



The influence of price and facilities on guests' decision to stay at the Grand Arkenso Park View Hotel, Semarang

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ABSTRACT

This research was conducted to determine the influence of price and facilities on guests' overnight decisions, where the object of this research was the Grand Arkenso Parkview Hotel Semarang. This research uses a quantitative approach with a sample size of 100 respondents. with data retrieval analysis techniques *accidental sampling*. The analytical data used includes instrument tests consisting of validity and reliability tests, then hypothesis tests consisting of partial tests or t tests, simultaneous tests or F tests coefficient of determination R² test, and multiple linear test. From the research results it was found that there were The influence of price on guests' decision to stay. The influence of facilities on guests' decision to stay, and there is p The influence of price and facilities on guests' decision to stay at the Arkenso Park View Hotel, Semarang.

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1. INTRODUCTION

In the world of the hotel business, investors currently prefer to build large hotels because this business brings in a lot of profits (Maladi & Sofiani, 2023). Especially in the city of Semarang, which is a transit city for tourists, one of which is the Grand Arkenso Parkview Hotel which is competing fiercely (Santosa & Vanel, 2022) with new hotels emerging in the city of Semarang, which use the millennial concept while the Grand Arkenso Semarang hotel adheres to the vintage concept, therefore the Grand Arkenso Semarang hotel is increasingly improving its strategy in capturing consumers' stay decisions. (Sugiyanto & Kurniasari, 2020).

The guest stay decision is the stage where a consumer or guest forms an intention to choose, buy or stay overnight (Mujari, 2020). Where the decision to modify, postpone or avoid, this decision is greatly influenced by the perceived risk (Septiyowati & Oetomo, 2017). The decision to stay overnight shows the behavior of consumers to decide on more than one alternative in determining their choice of getting any services and facilities that suit what they want (Efrosina, 2021). Factors that greatly influence consumers' decisions when staying at a hotel include price (Murthi & Rao, 2012)

The price of a product or service is a determining factor in market or consumer demand. Price is a very important thing that consumers pay attention to when buying products or services (Ruben & Facrureza, 2023). If consumers feel that the price offered is suitable, they will tend to come back again and make repeat purchases for the same product (Tjiptono, 2012).

Price is closely related to the facilities provided (Septiyowati & Oetomo, 2017). A consumer will not pay more if the facilities he gets are not worth the money he spends (Mukhamad Kholil Aswan, 2023). Companies that set their prices too high with poor facilities will cause consumers' interest in staying overnight to decrease (Syahputra Ramadhan & Herman, 2020). Meanwhile, if the company sets prices that are too low with good facilities, it will reduce the profits that the company itself can obtain (Juliana et al., 2021). Therefore, pricing and the facilities provided must be balanced.

Apart from the price offered to guests, facilities also play an important role in satisfying guest expectations in the price offered to guests (Ceylan & Tülbentçi, 2020). Facilities are a provider of various equipment in physical form that provides convenience to consumers who use hotel services, carrying out various activities or activities so that consumer needs during their stay can be met. (Baquero, 2023)

Facilities are a means to streamline functions and provide convenience. If a company provides more complete facilities, consumers will be more satisfied and ultimately choose the hotel as their top priority (Cholis et al., 2023). Apart from facilities, there are other factors that greatly influence a consumer's decision to stay at a hotel, including price. According to (Kotler & Armstrong, 2018).

Complete hotel facilities will provide added value to satisfy guests (Hutabarat et al., 2023). The facilities provided are a bedroom, with all the equipment in it, a restaurant and cafe as supporting factors (Were & Maranga, 2022). Additional facilities include (entertainment and sports facilities), etc. Facilities are the facilities and infrastructure provided by the hotel (Juliana et al., 2021). Facilities are factors considered by consumers who will stay at the hotel (Lee & Lee, 2015).

The high level of competition in the hospitality sector means that consumers have many choices (Juniarta et al., 2023). In the hotel industry, implementing a pricing strategy that is tailored to the facilities expected by guests can create interest in returning to visit and can increase guest loyalty in the hotel industry (Maladi & Sofiani, 2023). Guest loyalty is influenced by several factors, the most important factors in the hotel industry are the price and facilities provided to guests, so that it gives a sense of satisfaction to guests and then creates hotel guest loyalty. There is an influence of service quality on guests' stay decisions which shows indicators of guest loyalty in various hotels, especially in 4-star hotels (Efrosina, 2021).

So that guests place high expectations on the hotel to identify factors that can influence consumers' decisions to stay and implement appropriate strategies to increase the number of guests who stay. (Katemung et al., 2018). Guests' decision to stay is also influenced by the promotions carried out by the hotel, how the promotions are carried out so that they attract potential guests to decide to stay at the hotel. The more attractive the promotions are, the more potential guests will decide to stay at the hotel (Apriani & MH Nainggolan, 2022). Apart from that, price and facilities also have the same influence on guests' decision to stay (Cholis et al., 2023), because if the hotel offers high prices to prospective guests then the prospective guests will expect to get commensurate facilities, therefore it is necessary to align the prices given to prospective guests with the facilities that will be provided to prospective guests (Clarisa Cristabel Rich Yuniarto & Mukhamad Kholil Aswan, 2023).

2. RESEARCH METHODS

The research method used in this research is a quantitative research method. Quantitative research is a researcher's attempt to find knowledge by providing data in the form of numbers which are analyzed using statistics (Arikunto, 2013).

2.1 Time and place of research

The research was conducted in April – June 2024. The research location of consumers Arkenso Park View Hotel Semarang.

2.2 Population and sample

Researchers conducting research have objects that must be studied. In this case the object is a research population. Population is a generalization area consisting of objects or subjects that have the qualities and characteristics determined by the researcher to be studied and then conclusions drawn (Sugiyono, 2017). This population is guests and prospective guests who have known the Grand Arkenso Parkview Hotel Semarang in the last 3 months.

According to (Sugiyono, 2017) The sample is part of the number and characteristics of the population. The sample size was 100 respondents using the Accidental Sampling technique that is anyone who meets the criteria for guests who had stayed at the Grand Arkenso Parkview Hotel Semarang and questionnaire validation techniques using validity and reliability tests. In getting approval from guests or potential guests to be able to fill out the questionnaire in this research after filling in guest comments and seeing hotel reviews on various online travel agent platforms at the Grand Arkenso Parkview Hotel, Semarang. Respondents were taken before and after booking a room or staying at a hotel, apart from that, respondents were obtained from guests who had stayed several times at the Grand Arkenso Parkview Hotel Semarang. The sample in this study were guests or potential guests at the Grand Arkenso Park View Hotel Semarang.

2.3 Data analysis

In this research, data from research results was processed using inferential (quantitative) analysis. Where the analysis uses the SPSS 21 program package.

a. Multiple Linear Regression

The form of multiple linear regression is:

$$Y = \beta_1 X_1 + \beta_2 X_2 + e \quad (1)$$

Information:

Y : guest's decision to stay

X1 : price

X2 : facility

$\beta_1 \beta_2$: regression coefficient

e : std. error

Hypothesis testing in this study uses the t test for partial testing because it is in accordance with the initial hypothesis that price (X1) and facilities (X2) partially have a significant influence on guests' decision to stay (Y).

b. Test the model

The model tests used in this research include:

a) Simultaneous test (F test)

The F test basically aims to show whether all the independent variables included in the data model have a joint influence on the dependent/dependent variable. (Ghozali, 2013). In this study, we tested the influence of price and facilities on guests' stay decisions. To test the hypothesis, the f test is used with the following decision making criteria if the f value is smaller than 0.05 (5%) then all independent variables together have an effect on the dependent variable.

b) Partial test (t test)

Basically, it aims to show how much influence an explanatory/independent variable individually has in explaining variations in the dependent variable(Ghozali, 2013). The hypothesis formulated in this research is as follows: Ho: $\beta_1 \leq 0$ (meaning the independent variable has no positive effect on the dependent variable). Ha: $\beta_1 > 0$ (meaning the independent variable has a positive effect on the dependent variable).

The degree of confidence used for hypothesis testing is 5% ($\alpha = 0.05$) and is determined as follows: If the p-value ≤ 0.05 then Ho is rejected and Ha is accepted, meaning that the independent variable has a significant effect on the dependent variable.If the p-value ≥ 0.05 then Ho is accepted and Ha is rejected, meaning that the independent variable has no significant effect on the dependent variable.

3. RESULTS AND DISCUSSIONS

3.1 Research results

a. Price instrument validity and reliability test

Table 1. Facility validity test

		Correlations					
		X1.1	X1.2	X1.3	X1.4	X1.5	Total Price
X1.1	Pearson Correlation	1	,690**	,465**	,530**	,503**	,766**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100
X1.2	Pearson Correlation	,690**	1	,657**	,702**	,607**	,891**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100
X1.3	Pearson Correlation	,465**	,657**	1	,593**	,600**	,802**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100
X1.4	Pearson Correlation	,530**	,702**	,593**	1	,651**	,843**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100
X1.5	Pearson Correlation	,503**	,607**	,600**	,651**	1	,820**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100
Total Price	Pearson Correlation	,766**	,891**	,802**	,843**	,820**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

All Instrument items of the price variable are valid, with a significance value of $0.000 < 0.05$.

b. Facility instrument validity test

Table 2. Facility validity test

		Correlations					
		X2.1	X2.2	X2.3	X2.4	X2.5	Total_Facilities
X2.1	Pearson Correlation	1	,683**	,574**	,446**	,726**	,870**

	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100
X2.2	Pearson Correlation	,683**	1	,519**	,527**	,668**	,853**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100
X2.3	Pearson Correlation	,574**	,519**	1	,220*	,521**	,733**
	Sig. (2-tailed)	,000	,000		,028	,000	,000
	N	100	100	100	100	100	100
X2.4	Pearson Correlation	,446**	,527**	,220*	1	,533**	,660**
	Sig. (2-tailed)	,000	,000	,028		,000	,000
	N	100	100	100	100	100	100
X2.5	Pearson Correlation	,726**	,668**	,521**	,533**	1	,859**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100
TOTAL	Pearson Correlation	,870**	,853**	,733**	,660**	,859**	1
_FACIL	Sig. (2-tailed)	,000	,000	,000	,000	,000	
ITIES	N	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

All instrument items from the facility variable are valid, with a significance value of $0.000 < 0.05$

c. Validity test of guest decision instrument

Table 3. Test the validity of guests' stay decisions

		Correlations					
		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Total_KM
Y1.1	Pearson Correlation	1	,692**	,751**	,651**	,666**	,869**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	100	100	100	100	100	100
Y1.2	Pearson Correlation	,692**	1	,719**	,712**	,690**	,878**
	Sig. (2-tailed)	,000		,000	,000	,000	,000
	N	100	100	100	100	100	100
Y1.3	Pearson Correlation	,751**	,719**	1	,707**	,695**	,889**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	100	100	100	100	100	100
Y1.4	Pearson Correlation	,651**	,712**	,707**	1	,662**	,858**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	100	100	100	100	100	100
Y1.5	Pearson Correlation	,666**	,690**	,695**	,662**	1	,852**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	100	100	100	100	100	100
Total_KM	Pearson Correlation	,869**	,878**	,889**	,858**	,852**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

All instrument items from the overnight decision variable are valid, with a significance value of $0.000 < 0.05$

c. Price reliability test

Table 4. Price reliability test

Reliability Statistics	
Cronbach's Alpha	N of Items
,883	5

The price instrument is declared reliable because of its value Cronbach's Alpha $0.883 > 0.7$ means the instrument can be used for data collection.

d. Test facility reliability

Table 5. Facility reliability test

Reliability Statistics	
Cronbach's Alpha	N of Items
,853	5

The facility instrument is declared reliable because of its value Cronbach's Alpha 0.853 > 0.7 means the instrument can be used for data collection.

e. test the reliability of guests' stay decisions

Table 6. Test the reliability of guests' stay decisions

Reliability Statistics	
Cronbach's Alpha	N of Items
,919	5

The guest stay decision instrument is declared reliable because of its value Cronbach's Alpha 0.919 > 0.7 means the instrument can be used for data collection.

3.2 Hypothesis testing

a. Determination test

Table 7. Coefficient of determination test

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.883a	.780	.775	1,608	.780	171,460	2	97	.000

a. Predictors: (Constant), TOTAL_FACILITIES, TOTAL_PRICE

Determination analysis shows the R value Square is 0.780 or 78%, which means that the variable contribution of price and facilities to the guest's decision to stay. The remaining 22% is influenced by other factors outside the research model.

b. Regression and hypothesis testing

Table 8. Regression test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,550	1,115		,493	,623
	Total Price	,578	,080	,561	7,243	,000
	Total_facilities	,402	,084	,371	4,795	,000

a. Dependent Variable: Total_Keputusan_Winning

The results of the regression test show that the multiple regression equation is: $Y = 0.550 + 0.578X_1 + 0.402X_2$

These results show that the price variable has a positive and dominant value of 0.578 and the facility variable has a positive value of 0.402, which means that the price variable or facility variable has increased, so guests' decision to stay has also increased.

Table 9. Hypothesis Test

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1 Regression	886,734	2	443,367	171,460	,000b	
Residual	250,826	97	2,586			
Total	1137,560	99				

a. Dependent Variable: Total_Keputusan_Winning

b. Predictors: (Constant), Total_Facilities, Total_Price

Based on the calculation results, the F value is 171,460 is greater than the F table value, so it can be interpreted that H₀ is rejected, there is a simultaneous influence between price and facility variables on guests' decision to stay.

3.3 Discussion results

- a. The influence of price on guests' decision to stay at the Grand Arkenso Park View Hotel, Semarang.

The results of this research show that price influences guests' decision to stay at the Arkenso Park View Hotel, Semarang. It can be seen from the partial result that the positive value is 0.578 shows the influence of price on guests' decision to stay. The positive influence in accordance with the concept of implementing affordable prices can increase the level of hotel guests' decision to stay at the hotel Arkenso Park View Semarang. This research also shows that if the price is adjusted to the guest's financial capabilities, it can increase the interest in the guest's decision to stay at the Arkenso Park View Hotel, Semarang.

- b. The influence of facilities on guests' decision to stay at the Grand Arkenso Park View Hotel, Semarang.

The results of this research show that facilities influence guests' decision to stay at the Arkenso Park View Hotel, Semarang. It can be seen from the partial result that the positive value is 0.402 This means that there is an influence between facilities on guests' decision to stay. A positive influence in accordance with the concept of implementing good facilities can increase hotel guests' decision to stay at the hotel Arkenso Park View Semarang. This research also shows that if the facilities are always improved and updated, it can increase the interest in guests' decision to stay at the Arkenso Park View Hotel, Semarang.

- c. The influence of price and facilities on guests' decision to stay at the Arkenso Park View Hotel, Semarang.

The results of this research show that price and facilities have a positive and significant influence on guests' decision to stay at the Arkenso Park View Hotel, Semarang. It can be seen from the simultaneous results that the positive value is equal to 171,460 This means that there is an influence between price and facilities on hotel guests' decision to stay. This positive influence can be felt if affordable prices suit guest finances and improved facilities can increase hotel guests' decision to stay at the hotel Arkenso Park View Semarang. This research also shows that if prices and facilities are always affordable and the facilities are also updated, it can increase the interest in guests' decision to stay at the Arkenso Park View Hotel, Semarang.

4. CONCLUSION

Based on the results of the research and discussion, it can be concluded as follows; 1. Price influences guests' decision to stay at the Grand Arkenso Park View Hotel, Semarang. 2. Facilities influence guests' decision to stay at the Grand Arkenso Park View

Hotel, Semarang. 3. Price and facilities influence guests' decision to stay at the Grand Arkenso Park View Hotel, Semarang. Based on the conclusions that have been presented, the researcher's suggestion is that there is a need to adjust affordable prices and facilities to improve guests' decision to stay. It is hoped that further research can add or develop variables related to hotel guest loyalty. The variables and models of this research are very limited so there needs to be development beyond the object of ongoing research. Hotel managers to improve facilities and provide competitive prices, it is also hoped that this can help in decision making for hotel guests

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