviews are activities to obtain information directly. The interview used is a semi-structured interview which is freer than a structured interview. The purpose of semi-structured interviews is to find problems openly and ask the interviewee's opinion.

c. Questionnaire. A questionnaire is a method used to collect information about the attitudes, beliefs, behaviors, and characteristics of multiple individuals within an organization. In this research, a closed-ended questionnaire consisting of multiple-choice questions was employed.

2. Library research: collecting data from various relevant sources.

Population and Sample
Population

Population is a comprehensive total where it has subjects and objects that have limited characteristics determined from researchers in an area (Rofiqoh & Zulhawati, 2020). Grand Mercure Medan Angkasa has 266 rooms and the average daily occupancy rate is 75%, so the population for this study is Grand Mercure Medan Angkasa is a customer living in the hotel. Population calculation: 266 × 0.75 = 200 × 30 days = 6,000 people. Therefore, the population for this study is 6,000.

Sample

The sample refers to the general category and characteristics of the population included in the study being presented (Rofiqoh & Zulhawati, 2020). In this study, researchers employed the method of accidental sampling to determine the sample. This technique relies on chance, where anyone encountered by the researcher could be selected as a sample if they are deemed suitable as a data source (Sugiyono, 2019). This testing procedure utilizes the Slovin recipe to decide the example with a mistake pace of 10%.

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

Description:
n : number of sample
N : total of populaton
e : percentage error rate that can still be tolerated

Based on the population and the formula above, the sample can be calculated:

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

$$n = \frac{6000}{1+6000 (0,1)^2}$$

$$n = \frac{6000}{61}$$

$$n = 98,4$$

With an estimated population of 6,000 people, the calculation result from the above formula is 98.4, which is rounded to 98. Therefore, the study sample consisted of 98 people who stayed at the Grand Mercure Medan Angkasa Hotel in April-May.

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Operational Definition

An operational definition involves defining and quantifying the connection between variables in a given context. Here, we focus on two variables: the independent and the dependent (Priadana & Sunarsi, 2021).

Table 1. Operational Definition

Variable	Definition	Indicator	Scale
Price (X1)	Price is the amount of money that a consumer is ready to pay for the acquisition of a particular good or service. Prices are formed when there is a demand for the good as well as an available supply (Mujari, 2020).	1. Cost reasonable-ness.. 2. Price similarity with item quality. 3. Price competitiveness. 4. Price compatibility with benefits. (Indrasari, 2019)	Likert
Facilities (X2)	Facilities are the provision of physical equipment prepared by the hotel in order to meet the needs and desires of guests and can facilitate guests in carrying out their activities while staying at the hotel (Kuntari, 2022).	1. Bedroom quality and fittings. 2. Quality of common facilities (swimming pool, gym etc.) 3. Restaurant facilities with all its support. 4. Parking lot. (Annishia & Prastiyo, 2019)	Likert
Decision to Stay (Y)	A purchase decision is a decision-making process for a purchase that includes determining what to buy or not to buy (Zusrony, 2021).	1. Customer emotions and moods. 2. Perceived needs. 3. Consideration of other alternatives. 4. Price suitability and making repeat purchases. (Br Pakpahan & Hidayat, 2023)	Likert

The Likert estimation scale gives a 5-guide scale toward every elective response. Coming up next is the manner by which the scoring is finished with the accompanying arrangements: Sangat Setuju (SS) scored 5, Setuju (S) scored 4, Ragu (R) scored 3, Tidak Setuju (TS) scored 2, Sangat Tidak Setuju (STS) scored 1.

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Data Analysis Method

Data analysis is a process conducted subsequent to the collection of data from all respondents or alternative sources (Ling & Pratomo, 2020). In this review, the information examination strategies utilized are as per the following:

a. Descriptive data analysis technique. The involving reality assessment approach is an investigative approach used to examine reality through depicting or describing the reality that has been accumulated so far without the purpose of making speculations from the examination results. (Suratmiyati & Anggoro, 2020). Protected in descriptive statistical facts analysis techniques consist of providing information within the form of graphs, tables, possibilities, frequencies, diagrams, charts, mean, mode, and so on.

b. Using Software. The examination utilized in this glance at is more than one direct investigation the utilization of the SPSS application to accomplish estimation impacts from different strategies utilized and could break down the arrangement of studies inconveniences (Suratmiyati & Anggoro, 2020).

Research Instrument Test

Validity Test

The validity take a look at evaluates the accuracy of the studies statistics with the aid of evaluating it with the real records at the studies item (Sugiyono, 2019). Through this check, it can be seen whether the questionnaire is able to appropriately measure what you need to measure. Validity additionally suggests the volume to which the measuring device can degree the preferred issue. To assess the reliability of each statement, sure statistical criteria are used (Paramita et al., 2021).

1. If r_{hitung} > r_{tabel} and is positive, then the statement can be declared valid.
2. If r_{hitung} < r_{tabel} then the question can be declared invalid.

The criterion used to determine validity is whether it is greater than the 5% significance level. If it is smaller than then the measuring instrument fails to meet the validity criteria.

Reliability Test

The reliability test determines the usefulness of an instrument that can be used repeatedly (Sugiyono, 2019). Researchers test reliability with one measurement and compare the results with the question and answer approach. A variable is viewed as dependable on the off chance that it has a Cronbach's Alpha worth more prominent than 0.60. Articulations that have been proclaimed substantial will be tried for unwavering quality with the accompanying rules (Paramita et al., 2021):

1. If the Cronbach Alpha value > 0,60 critical value, the statement is reliable.
2. If the Cronbach Alpha value < 0,60 critical value, the statement is not reliable.

Framework of Thingking

A frame of mind is a concept that describes how a theory relates to various factors that are considered important in research. In terms of thinking, the main thing that needs to be explained is the relationship between the studied variables (Gamatri et al., 2024), (Honggoriansyah et al., 2020), (Susanti & Yuliana, 2024).
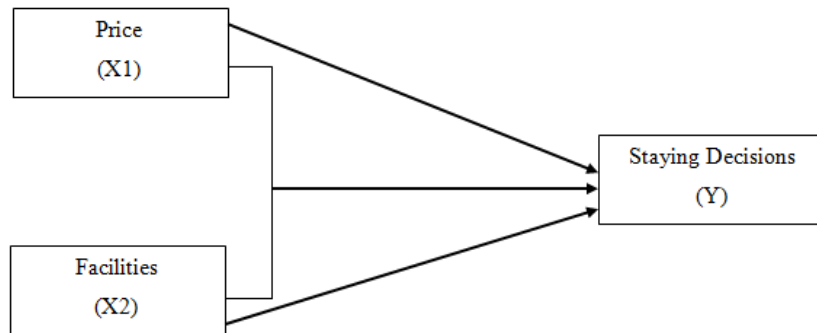
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Figure 1. Framework of Thingking

Research Hypothesis

Hypotheses are temporary answers to research questions (Sugiyono, 2019). This research hypothesis contains a statement regarding the relationship or influence, either positively or negatively between two or more variables. The speculation on this study whether cost (X1) with the affect overnight decision(Y) and facilities (X2) with the affect overnight decisions (Y).

Hypothesis Testing

Partial Test (T-Test)

This test means to decide the degree to which every free factor independently influence the reliant variable.

The test criteria results are as follows:

1. H_0 accepted if $t_{count} < t_{table}$ at significant > 0.05, it is stated that there is no effect of this study partially
2. Ha accepted if $t_{count} > t_{table}$ at a significant < 0.05 then it is stated that there is an effect this study partially.

Simultaneous Test (F-test)

In this study, the F test is utilized to decide the degree to which the free factors at the same time influence the reliant variable with a specific level of importance.

The reason for direction is to utilize the importance likelihood number, which is:

1. If $F_{count} < F_{table}$ then Ho is accepted and Ha is rejected.
2. If $F_{count} > F_{table}$ then Ho is rejected and Ha is accepted.

Coefficient of Determination (R^2)

The coefficient of determination (R^2) measures the extent to which the independent variable (X) impacts the dependent variable (Y). A higher R^2 indicates a strong relationship between the variables, with R^2 close to 1 showing significant influence and R^2 close to 0 indicating minimal impact..

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RESULTS AND DISCUSSION

Validity and Reliability Test
Validity Test

Legitimacy test was led by conveying surveys to 98 respondents. Rules for deciding legitimacy is if $r_{count} > r_{table}$ with importance level 5% or 0.05 and df = n-2 = 98-2 = 96. In light of the r table from Junaidi Chaniago, the r_{table} worth is 0.198.

Table 2. Validity Of Price Variable Instrument (X1)

	r_{count}	r_{table}	Conclusion
X1.1	0.800	0.198	Valid
X1.2	0.713	0.198	Valid
X1.3	0.783	0.198	Valid
X1.4	0.749	0.198	Valid
X1.5	0.699	0.198	Valid
X1.6	0.781	0.198	Valid
X1.7	0.683	0.198	Valid
X1.8	0.783	0.198	Valid

*) Source: SPSS Processed Results (2024)

In accordance with the validity criteria, if the value of $r_{count} > r_{table}$, the questionnaire distributed is declared valid, but if the value of $r_{count} < r_{table}$, the questionnaire is invalid. In view of table 2 above, can be seen in the column r_{count} that 0,800 > 0,198; 0,713 > 0,198; 0,783 > 0,198; 0,749 > 0,198; 0,699 > 0,198; 0,781 > 0,198; 0,683 > 0,198; 0,783 > 0,198. It can be concluded that all questionnaires on variable X1 are valid..

Table 3. Validity Of Facilities Variable Instrument (X2)

	r_{count}	r_{table}	Conclusion
X2.1	0.673	0.198	Valid
X2.2	0.668	0.198	Valid
X2.3	0.781	0.198	Valid
X2.4	0.669	0.198	Valid
X2.5	0.708	0.198	Valid
X2.6	0.720	0.198	Valid
X2.7	0.626	0.198	Valid
X2.8	0.496	0.198	Valid

*) Source: SPSS Processed Results (2024)

Alluding to table 3 above, it can be seen in the column r_{count} that the entire value of $r_{count} > r_{table}$ worth 0.198. It can be concluded that all questionnaires on variable X2 are valid.

Table 4. Validity Of Staying Decisions Variable Instrument (Y)

	r_{count}	r_{table}	Conclusion
Y.1	0.744	0.198	Valid
Y.2	0.596	0.198	Valid

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	r_{count}	r_{table}	Conclusion
Y.3	0.729	0.198	Valid
Y.4	0.700	0.198	Valid
Y.5	0.568	0.198	Valid
Y.6	0.653	0.198	Valid
Y.7	0.610	0.198	Valid
Y.8	0.509	0.198	Valid

*) Source: SPSS Processed Results (2024)

Referring to table 4 above, it very well may be seen that the outcomes show that all upsides of $r_{count} > r_{table}$ have a worth of 0.198. In this way, it very well may be reasoned that all surveys for variable Y are substantial.

Reliability Test
The actual test results can be checked as follows:

Table 5. Results of Reliability Test

Variable	Cronbach Alpha	Conclusion
Price (X1)	0,926	Reliable
Facilities (X2)	0,892	Reliable
Staying Decisions (Y)	0,877	Reliable

*) Source: SPSS Processed Results (2024)

Based on the calculation of the above SPSS software can be seen that the Cronbach Alpha value for the price variable is 0.926, the facility is 0.892, and the decision to stay is 0.877. The results can be seen reliability for each variable greater than 0.60. It was concluded that the instrument results are acceptable and the questionnaire declared reliable.

Linear Regression Test Results

Table 6. Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.166	1.756		1.803	.075		
	X1	.185	.057	.205	3.242	.002	.585	1.708
	X2	.721	.062	.737	11.672	.000	.585	1.708

a. Dependent Variable: Y

From table 6 above, it can be formulated as follows:

$$Y = 3{,}166 + 0{,}185X1 + 0{,}721X2 + e$$

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The regression equation means that:
a. The constant value is 3.166, indicating that when both Price (X1) and Facilities (X2) are at zero, the Staying Decision (Y) is 3.166.
b. The coefficient at the Price variable (X1) is 0.185, connoting that if the Cost variable increments by one unit, all else being steady, the Staying Decision (Y) will increment by 0.185 units.
c. The coefficient for the Facility variable (X2) is 0.721, showing that if the X2 variable increments by one unit while keeping different factors consistent, the Staying Decision (Y) will increment by 0.721 units.

Partial Test (T-Test)

If the t_{count} esteem is more modest than the t_{table} worth at an importance level more prominent than 0.05, then, at that point, the invalid speculation (Ho) is acknowledged and the elective speculation (Ha) is dismissed. Alternately, if the t_{count} esteem is more noteworthy than the t_{table} worth at an importance level of under 0.05, then, at that point, the invalid speculation (Ho) is dismissed, and the elective theory (Ha) is acknowledged.

Table 7. T-Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.166	1.756		1.803	.075		
	X1	.185	.057	.205	3.242	.002	.585	1.708
	X2	.721	.062	.737	11.672	.000	.585	1.708

a. Dependent Variable: Y

From Table 7 presented above, it can be seen whether each independent variable used in this study influenced the residential decision. The T-values recorded in the table are determined considering the levels of opportunity (df), where df = n-k = 98-3 = 95 (where n is the example size and k is the quantity of free and subordinate factors), and the T-table worth is 1.985 (as per the Junaidi Chaniago reference). Evaluation of every variable should be possible as follows:

1. The t an incentive at the Price (X1) is 3.242, and the importance level is 0.002. Contrasting the t-esteem with the table worth (3.242 > 1.985) with an importance worth of 0.002 < 0.05, we presume that Ho 1 is dismissed, and Ha 1 is acknowledged. This shows that Cost affects the staying decision.
2. The t value for the adjusted Facilities variable (X2) is 11.672, and the significance level is 0.000. Comparing the t-value to the table value (11.672 > 1.985) and considering the significance value (0.000 < 0.05), we can infer that Ho 2 is rejected, and Ha 2 is accepted. This implies that the Facility has a partial and significant impact on the decision to stay.

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Simultaneous Test (F-test)

In the event that the F_{count} esteem is lower than the F_{table} worth, the invalid speculation (Ho) will be acknowledged, while the elective speculation (Ha) will be dismissed. Alternately, in the event that the F_{count} esteem is higher than the F_{table} worth, the invalid speculation (Ho) will be dismissed, and the elective theory (Ha) will be acknowledged.

Table 8. F-Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	780.048	2	390.024	166.939	.000[b]
	Residual	221.952	95	2.336		
	Total	1002.000	97			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

In light of Table 8 over, the synchronous test brought about a F_{count} worth of 166.939 with an importance level of 0.000. The consequences of this investigation are upheld by the determined table upsides of df(N1) = k - 1 = 3 - 1 = 2 and df (N2) = n - k = 98 - 3 = 95, with an importance level of 0.05. In this manner, the table worth of F is 3.09 (relating to Junaidi Chaniago's F-table). With F_{count} esteem surpassing F_{table} worth (166.939 > 3.09) and importance level 0.000 < 0.05, then, at that point, invalid theory (Ho) is dismissed, and elective speculation (Ha) is acknowledged. This shows that prices and conveniences affect the staying decisions.

Coefficient of Determination (R^2)

The coefficient of devotion outlines how much the free factor (X) adds to the reliant variable (Y). A higher coefficient of assurance (R^2) esteem, more like 1, shows a more grounded impact of the free factor on the reliant variable. On the other hand, a lower coefficient of assurance (R^2) esteem, more like 0, recommends a more fragile impact of the free factor on the reliant variable.

Table 9. R^2 Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.882[a]	.778	.774	1.529

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Based on the table 9 above, the Adjusted R Square shows a figure of 0.774 or 77.4%. This explains that the price and facilities affect 77.4% of the decision to stay at the Hotel Grand Mercure Maha Cipta Medan Angkasa, while the remaining 22.6% are influenced by variables or other factors outside the study. Std. The Error is 1.529. The smaller the Std value. Error of the Estimate will make the regression model more precise in predicting the dependent variable.

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Discussion

This study aims to determine the effect of price and facilities on the decision to stay at the Hotel Grand Mercure Maha Cipta Medan Angkasa. This study was conducted using multiple regression analysis and statistical methods. In the multiple regression method obtained information from respondents through a questionnaire that contains the characteristics of respondents, namely age and sex of the statements in the questionnaire. While in the statistical method, data processing is done through the SPSS software program.

At Grand Mercure Maha Cipta Medan Angkasa Hotel, Price (X1) has a tcount value of 3.242 with a significance level obtained of 0.002. If the decision making is seen from the tcount greater than the ttable (3.242> 1.985) and the significance value of 0.002 <0.05, it can be concluded that Ho 1 is rejected and Ha 1 is accepted, which means that the price partially and significantly affects the Staying Decision. This is done to generate consumer desire to choose to stay at Grand Mercure Maha Cipta Medan Angkasa Hotel. So, it can be said that price is an important thing that can influence the decision to choose the Grand Mercure Maha Cipta Medan Angkasa Hotel. The results of this study are supported by previous research conducted by Mujari (2020), where the significance value is 0.000 < 0.05 and the calculated t value is 10.626 > from T table 1.996. This states that the price variable (X1) has a positive and significant effect on the decision to stay (Y) at Simpang Baru Lahat Hotel.

At Grand Mercure Hotel Maha Cipta Medan Angkasa, facility (X2)has a calculated value of 11.672 with a significance level of 0.000. If the decision making is seen from the count greater than ttable (11.672 > 1.985) and the significance value of 0.000 < 0.05, it can be concluded that Ho 2 is rejected and Ha 2 is accepted which means that the facility partially and significantly affects the decision to stay. Therefore, the hotel must have adequate facilities and make consumers comfortable in using its services to influence consumer decisions in choosing Grand Mercure Hotel Maha Cipta Medan Angkasa. The results of this study are supported by previous research conducted by Kezia Maladi and Sofiani (2023), where the significance value is 0.000 <0.05 and the t value is 7.389> from t table 1.978. This states that the Facility variable has a positive and significant effect on the Staying Decision at Aloft Hotel Jakarta Wahid Hasyim.

At the Grand Mercure Hotel Maha Cipta Medan Angkasa, simultaneous tests conducted by researchers obtained Fhitung value greater than the value of Ftable (166.939 > 3.09) of significance value 0.000 < 0.05. Then Ho is rejected and Ha is accepted, which means that together the price and facilities have a significant effect on the decision to stay. The value of determinant coefficient R Square obtained by 0.774 or 77.4%. This shows that the price and facilities affect 77.4% of the decision to stay at the Hotel Grand Mercure Maha Cipta Medan Angkasa. While the remaining 22.6% is influenced by variables or other factors outside the study. Std. The Error of the Estimate is 1.529, which means the smaller the Std value. Error of the Estimate, will make the regression model more precise in predicting the dependent variable. The results of this study are in line with previous research conducted by Ni Luh Sri Gamatri, I Nengah Subadra, Ida Bagus Nyoman Krisna

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Prawira Yuda and Komang Sudarsana (2024) which states that there is a significant and positive influence on room and facility price variables on guests ' decisions to stay at The Haven Suites Bali Berawa.

CONCLUSION

Since Price has a positive effect on the Staying Decision at Grand Mercure Medan Angkasa Hotel, the first hypothesis is accepted. The t_{count} value for Price (X1) is 3.242 and the significance level is 0.002. The conclusion can be seen in the table of number greater than t (3,242 > 1,985) with significance value 0.002 < 0.05. Facility emphatically affect Staying Decisions at Grand Mercure Medan Angkasa Hotel, so the subsequent speculation is acknowledged. The t worth of the coefficient (X2) is 11.672 with an importance level of 0.000. The end should be visible in the table of number more prominent than t (11.672 > 1.985) and importance esteem 0.000 < 0.05. By showing that both Prices and Facility affect the choice to remain at Grand Mercure Medan Angkasa Hotel together, the fourth speculation is affirmed. Simultaneous tests by the specialists brought about F_{count} values that surpass the F_{table} worth (166.939 > 3.09) with an importance level of 0.000 < 0.05. The coefficient of assurance, R Squared, is determined at 0.774 or 77.4%. This shows that Price and Facility together impact the staying decisions at Grand Mercure Medan Angkasa by 77.4%, while the excess 22.6% are affected by different factors or outer elements that are excluded from the extent of this review. It is expected that this study can add a reference library for the campus and can be used by all those who need and can add additional literature and information that is useful for readers and can contribute ideas for those who have the same problem and want to do further research on the effect of price and facilities on the decision to choose a hotel.

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