

ABSTRAK

ANALISIS PENGARUH HARGA, JASA FASILITAS HOTEL, DAN KUALITAS PELAYANAN TERHADAP TINGKAT KEPUASAN WISATAWAN DOMESTIK

Studi Kasus Pada Hotel Malioboro INN Yogyakarta

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Penelitian ini merupakan studi kasus pada Hotel Malioboro Inn Yogyakarta. Tujuan penelitian ini adalah: 1) mengetahui apakah harga berpengaruh positif terhadap tingkat kepuasan wisatawan domestik, 2) mengetahui apakah jasa fasilitas hotel berpengaruh positif terhadap tingkat kepuasan wisatawan domestik, 3) mengetahui apakah kualitas pelayanan berpengaruh positif terhadap tingkat kepuasan wisatawan domestik, dan 4) mengetahui apakah harga, jasa fasilitas hotel, dan kualitas pelayanan secara simultan berpengaruh positif terhadap tingkat kepuasan wisatawan domestik pada Hotel Malioboro Inn. Teknik pengumpulan data yang digunakan yaitu: kuesioner, wawancara, dan studi pustaka. Analisis data dalam penelitian ini menggunakan teknik analisis regresi linier berganda dengan menggunakan program SPSS.16. Teknik pengambilan sampel yang digunakan oleh penulis dalam penelitian ini adalah teknik *purposive sampling* dengan jumlah responden yang diambil dalam penelitian ini sebanyak 100 responden. Hasil penelitian ini menunjukkan bahwa terdapat pengaruh positif antara: 1) Harga terhadap tingkat kepuasan wisatawan domestik, dilihat dari nilai $B = 0,371$ dan nilai $t_{hitung} = 8,896 > t_{tabel} = 1,661$. 2) Jasa fasilitas hotel terhadap tingkat kepuasan wisatawan domestik, dilihat dari nilai $B = 0,279$ dan nilai $t_{hitung} = 4,457 > t_{tabel} = 1,661$. 3) Kualitas pelayanan terhadap tingkat kepuasan wisatawan domestik, dilihat dari nilai $B = 0,588$ dan nilai $t_{hitung} = 6,967 > t_{tabel} = 1,661$. 4) Harga, jasa fasilitas hotel, dan kualitas pelayanan secara simultan terhadap tingkat kepuasan wisatawan domestik. Hal ini ditunjukkan dengan nilai $F_{hitung} = 51,911 > F_{tabel} = 2,699$. Nilai $R_y (1,2,3) = 0,787$ dan *Adjusted R Square* = 0,607. Dengan demikian dapat disimpulkan bahwa harga, jasa fasilitas hotel, dan kualitas pelayanan berpengaruh positif terhadap tingkat kepuasan wisatawan domestik pada Hotel Malioboro Inn.

Kata Kunci: harga, jasa fasilitas hotel, kualitas pelayanan, tingkat kepuasan.

ABSTRACT

THE ANALYSIS ON THE INFLUENCE OF PRICE, SERVICE OF HOTEL FACILITIES, AND SERVICE QUALITY TOWARD THE SATISFACTION LEVEL OF DOMESTIC TOURISTS

A Case Study at Malioboro INN Hotel in Yogyakarta

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This research is a study case at Malioboro Inn Hotel in Yogyakarta. This research aims to know: 1) the influence of the price toward the satisfaction level, 2) the influence of the service of hotel facilities toward the satisfaction level, 3) the influence of the service quality toward the satisfaction level, and 4) the influence of the price, service of hotel facilities, and service quality toward the satisfaction level of domestic tourists at Malioboro Inn Hotel. Some techniques used for collecting the data were: questionnaire, interview, and library study. Data analysis used the analysis techniques of multiple linear regressions through SPSS.16 program. The sampling gathering technique that the researcher used in this research was purposive sampling technique. The respondents of this research were 100 respondents. The data analysis showed that: 1) there was positive influence of the price toward the satisfaction level of the domestic tourists, it was concluded from the B value = 0,371 and $t_{count} = 8,896$ more than $t_{\alpha} = 1,661$, 2) there was positive influence of the service of hotel facilities toward the satisfaction level of the domestic tourists, it was concluded from the B value = 0,279 and $t_{count} = 4,457$ more than $t_{\alpha} = 1,661$, 3) there was positive influence of the service quality toward the satisfaction level of the domestic tourists, it was concluded from the B value = 0,588 and $t_{count} = 6,969$ more than $t_{\alpha} = 1,661$, and 4) there were positive influences of the price, the service of hotel facilities, and service quality toward the satisfaction level of the domestic tourists. It was concluded with $F_{count} = 51,911$ more than $F_{\alpha} = 2,699$, $R_{y(1,2,3)} = 0,787$ and Adjusted R Square = 0,607. It coned be concluded that the price, service of hotel facilities and service quality had positive influence toward the satisfaction level of the domestic tourists at Malioboro Inn Hotel.

Keywords: price, service of hotel facilities, service quality, satisfaction level.